

# IBDP

## BUSINESS MANAGEMENT

# 100 AI PROMPTS

for Smarter Revision *and* Exam Prep

*Active recall, exam technique, and mark-scheme thinking — without cheating.*



by James R. Martin

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## How to Use This Book

For a long time, high-quality tutoring has been a major contributor to elite academic achievement. Used well, AI can now act as a powerful tutor that most students and parents could not previously afford.

This book is a **starting point**, not a rulebook. Each prompt is designed to help you revise, test your understanding, and think more clearly — not to give perfect answers. You are encouraged to **adapt, improve, and remix** these prompts.

You are learning how to think carefully about the questions you ask — a skill that will matter far beyond these exams.

## **Note on Exam Boards and Syllabi**

This book is designed for students following the International Baccalaureate Diploma Programme (IBDP) Business Management course at both Standard Level (SL) and Higher Level (HL). The IB Business Management syllabus emphasises conceptual understanding, real-world application, and the ability to analyse business decisions using a range of theoretical frameworks and quantitative tools.

Assessment in IB Business Management consists of Paper 1 (a pre-released case study requiring students to apply concepts to a specific business scenario), Paper 2 (structured and extended-response questions based on unseen stimulus material), and an Internal Assessment (IA) requiring an original research project on a real organisation. HL students also face additional content areas and greater analytical depth in their examinations.

The IB uses specific command terms such as 'analyse', 'evaluate', 'examine', 'discuss', and 'to what extent', each carrying distinct expectations for the depth and structure of student responses. Understanding these command terms is essential for achieving marks in the upper markbands, which reward critical thinking, balanced evaluation, and well-supported judgements.

Prompts in this book are written to be adaptable across both SL and HL pathways. Where content is exclusive to HL — such as investment appraisal techniques or additional strategic frameworks — this is clearly indicated. Students should focus on the prompts most relevant to their level while using others to deepen their broader understanding.

By practising with AI-driven prompts that mirror the style and rigour of IB assessment, students can build confidence in applying business theories, interpreting financial data, constructing well-structured arguments, and developing the evaluative skills that distinguish top-band responses in IB Business Management examinations.

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# Section 1

## Introduction to Business Management

This section covers the foundational concepts of business management, including the reasons businesses exist, the different types of business organisations, their objectives, and the role of stakeholders. These concepts underpin every other topic in the IB Business Management course and appear frequently across both Paper 1 and Paper 2.

Students must understand the distinction between for-profit and non-profit organisations, the features of sole traders, partnerships, and companies, and the tensions that can arise between different stakeholder groups. SWOT analysis is a key analytical tool introduced here and used extensively throughout the course.

The prompts in this section build from identifying and describing basic business concepts through to analysing stakeholder conflicts and evaluating strategic decisions using SWOT frameworks — reflecting the progression expected across IB markbands.

### **Prompt 1: Types of Business Organisation**

#### **Copy this prompt into your AI tool:**

*Outline a scenario describing a small family-run business in a developing economy and identify its type of organisation, distinguishing between sole trader, partnership, and private limited company.*

*Then evaluate two advantages and two disadvantages of that organisational type, applying SWOT analysis to the specific business context. Justify your evaluation with reference to the specific market conditions faced by the business.*

**What this helps you practise:**

Classifying business organisations and applying  
SWOT analysis

**How to use it well:**

Identify the business type and construct a SWOT  
analysis. Check IB terminology and ensure  
advantages link to the specific context.

**Prompt 2: Mission and Vision Statements**

**Copy this prompt into your AI tool:**

*Show me two mission statements from different  
types of organisations and quiz me on what each  
reveals about the business's objectives, values, and  
target market. Challenge me to explain how a  
mission statement influences strategic decision-  
making. Evaluate whether these mission statements  
align with the principles of corporate social  
responsibility and stakeholder theory.*

**What this helps you practise:**

Interpreting mission statements and connecting  
purpose to strategy

**How to use it well:**

Practise distinguishing between mission and vision,  
and explain how each shapes day-to-day operations  
and long-term planning. Review your work against  
IB criteria and refine weak areas.

**Prompt 3: Business Objectives and Strategy**

**Copy this prompt into your AI tool:**

*Test me on a business scenario where an  
organisation is choosing between growth, profit  
maximisation, and social objectives. Ask me to  
explain the trade-offs involved and recommend  
which objective should take priority, justifying my  
answer. Apply decision tree analysis to evaluate  
which objective best balances short-term  
profitability with long-term strategic positioning.*

**What this helps you practise:**

Evaluating competing business objectives in context

**How to use it well:**

Structure your response using IB command term expectations for 'evaluate' — present both sides before reaching a supported judgement.

**Prompt 4: Stakeholder Identification**

**Copy this prompt into your AI tool:**

*Analyse a business situation involving a multinational corporation's factory expansion into a developing country. Identify all relevant internal and external stakeholders, construct a stakeholder mapping matrix, and evaluate how conflicting stakeholder interests might affect the strategic decision using force field analysis. Recommend which stakeholder group the business should prioritise and justify your strategic recommendation.*

**What this helps you practise:**

Mapping stakeholders and evaluating conflicting interests

**How to use it well:**

Map stakeholders on a power-interest matrix. Evaluate conflicting interests and check that force field analysis is correctly applied.

**Prompt 5: Stakeholder Conflict**

**Copy this prompt into your AI tool:**

*Present a case where shareholders want to maximise dividends while employees are demanding higher wages. Ask me to analyse the conflict, explain which stakeholder group should be prioritised, and justify my reasoning with reference to business theory. Apply stakeholder mapping to prioritise competing interests and recommend a resolution strategy using relevant business theory.*

**What this helps you practise:**

Analysing stakeholder tensions and constructing reasoned arguments

**How to use it well:**

Use this to practise the IB 'discuss' command term by presenting multiple perspectives before drawing a conclusion. Review your work against IB criteria and refine weak areas.

**Prompt 6: SWOT Analysis Construction**

**Copy this prompt into your AI tool:**

*Provide me with information about a medium-sized business entering a new market and ask me to construct a full SWOT analysis. Then challenge me to explain how one strength could be used to exploit one opportunity. Evaluate whether the analysis provides sufficient strategic insight for the business to gain competitive advantage in its target market.*

**What this helps you practise:**

Building SWOT frameworks and drawing strategic connections between factors

**How to use it well:**

Ensure your SWOT factors are specific to the scenario, not generic. Practise linking internal factors to external ones for stronger analysis.

**Prompt 7: SWOT and Strategic Decision-Making**

**Copy this prompt into your AI tool:**

*Give me a completed SWOT analysis for a struggling business and ask me to evaluate which threat poses the greatest risk. Then test whether I can recommend a strategy to address it, drawing on at least one internal strength. Recommend which strategic response to the threat should take priority, justifying your answer with reference to the business context.*

**What this helps you practise:**

Using SWOT outputs to inform and justify strategic recommendations

**How to use it well:**

This mirrors Paper 1 evaluation questions. Focus on justifying why one threat matters most rather than treating all equally.

**Prompt 8: Sectors of Economic Activity**

**Copy this prompt into your AI tool:**

*Test me on an IB-style question: present three businesses without naming their sectors and ask me to classify each as primary, secondary, tertiary, or quaternary. Then test me on how sectoral change affects employment patterns in an economy.*

*Evaluate whether understanding sector classification helps businesses develop more effective competitive strategies in the global economy.*

**What this helps you practise:**

Classifying business activity by sector and explaining structural economic change

**How to use it well:**

Connect sectoral shifts to real-world trends such as deindustrialisation and the growth of the service economy. Review your work against IB criteria and refine weak areas.

**Prompt 9: Social Enterprise and Non-Profit Objectives**

**Copy this prompt into your AI tool:**

*Examine a social enterprise scenario, such as a fair-trade coffee cooperative, and explain how its objectives differ from those of a for-profit company by comparing mission statements. Then evaluate the TOK knowledge question: to what extent can profit and social responsibility coexist as equally valid*

*business objectives?. Use specific business terminology and reference real-world social enterprise examples in your evaluation.*

**What this helps you practise:**

Evaluating social enterprise objectives with TOK connections

**How to use it well:**

Compare social enterprise and for-profit objectives.

Address the TOK question on profit versus responsibility with balanced evidence. Review your work against IB criteria and refine weak areas.

**Prompt 10: Business Growth and Economies of Scale**

**Copy this prompt into your AI tool:**

*Quiz me on a scenario where a small business is considering rapid expansion. Ask me to explain the potential economies of scale it could achieve and then test whether I can identify the risks of diseconomies of scale. Evaluate the potential diseconomies of scale and recommend whether gradual or rapid expansion is the better strategic approach.*

**What this helps you practise:**

Explaining scale advantages and recognising growth-related risks

**How to use it well:**

Practise linking economies of scale to specific functional areas such as purchasing, marketing, and finance for stronger responses.

**Prompt 11: Globalisation and Business**

**Copy this prompt into your AI tool:**

*Evaluate how globalisation creates both opportunities and threats for a domestic manufacturer facing competition from multinational corporations. Construct a PEST analysis identifying*

*two political, economic, social, and technological factors, and then assess which factor poses the greatest long-term strategic risk to the business.*

*Justify your assessment with reference to the specific industry and market conditions described.*

**What this helps you practise:**

Constructing PEST analysis and evaluating strategic risks

**How to use it well:**

Construct a full PEST analysis with two factors per category. Evaluate which factor poses the greatest strategic risk with justification.

## Section 2

### Human Resource Management

Human Resource Management (HRM) explores how businesses plan, recruit, develop, and manage their workforce. In the IB Business Management course, students must understand leadership styles, motivation theories, organisational structures, and the relationship between effective HRM and business performance.

Key theories include Maslow's hierarchy of needs, Herzberg's two-factor theory, and Adams' equity theory, alongside leadership models such as autocratic, democratic, paternalistic, and laissez-faire styles. HL students must also engage with additional content on organisational culture and change management.

The prompts below progress from recall of HRM concepts through application of motivation theories to evaluation of leadership approaches — building the analytical skills needed for strong Paper 2 extended responses and Internal Assessment discussions.

#### **Prompt 12: Leadership Styles**

##### **Copy this prompt into your AI tool:**

*Set me a challenge: present a workplace scenario and ask me to identify the leadership style being used. Then test whether I can explain one advantage and one disadvantage of that style in the given context. Evaluate which leadership style is most effective for managing change in organisations undergoing digital transformation.*

**What this helps you practise:**

Identifying leadership styles and evaluating their contextual effectiveness

**How to use it well:**

Avoid generic answers — always link advantages and disadvantages to the specific situation described in the scenario. Review your work against IB criteria and refine weak areas.

**Prompt 13: Maslow's Hierarchy of Needs**

**Copy this prompt into your AI tool:**

*Present a case study of a company experiencing high staff turnover and ask me to use Maslow's hierarchy of needs to diagnose which level of need is not being met. Then challenge me to suggest two practical strategies the business could implement. Evaluate which level of Maslow's hierarchy the business should prioritise to improve staff retention most effectively.*

**What this helps you practise:**

Applying Maslow's theory to diagnose and solve workplace motivation problems

**How to use it well:**

Practise connecting each level of the hierarchy to specific workplace conditions and HR policies for deeper analysis. Review your work against IB criteria and refine weak areas.

**Prompt 14: Herzberg's Two-Factor Theory**

**Copy this prompt into your AI tool:**

*Give me a list of workplace conditions and ask me to classify each as a motivator or hygiene factor according to Herzberg's theory. Then test whether I can explain why improving hygiene factors alone may not increase motivation. Evaluate which factor has the greatest impact on employee motivation in the context of a service-sector business.*

**What this helps you practise:**

Distinguishing motivators from hygiene factors and explaining their differential impact

**How to use it well:**

Focus on articulating the key insight of Herzberg's theory — that removing dissatisfaction is not the same as creating motivation.

**Prompt 15: Comparing Motivation Theories**

**Copy this prompt into your AI tool:**

*Compare Maslow's hierarchy of needs with Herzberg's two-factor theory, applying both frameworks to a case study of a technology start-up with high employee turnover. Identify similarities and differences between the theories and evaluate which provides more useful guidance for managers.*

*[SL/HL: HL candidates should also discuss the limitations of applying Western motivation theories cross-culturally.]*

**What this helps you practise:**

Comparing motivation theories with cross-cultural SL/HL analysis

**How to use it well:**

Compare both theories using the case study context. Check SL/HL requirements and evaluate cross-cultural limitations at HL level.

**Prompt 16: Organisational Structure**

**Copy this prompt into your AI tool:**

*Show me an organisational chart and ask me to identify the span of control, chain of command, and number of levels of hierarchy. Then test whether I can explain how a tall structure might affect communication and decision-making. Evaluate the implications for employee motivation and communication in each type of organisational structure.*

**What this helps you practise:**

Interpreting organisational charts and explaining structural implications

**How to use it well:**

Practise linking structural features to real business outcomes such as speed of communication, employee autonomy, and coordination costs.

**Prompt 17: Flat vs Hierarchical Structures**

**Copy this prompt into your AI tool:**

*Present me with two businesses — one with a flat structure and one with a tall hierarchy — and ask me to analyse the advantages and disadvantages of each. Then challenge me to recommend which structure would suit a fast-growing technology start-up. Evaluate which structure is more appropriate for a rapidly growing technology start-up entering international markets.*

**What this helps you practise:**

Analysing structural trade-offs and making context-specific recommendations

**How to use it well:**

Strong IB responses link structural choice to factors such as industry type, business size, and organisational culture. Review your work against IB criteria and refine weak areas.

**Prompt 18: Recruitment and Selection**

**Copy this prompt into your AI tool:**

*Give me a job description for a managerial role and ask me to outline an appropriate recruitment and selection process. Then test whether I can evaluate the advantages of internal versus external recruitment for this position. Evaluate whether the process you designed would effectively identify the most suitable candidate for a senior management position.*

**What this helps you practise:**

Designing recruitment processes and evaluating sourcing strategies

**How to use it well:**

Ensure your answer considers both cost-effectiveness and the strategic needs of the business when recommending a recruitment approach.

**Prompt 19: Training and Development**

**Copy this prompt into your AI tool:**

*You are an IB examiner: present a business facing a skills gap in its workforce and ask me to distinguish between on-the-job and off-the-job training. Then challenge me to recommend a training approach and justify my choice with reference to cost, effectiveness, and employee retention. Evaluate which training approach would be most cost-effective for a business operating in a rapidly changing industry.*

**What this helps you practise:**

Comparing training methods and justifying choices with business reasoning

**How to use it well:**

Practise weighing multiple criteria simultaneously — this reflects the evaluative thinking rewarded in upper markbands. Review your work against IB criteria and refine weak areas.

**Prompt 20: Organisational Culture (HL)**

**Copy this prompt into your AI tool:**

*Examine a scenario describing a company undergoing a merger between a hierarchical Japanese manufacturer and a flat-structured Scandinavian design firm. Analyse how the clash of organisational cultures could affect employee motivation, productivity, and retention, and recommend strategies for cultural integration using*

*Handy's cultural typology. (HL). Apply relevant motivation theory to evaluate the impact of cultural integration on employee performance and engagement.*

**What this helps you practise:**

Analysing organisational culture clashes using Handy's typology

**How to use it well:**

Analyse cultural clash impacts on motivation and retention. Apply Handy's typology and recommend specific integration strategies. Review your work against IB criteria and refine weak areas.

**Prompt 21: Industrial Relations and Conflict**

**Copy this prompt into your AI tool:**

*Quiz me on industrial relations: present a dispute between management and a trade union over working conditions. Ask me to explain the causes of the conflict, outline methods of conflict resolution, and evaluate which approach would be most effective in this context. Evaluate the potential consequences of unresolved industrial conflict for business reputation and stakeholder relationships.*

**What this helps you practise:**

Analysing workplace conflict and evaluating resolution strategies

**How to use it well:**

Practise considering the perspective of both sides before recommending a resolution — this demonstrates the balanced evaluation IB examiners reward.

**Prompt 22: Change Management and Resistance**

**Copy this prompt into your AI tool:**

*Challenge me with a scenario where a business is implementing a major change such as digital*

*transformation. Ask me to identify reasons employees might resist the change and then test whether I can recommend strategies to overcome resistance, using relevant HRM theory. Evaluate which change management model provides the most practical framework for managing employee resistance.*

**What this helps you practise:**

Diagnosing resistance to change and applying theoretical frameworks to management

**How to use it well:**

Link your strategies to specific theories such as Lewin's force field analysis or Kotter's change model where relevant to HL content.

## Section 3

### Finance and Accounts

Finance and Accounts is one of the most quantitative areas of the IB Business Management course, requiring students to interpret financial statements, calculate and analyse ratios, conduct break-even analysis, and — for HL students — evaluate investment appraisal methods such as payback period, average rate of return, and net present value.

IB assessments expect students not only to perform calculations accurately but also to interpret results in context, identify limitations of financial tools, and make reasoned recommendations based on financial data. Paper 2 frequently tests the ability to combine quantitative analysis with qualitative judgement.

The prompts below develop skills from basic financial literacy through to strategic financial evaluation, helping students build the confidence to tackle data-heavy questions under timed exam conditions.

#### **Prompt 23: Revenue, Costs, and Profit**

##### **Copy this prompt into your AI tool:**

*Give me a set of financial data for a small business and ask me to calculate total revenue, total costs, and profit. Then test whether I can explain the difference between gross profit and net profit. Evaluate whether the business is financially viable for continued operation using the data provided.*

##### **What this helps you practise:**

Calculating core profit metrics and distinguishing between profit measures

**How to use it well:**

Always show your working clearly and define each term precisely — IB examiners award marks for demonstrated understanding, not just correct answers.

**Prompt 24: Break-Even Analysis**

**Copy this prompt into your AI tool:**

*Provide me with fixed costs, variable costs per unit, and selling price data. Ask me to calculate the break-even quantity and construct a break-even chart. Then challenge me to explain what would happen to the break-even point if fixed costs increased. Evaluate the limitations of break-even analysis as a planning tool for businesses operating in volatile markets.*

**What this helps you practise:**

Performing break-even calculations and analysing sensitivity to cost changes

**How to use it well:**

Practise sketching break-even charts quickly and accurately — this is a common Paper 2 requirement under time pressure.

**Prompt 25: Final Accounts: Profit and Loss**

**Copy this prompt into your AI tool:**

*Present me with raw financial data for a business and ask me to construct a profit and loss account. Then test whether I can identify two concerns a stakeholder might have from examining the completed statement. Evaluate which financial indicator provides the most useful insight for potential investors considering the business.*

**What this helps you practise:**

Constructing profit and loss accounts and interpreting them for stakeholder

**How to use it well:**

Focus on understanding what each line reveals about business performance — examiners reward interpretation, not just presentation. Review your work against IB criteria and refine weak areas.

**Prompt 26: Final Accounts: Balance Sheet**

**Copy this prompt into your AI tool:**

*Give me a list of assets, liabilities, and equity items and ask me to arrange them into a properly formatted balance sheet. Then test whether I can explain what the balance sheet reveals about the business's financial position. Evaluate what the balance sheet reveals about the long-term financial stability of the business and its gearing.*

**What this helps you practise:**

Constructing and interpreting balance sheets for financial health assessment

**How to use it well:**

Practise identifying whether a business is asset-rich but cash-poor, or heavily reliant on debt — these are common analytical angles in IB exams.

**Prompt 27: Profitability Ratios**

**Copy this prompt into your AI tool:**

*Provide financial data from two competing businesses and ask me to calculate gross profit margin and net profit margin for each. Then challenge me to analyse which business is more profitable and suggest reasons for the difference. Evaluate which business demonstrates stronger financial health overall and recommend strategic improvements for the weaker performer.*

**What this helps you practise:**

Calculating and comparing profitability ratios across businesses

**How to use it well:**

Go beyond stating which ratio is higher — explain possible causes and consider whether the comparison is fair given business size and industry.

**Prompt 28: Liquidity Ratios**

**Copy this prompt into your AI tool:**

*Present me with balance sheet data and ask me to calculate the current ratio and acid test ratio. Then test whether I can evaluate whether the business faces a liquidity problem and recommend actions to improve its position. Evaluate what these ratios reveal about the business's short-term financial health and recommend corrective actions if needed.*

**What this helps you practise:**

Assessing business liquidity through ratio analysis and recommending corrective action

**How to use it well:**

Remember that very high liquidity ratios can also be problematic — practise explaining why holding too much cash may indicate inefficiency.

**Prompt 29: Efficiency Ratios**

**Copy this prompt into your AI tool:**

*Present financial data and ask me to calculate stock turnover and debtor days ratios. Then test whether I can explain what these ratios reveal about the operational efficiency of the business and how they might be improved. Evaluate what these efficiency ratios reveal about the business's operational effectiveness compared with industry benchmarks.*

**What this helps you practise:**

Interpreting efficiency ratios and connecting them to operational management decisions

**How to use it well:**

Link ratio results to specific management actions —

this demonstrates the applied understanding IB examiners look for in upper markbands.

**Prompt 30: Sources of Finance**

**Copy this prompt into your AI tool:**

*Test me on sources of finance: present a business that needs to raise capital for expansion and ask me to evaluate three different sources of finance. Test whether I can recommend the most appropriate source, considering factors such as cost, risk, ownership dilution, and repayment terms. Evaluate how the choice of finance source affects the business's gearing ratio and long-term financial flexibility.*

**What this helps you practise:**

Evaluating financing options against multiple strategic criteria

**How to use it well:**

Practise the IB 'evaluate' structure — consider each source's advantages and disadvantages before making a justified recommendation. Review your work against IB criteria and refine weak areas.

**Prompt 31: Cash Flow Forecasting**

**Copy this prompt into your AI tool:**

*Provide monthly cash inflow and outflow data for a start-up business. Ask me to construct a six-month cash flow forecast and identify any months where the business may face cash flow problems. Then test whether I can suggest two strategies to address negative cash flow. Evaluate the reliability of the cash flow forecast and recommend strategies for managing identified cash shortfalls.*

**What this helps you practise:**

Building cash flow forecasts and identifying potential liquidity crises

**How to use it well:**

Examiners often ask about the limitations of cash flow forecasts — be prepared to discuss the assumptions underlying your figures.

**Prompt 32: Investment Appraisal: Payback and ARR (HL)**

**Copy this prompt into your AI tool:**

*Provide projected cash flows for two investment projects over five years and calculate the payback period and average rate of return for each. Then evaluate which project represents the better investment decision, considering both quantitative results and qualitative factors such as risk and strategic alignment. [SL/HL: HL candidates should also calculate and interpret the net present value for both projects.] (HL)*

**What this helps you practise:**

Calculating payback, ARR, and NPV for investment decisions

**How to use it well:**

Calculate payback and ARR for both projects. At HL level, also calculate NPV and evaluate the strategic implications of results.

**Prompt 33: Net Present Value (HL)**

**Copy this prompt into your AI tool:**

*Provide projected cash flows and a discount rate for an investment project. Ask me to calculate the net present value and explain what the result means for the business's investment decision. Then test whether I can discuss why NPV might give a different recommendation than payback period.*

*Note: NPV is HL-only content.*

**What this helps you practise:**

Calculating NPV and evaluating its advantages over simpler appraisal methods

**How to use it well:**

Practise explaining the concept of the time value of money in plain language — this demonstrates genuine understanding beyond formula application.

**Prompt 34: Financial Strategy and Stakeholder Perspectives**

**Copy this prompt into your AI tool:**

*Present a scenario where a business is deciding between reinvesting profits into research and development or distributing dividends to shareholders. Ask me to analyse the financial implications of each option and evaluate which approach better serves the long-term interests of the business. Evaluate how each option aligns with the company's stated corporate social responsibility commitments and stakeholder expectations.*

**What this helps you practise:**

Evaluating financial strategy through stakeholder and long-term strategic lenses

**How to use it well:**

This type of question appears in Paper 1 case studies — practise balancing short-term financial returns against long-term strategic positioning.

## Section 4

### Marketing

Marketing in IB Business Management covers market research, segmentation, targeting, and positioning (STP), the marketing mix (4Ps for goods, extended to 7Ps for services), and the growing importance of digital marketing and e-commerce. Students must understand how marketing strategies are developed and evaluated in real business contexts.

IB assessment frequently requires students to analyse marketing decisions using data, evaluate the effectiveness of marketing strategies, and discuss the ethical implications of marketing practices. Paper 2 questions often provide stimulus material such as market research data or marketing campaign descriptions.

The prompts below develop skills from basic marketing concept recall through to critical evaluation of marketing strategies, preparing students for the applied and evaluative questions that characterise IB Business Management assessment.

#### **Prompt 35: Market Research Methods**

##### **Copy this prompt into your AI tool:**

*Ask me to distinguish between primary and secondary market research, giving two examples of each. Then present a business scenario and test whether I can recommend the most appropriate research method, justifying my choice with reference to cost, reliability, and relevance. Evaluate which research method would provide the most reliable data for a business entering a saturated consumer electronics market.*

**What this helps you practise:**

Classifying research methods and selecting appropriate approaches for specific contexts

**How to use it well:**

Practise linking your choice of method to the specific information needs and budget constraints described in the scenario.

**Prompt 36: Market Segmentation**

**Copy this prompt into your AI tool:**

*Give me a marketing segmentation task: present a consumer product and ask me to identify three different ways the market for this product could be segmented. Then challenge me to explain why market segmentation is important for developing an effective marketing strategy. Evaluate how effective segmentation and targeting can give the business a competitive advantage in a crowded marketplace.*

**What this helps you practise:**

Applying segmentation variables and explaining their strategic purpose

**How to use it well:**

Go beyond listing segmentation bases — explain how each segment might respond differently to marketing mix decisions. Review your work against IB criteria and refine weak areas.

**Prompt 37: Targeting and Positioning**

**Copy this prompt into your AI tool:**

*Present me with market research data showing three consumer segments and ask me to recommend which segment a business should target. Then test whether I can explain how the business should position its product to appeal to that segment. Evaluate which segment represents the greatest growth opportunity and justify your recommendation using market data analysis.*

**What this helps you practise:**

Making targeting decisions and articulating positioning strategies using market data

**How to use it well:**

Practise drawing perceptual positioning maps to support your analysis — this visual tool strengthens Paper 2 responses. Review your work against IB criteria and refine weak areas.

**Prompt 38: The Product Life Cycle**

**Copy this prompt into your AI tool:**

*Set me a task: analyse sales data over several years for a product and ask me to identify which stage of the product life cycle it is currently in. Then test whether I can recommend appropriate marketing strategies for that stage and explain what extension strategies might be used. Evaluate which extension strategy would be most effective for extending the product's life cycle given current market trends.*

**What this helps you practise:**

Diagnosing product life cycle stages and recommending stage-appropriate marketing actions

**How to use it well:**

Discuss the limitations of the product life cycle model — examiners reward candidates who acknowledge that real products do not always follow the textbook pattern.

**Prompt 39: Pricing Strategies**

**Copy this prompt into your AI tool:**

*Present three businesses launching new products and ask me to recommend a different pricing strategy for each (such as penetration pricing, price skimming, or competitive pricing). Then test whether I can justify each recommendation with reference to market conditions and business objectives. Evaluate how the recommended pricing*

*strategy aligns with the business's overall marketing mix and brand positioning.*

**What this helps you practise:**

Selecting and justifying pricing strategies based on competitive and market

**How to use it well:**

Ensure your justification connects pricing to the broader marketing mix and business strategy, not just competitor behaviour. Review your work against IB criteria and refine weak areas.

**Prompt 40: Promotion and Communication Mix**

**Copy this prompt into your AI tool:**

*Design a promotional strategy for a business with a limited marketing budget launching a new organic food product in a competitive market. Recommend specific elements of the communication mix, including digital marketing, public relations, and guerrilla marketing, and justify each choice using the AIDA model and target market analysis. Evaluate how the business should allocate its limited budget across the chosen promotional channels for maximum impact.*

**What this helps you practise:**

Designing promotional strategies using AIDA model analysis

**How to use it well:**

Design your promotional mix using AIDA framework. Justify each element's selection based on budget, target market, and product type.

**Prompt 41: Place and Distribution Channels**

**Copy this prompt into your AI tool:**

*Distinguish between direct and indirect distribution channels, applying the analysis to a business selling handmade artisan goods. Evaluate the most appropriate distribution strategy by considering*

*factors such as cost, control, reach, and brand positioning, and recommend a channel strategy using relevant business frameworks. Evaluate whether the distribution strategy supports the brand's positioning and pricing objectives in both domestic and international markets.*

**What this helps you practise:**

Evaluating distribution channel strategies with business frameworks

**How to use it well:**

Evaluate distribution options using cost, control, and reach criteria. Recommend a strategy that aligns with brand positioning. Review your work against IB criteria and refine weak areas.

**Prompt 42: The Extended Marketing Mix (7Ps)**

**Copy this prompt into your AI tool:**

*Test me on applying the extended marketing mix: present a service-based business and ask me to explain why the 7Ps model is more appropriate than the 4Ps for analysing its marketing strategy. Then test me on how people, process, and physical evidence specifically contribute to customer satisfaction in this context.*

**What this helps you practise:**

Applying the extended marketing mix to service contexts and explaining

**How to use it well:**

Practise using specific examples for people, process, and physical evidence rather than vague definitions — this demonstrates applied understanding.

**Prompt 43: E-Commerce and Digital Marketing**

**Copy this prompt into your AI tool:**

*Present a traditional retailer considering launching an e-commerce platform and ask me to analyse the opportunities and challenges of this strategic shift.*

*Then challenge me to evaluate whether the business should adopt a fully online model or a hybrid approach. Evaluate how this business should respond to the growing influence of e-commerce on traditional retail distribution and customer engagement.*

**What this helps you practise:**

Analysing digital transformation in marketing and evaluating strategic options

**How to use it well:**

Consider the impact on all 7Ps when a business moves online, and discuss how consumer behaviour differences affect the strategy.

**Prompt 44: Ethical Marketing**

**Copy this prompt into your AI tool:**

*Provide an example of a marketing campaign that raises ethical concerns, such as greenwashing or targeting vulnerable consumers, and identify the specific ethical issues involved. Then evaluate whether businesses have a moral obligation to market ethically, considering the TOK knowledge question: can corporate marketing claims ever constitute genuine knowledge?. Evaluate whether the ethical issues identified would affect consumer trust and long-term brand loyalty in the target market.*

**What this helps you practise:**

Evaluating marketing ethics with TOK knowledge questions

**How to use it well:**

Identify ethical issues and evaluate moral obligations. Address the TOK question on marketing claims as knowledge with examples.

**Prompt 45: Marketing Strategy Evaluation**

**Copy this prompt into your AI tool:**

*Provide a case study of a business whose marketing campaign has underperformed. Ask me to identify possible reasons for the failure, analyse which element of the marketing mix was weakest, and recommend changes to improve results. Evaluate the marketing strategy holistically, considering whether the business aligned its marketing mix with its stated strategic objectives.*

**What this helps you practise:**

Diagnosing marketing failures and recommending evidence-based improvements

**How to use it well:**

Practise structuring responses as diagnosis, analysis, and recommendation — this mirrors the logical progression expected in high-scoring IB answers.

## Section 5

### Operations Management

Operations Management examines how businesses produce goods and deliver services efficiently and effectively. The IB Business Management syllabus covers production methods, quality management, supply chain management, location decisions, and lean production techniques, with additional HL content on operations strategy.

Students are expected to analyse operations decisions using both qualitative and quantitative tools, including capacity utilisation calculations, quality assurance systems, and supply chain diagrams. IB assessment rewards the ability to connect operations decisions to broader business strategy and competitive advantage.

The prompts in this section build from describing production methods through to evaluating complex operations strategies, developing the applied analytical skills needed for strong performance across Papers 1 and 2.

#### **Prompt 46: Production Methods**

**Copy this prompt into your AI tool:**

*Test me on production methods: present three different businesses and ask me to identify whether each uses job, batch, or flow production. Then test whether I can explain the advantages and disadvantages of each method in the given context.*

*Evaluate which production method is most appropriate for a business prioritising both cost efficiency and product customisation.*

**What this helps you practise:**

Classifying production methods and evaluating their suitability for different business

**How to use it well:**

Link your choice of production method to factors such as product type, volume, customisation, and cost structure for a stronger response.

**Prompt 47: Quality Management**

**Copy this prompt into your AI tool:**

*Ask me to distinguish between quality control and quality assurance. Then present a manufacturing business experiencing high defect rates and test whether I can recommend a quality management approach, explaining how it would reduce defects and improve customer satisfaction. Evaluate which quality management approach would be most effective for reducing defect rates while maintaining production efficiency.*

**What this helps you practise:**

Differentiating quality approaches and recommending systems to improve product standards

**How to use it well:**

Discuss the cost implications of each approach — examiners reward candidates who recognise that quality improvements involve trade-offs.

**Prompt 48: Total Quality Management**

**Copy this prompt into your AI tool:**

*Present a business considering implementing Total Quality Management (TQM) and ask me to explain the key principles of TQM. Then challenge me to evaluate whether TQM is feasible for a small business with limited resources. Evaluate whether TQM implementation would deliver sufficient return*

*on investment to justify the disruption to existing operations.*

**What this helps you practise:**

Explaining TQM principles and evaluating their applicability across different business

**How to use it well:**

Consider cultural and structural prerequisites for TQM — this shows the deeper understanding that distinguishes top markband responses.

**Prompt 49: Supply Chain Management**

**Copy this prompt into your AI tool:**

*Give me an IB-style question about supply chains: present the supply chain for a fashion retailer and ask me to identify the key stages and potential vulnerabilities. Then test whether I can analyse how supply chain disruption could affect the business and recommend strategies to improve supply chain resilience. Evaluate the potential impact of supply chain disruption on the retailer's ability to meet customer demand and maintain profitability.*

**What this helps you practise:**

Mapping supply chains and analysing vulnerability and resilience strategies

**How to use it well:**

Use real-world examples of supply chain disruption to support your analysis — this demonstrates the contextual awareness IB examiners value.

**Prompt 50: Location Decisions**

**Copy this prompt into your AI tool:**

*Present a business choosing between two locations for a new factory, providing data on costs, infrastructure, labour availability, and proximity to markets. Ask me to analyse the factors influencing the location decision and recommend the better option with justification. Evaluate which location*

*maximises the business's competitive advantage when considering both quantitative and qualitative factors.*

**What this helps you practise:**

Analysing location factors and making justified site selection recommendations

**How to use it well:**

Practise weighting different location factors — not all factors are equally important, and IB examiners reward prioritised analysis.

**Prompt 51: Lean Production**

**Copy this prompt into your AI tool:**

*Distinguish between the principles of lean production, including just-in-time inventory management, kaizen continuous improvement, and waste reduction (muda). Then analyse how a traditional manufacturing business could transition to lean production, evaluating the potential benefits and implementation challenges using a force field analysis. Evaluate the potential barriers to implementing lean production in a business with an established hierarchical organisational culture.*

**What this helps you practise:**

Analysing lean production transition using force field analysis

**How to use it well:**

Distinguish lean production principles with examples. Construct a force field analysis evaluating transition benefits and challenges. Review your work against IB criteria and refine weak areas.

**Prompt 52: Just-in-Time Production**

**Copy this prompt into your AI tool:**

*You are an IB examiner: present a business currently holding large inventories and ask me to explain how a just-in-time (JIT) system would work.*

*Then challenge me to evaluate the risks of adopting JIT, particularly in relation to supply chain reliability and demand variability. Evaluate the risks and benefits of just-in-time production for a business operating in a supply chain with long lead times.*

**What this helps you practise:**

Explaining JIT mechanics and critically assessing its risks and requirements

**How to use it well:**

Balance the cost-saving benefits of JIT against the vulnerability it creates — this nuanced evaluation is essential for upper markbands.

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**Prompt 53: Capacity Utilisation**

**Copy this prompt into your AI tool:**

*Provide production capacity and actual output data for a factory. Ask me to calculate the capacity utilisation rate and then analyse the implications of both under-utilisation and over-utilisation for business performance and costs. Evaluate whether the capacity utilisation rate indicates the need for operational restructuring or strategic investment in new facilities.*

**What this helps you practise:**

Calculating capacity utilisation and interpreting its strategic implications

**How to use it well:**

Practise explaining why neither very low nor very high capacity utilisation is ideal — this demonstrates the balanced analysis IB expects.

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**Prompt 54: Outsourcing and Subcontracting**

**Copy this prompt into your AI tool:**

*Present a business considering outsourcing its IT operations to a third-party provider. Ask me to analyse the potential benefits and drawbacks of outsourcing and evaluate whether the business*

*should proceed with the decision. Evaluate whether the long-term strategic benefits of outsourcing outweigh the risks of losing direct control over quality and operations.*

**What this helps you practise:**

Evaluating outsourcing decisions against strategic and operational criteria

**How to use it well:**

Consider the impact on quality control, cost, flexibility, and core competencies when evaluating outsourcing decisions. Review your work against IB criteria and refine weak areas.

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**Prompt 55: Innovation and Research & Development**

**Copy this prompt into your AI tool:**

*Ask me to distinguish between product innovation and process innovation, providing an example of each. Then present a business allocating budget between R&D and marketing, and test whether I can evaluate which investment would generate greater long-term competitive advantage. Evaluate whether the business should prioritise product innovation or process innovation given its current competitive position. [SL/HL: HL candidates should also evaluate the role of research and development investment in long-term competitive strategy.]*

**What this helps you practise:**

Differentiating innovation types and evaluating R&D investment against alternative uses

**How to use it well:**

Consider the industry context and competitive landscape when making your recommendation — innovation priorities vary significantly across sectors.

## **Prompt 56: Operations Strategy and Competitiveness**

### **Copy this prompt into your AI tool:**

*Set me a comprehensive operations challenge: present a business losing market share to more efficient competitors. Ask me to conduct a full analysis of its operations and recommend a strategic operations plan that addresses quality, cost, speed, and flexibility. Then challenge me to prioritise which operational improvement should come first.*

### **What this helps you practise:**

Developing comprehensive operations strategies and prioritising improvement areas

### **How to use it well:**

This mirrors the integrated analysis required in Paper 1 case studies — practise connecting operations improvements to overall business strategy.

## Section 6

### Business Strategy and Growth

This section covers the strategic tools and frameworks used by businesses to plan for growth, respond to competitive pressures, and navigate external changes. Key IB frameworks include Ansoff's Matrix, Porter's Generic Strategies, STEEPLE analysis, and force field analysis, with HL students expected to engage with these at greater analytical depth.

IB Business Management assessment rewards students who can apply strategic frameworks to specific business contexts rather than simply describing them in abstract terms. Paper 1 case studies frequently require the application of multiple strategic tools to analyse a single business situation.

The prompts below develop the ability to select, apply, and critically evaluate strategic frameworks — skills that are essential for achieving marks in the upper markbands of both SL and HL examinations.

**Prompt 57: Ansoff's Matrix: Market Penetration**  
**Copy this prompt into your AI tool:**

*Present a business with a dominant market share in a saturated market and ask me to explain the concept of market penetration within Ansoff's Matrix. Then test whether I can evaluate the limitations of this strategy when growth opportunities are restricted. Evaluate what risks are associated with market penetration in a saturated market and recommend alternative growth strategies using Ansoff's Matrix.*

**What this helps you practise:**

Applying market penetration strategy and assessing its viability in saturated

**How to use it well:**

Practise linking Ansoff's strategies to real business constraints — this contextual application is what distinguishes strong IB responses.

**Prompt 58: Ansoff's Matrix: Diversification**

**Copy this prompt into your AI tool:**

*Quiz me on Ansoff's Matrix: present a business considering diversifying into an entirely new market with a new product. Ask me to analyse the risks and potential rewards of diversification using Ansoff's Matrix, and challenge me to evaluate whether this is the best growth strategy available. Evaluate the risks associated with diversification compared with market development as an alternative growth pathway.*

**What this helps you practise:**

Analysing diversification risk and comparing it against alternative growth strategies

**How to use it well:**

Always compare diversification against the other three Ansoff strategies — evaluation means showing why this option is or is not superior.

**Prompt 59: Porter's Generic Strategies**

**Copy this prompt into your AI tool:**

*Analyse two competing businesses in the same industry: one pursuing cost leadership through economies of scale and the other pursuing differentiation through premium branding. Evaluate each strategy using Porter's generic strategies framework and determine under what market conditions each approach is more likely to succeed.*

*[SL/HL: HL candidates should also apply Porter's Five Forces to assess industry competitiveness.]*

**What this helps you practise:**

Applying Porter's strategies and Five Forces for  
SL/HL

**How to use it well:**

Evaluate both strategies using Porter's framework.  
At HL level, also apply Five Forces and assess  
industry competitiveness conditions.

**Prompt 60: STEEPLE Analysis**

**Copy this prompt into your AI tool:**

*Pose a business scenario and ask me to conduct a full STEEPLE analysis, identifying at least one relevant factor for each element (Social, Technological, Economic, Environmental, Political, Legal, Ethical). Then challenge me to evaluate which factor poses the greatest threat to the business. Evaluate which STEEPLE factor has the greatest potential impact on the business's strategic direction over the next five years.*

**What this helps you practise:**

Conducting comprehensive external environment  
analysis and prioritising key factors

**How to use it well:**

Avoid listing generic factors — make each STEEPLE  
point specific to the business in the scenario for a  
higher-quality analysis.

**Prompt 61: Mergers and Acquisitions**

**Copy this prompt into your AI tool:**

*Analyse a merger scenario between two medium-sized firms in the food industry. Classify the merger as horizontal, vertical forward, vertical backward, or conglomerate, and evaluate the potential benefits and risks for both businesses. Apply Ansoff's Matrix to assess whether the merger represents an*

*appropriate growth strategy. Justify your recommendation with reference to the specific market conditions and competitive landscape.*

**What this helps you practise:**

Classifying mergers and applying Ansoff's Matrix evaluation

**How to use it well:**

Classify the merger type and evaluate benefits and risks. Apply Ansoff's Matrix to assess whether the merger is strategically sound.

**Prompt 62: Joint Ventures and Strategic Alliances**

**Copy this prompt into your AI tool:**

*Present a scenario where a domestic company wants to enter a foreign market. Ask me to explain how a joint venture or strategic alliance could facilitate market entry. Then challenge me to evaluate the advantages and disadvantages compared to setting up a wholly owned subsidiary. Evaluate whether a joint venture or a wholly owned subsidiary would provide greater long-term strategic benefit.*

**What this helps you practise:**

Evaluating collaborative market entry strategies against independent expansion

**How to use it well:**

Discuss factors such as risk sharing, local market knowledge, control, and cultural compatibility in your evaluation. Review your work against IB criteria and refine weak areas.

**Prompt 63: Franchising as a Growth Strategy**

**Copy this prompt into your AI tool:**

*Evaluate how franchising works as a growth strategy by examining a real-world franchise such as McDonald's or Subway. Identify the roles and responsibilities of both franchisor and franchisee,*

*and assess the advantages and disadvantages of this model compared with organic growth, using the Boston Matrix to evaluate brand portfolio implications.*

**What this helps you practise:**

Evaluating franchising using the Boston Matrix framework

**How to use it well:**

Examine franchise roles and responsibilities with real examples. Assess advantages against organic growth using the Boston Matrix. Review your work against IB criteria and refine weak areas.

**Prompt 64: Force Field Analysis (HL)**

**Copy this prompt into your AI tool:**

*Challenge me with a force field analysis task: present a business contemplating a major strategic change. Ask me to construct a force field analysis identifying driving and restraining forces. Then challenge me to evaluate which restraining force is most significant and recommend how it could be overcome. Note: force field analysis has particular relevance for HL students.*

**What this helps you practise:**

Constructing force field analyses and developing strategies to overcome resistance

**How to use it well:**

Practise assigning relative weights to forces — not all drivers and restraints are equally powerful, and acknowledging this improves your analysis.

**Prompt 65: Corporate Social Responsibility**

**Copy this prompt into your AI tool:**

*Analyse a business accused of poor environmental practices while reporting strong financial results, such as a fast-fashion retailer or an oil company. Evaluate the tension between profitability and*

*corporate social responsibility, and consider the TOK knowledge question: is the pursuit of profit inherently in conflict with ethical business conduct? Support your evaluation with reference to specific real-world business examples.*

**What this helps you practise:**

Evaluating CSR tensions with TOK ethical knowledge questions

**How to use it well:**

Evaluate CSR and profitability tensions with evidence. Address the TOK question on profit and ethics with a balanced conclusion.

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**Prompt 66: Strategic Planning and Decision-Making**

**Copy this prompt into your AI tool:**

*Give me a scenario where a business must choose between three strategic options: organic growth, acquisition, or retrenchment. Ask me to analyse each option using relevant strategic frameworks and then make a final recommendation, justifying my answer with reference to the business's financial position, market conditions, and long-term objectives. Evaluate the criteria that should guide the strategic decision, including financial performance, risk tolerance, and stakeholder impact.*

**What this helps you practise:**

Integrating multiple strategic frameworks to make complex business recommendations

**How to use it well:**

This mirrors the extended evaluation questions in Paper 1 — practise bringing together multiple tools such as SWOT, Ansoff, and STEEPLE in a single coherent argument.

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**Prompt 67: Impact of Globalisation on Strategy**

**Copy this prompt into your AI tool:**

*Ask me to analyse how globalisation has changed the strategic options available to a medium-sized manufacturer. Then present data on international market opportunities and test whether I can evaluate the extent to which globalisation represents an opportunity rather than a threat for this business. Evaluate how the manufacturer should adapt its competitive strategy to respond to increased international competition.*

**What this helps you practise:**

Evaluating globalisation's strategic impact using evidence-based reasoning

**How to use it well:**

Balance the discussion between opportunities such as new markets and economies of scale, and threats such as increased competition and cultural barriers.

## Section 7

### Paper 1 Case Study Technique

Paper 1 in IB Business Management is based on a pre-released case study that students receive in advance of the examination. The paper tests the ability to apply business concepts, theories, and tools to a specific organisational context, requiring deep engagement with the case material and strong analytical and evaluative skills.

Successful Paper 1 responses are characterised by consistent reference to the case study, use of data and evidence from the stimulus material, application of relevant theoretical frameworks, and well-structured evaluative conclusions that address the specific command term used in each question.

The prompts below develop the exam techniques specific to Paper 1, including how to annotate and prepare the case study, how to structure responses to different command terms, and how to integrate multiple concepts into cohesive extended responses.

#### **Prompt 68: Case Study Annotation**

##### **Copy this prompt into your AI tool:**

*Give me an extract from a business case study and ask me to annotate it by identifying the key business concepts, stakeholders, and strategic issues present. Then test whether I can explain how I would use this annotation to prepare for potential exam questions. Evaluate whether your annotations identify sufficient strategic issues for a comprehensive Paper 1 response under examination conditions.*

##### **What this helps you practise:**

Systematically identifying analytical opportunities within case study material

**How to use it well:**

Develop a consistent annotation system — colour-coding by topic area helps you locate relevant information quickly during the exam.

**Prompt 69: Applying Concepts to Case Material**

**Copy this prompt into your AI tool:**

*Provide a business scenario from a case study involving a struggling retail chain and apply a specific theoretical framework such as SWOT analysis, Ansoff's Matrix, or the Boston Matrix to diagnose the business's problems. Then evaluate whether the chosen framework provides sufficient insight for strategic decision-making in this context. Evaluate whether the chosen framework alone is sufficient or whether multiple tools should be integrated for a comprehensive analysis.*

**What this helps you practise:**

Applying theoretical frameworks to case study diagnosis

**How to use it well:**

Apply your chosen framework systematically to the case. Evaluate whether the framework provides sufficient insight for strategic recommendations.

**Prompt 70: Responding to 'Analyse' Questions**

**Copy this prompt into your AI tool:**

*Examine my understanding of a Paper 1-style 'analyse' question based on a case study extract. Ask me to write a response and then provide feedback on whether I have broken down the issue into component parts, examined relationships between factors, and used case evidence effectively. Evaluate your response against the IB markband descriptors for analysis, identifying where you demonstrated analytical depth and where description replaced analysis.*

**What this helps you practise:**

Structuring analytical responses that deconstruct issues and examine causal relationships

**How to use it well:**

For 'analyse' questions, identify at least two contributing factors and explain how they interact — this shows the depth of analysis examiners expect.

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**Prompt 71: Responding to 'Evaluate' Questions**

**Copy this prompt into your AI tool:**

*Present a Paper 1-style 'evaluate' question and ask me to write a full response. Then provide detailed feedback on whether I have presented balanced arguments, used case evidence, and reached a supported judgement with clear justification.*

*Evaluate whether your response meets IB expectations for evaluation, including a justified conclusion that weighs competing arguments.*

**What this helps you practise:**

Constructing evaluative arguments with balanced reasoning and supported conclusions

**How to use it well:**

End your evaluation with a clear judgement — sitting on the fence without a conclusion will limit your marks in the upper markbands.

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**Prompt 72: Responding to 'To What Extent' Questions**

**Copy this prompt into your AI tool:**

*Give me a Paper 1 'to what extent' question and ask me to plan and write a response. Then test whether I can identify the criteria I used to determine the extent and whether my conclusion reflects a nuanced position rather than a simple yes or no.*

*Evaluate your response against the criteria for balanced discussion, including the quality of your judgement about the extent of the issue.*

**What this helps you practise:**

Calibrating the degree of agreement in extended evaluative responses

**How to use it well:**

Practise qualifying your conclusions — phrases like 'in the short term... but in the long term' demonstrate the nuanced thinking that earns top marks.

**Prompt 73: Integrating Quantitative Data**

**Copy this prompt into your AI tool:**

*Present case study financial data and ask me to integrate quantitative analysis into a written response about the business's performance. Then challenge me to explain how the numerical evidence strengthens or weakens a particular strategic recommendation. Evaluate whether your quantitative analysis strengthens your argument and identify where you could integrate additional financial data.*

**What this helps you practise:**

Embedding quantitative evidence within qualitative arguments for integrated analysis

**How to use it well:**

Avoid treating financial data separately — weave calculations and their interpretation into your main argument for a more cohesive response.

**Prompt 74: Multi-Concept Integration**

**Copy this prompt into your AI tool:**

*Construct a case study scenario involving marketing, finance, and human resource issues for a medium-sized business expanding internationally. Write a response that integrates concepts from all three areas, demonstrating how interconnected business functions affect strategic outcomes. [SL/HL: HL*

*candidates should also apply a strategic framework such as STEEPLE analysis to the scenario.]*

**What this helps you practise:**

Integrating multi-functional analysis with STEEPLE for SL/HL

**How to use it well:**

Integrate marketing, finance, and HR analysis. At HL level, also apply STEEPLE analysis to the international expansion scenario.

**Prompt 75: Time Management in Paper 1**

**Copy this prompt into your AI tool:**

*Give me a set of four Paper 1 questions with mark allocations and ask me to create a time plan for answering them within the exam time limit. Then test whether I can explain how I would adjust my depth of response based on the marks available for each question.*

**What this helps you practise:**

Allocating exam time proportionally and calibrating response depth to mark

**How to use it well:**

Roughly one to two minutes per mark is a useful guideline — practise writing concise responses for low-mark questions to save time for high-value evaluations.

**Prompt 76: Avoiding Generic Responses**

**Copy this prompt into your AI tool:**

*Show me a generic response to a Paper 1 question that fails to reference the case study. Ask me to rewrite it so that every analytical point is grounded in specific case evidence. Then test whether I can identify three techniques for ensuring case-specific responses. Evaluate whether your rewritten response now demonstrates sufficient application to the case study context for full marks.*

**What this helps you practise:**

Transforming generic analysis into case-grounded, evidence-based responses

**How to use it well:**

A useful technique is to ask yourself 'Could this answer apply to any business?' — if yes, you need more case-specific detail.

**Prompt 77: Stakeholder Analysis in Paper 1**

**Copy this prompt into your AI tool:**

*Present a case study scenario where a business decision affects multiple stakeholder groups differently. Ask me to identify all affected stakeholders, analyse the impact on each, and evaluate whose interests should be prioritised. Then challenge me to justify my stakeholder prioritisation with reference to the case data. Evaluate whether your stakeholder analysis demonstrates sufficient depth to support a recommendation that balances competing interests.*

**What this helps you practise:**

Conducting multi-stakeholder impact analysis with evidence-based prioritisation

**How to use it well:**

Stakeholder analysis appears in almost every Paper 1 — develop a systematic approach to identifying and ranking stakeholder interests.

**Prompt 78: Constructing Recommendations**

**Copy this prompt into your AI tool:**

*Give me a Paper 1 scenario where I must recommend a course of action for the business. Ask me to formulate my recommendation, support it with case evidence and theory, and then test whether I can anticipate and address potential counter-arguments. Evaluate whether your recommendation*

*is sufficiently supported by case study evidence and relevant business theory.*

**What this helps you practise:**

Building persuasive strategic recommendations that withstand critical scrutiny

**How to use it well:**

Strong recommendations acknowledge limitations and conditions — include phrases like 'this assumes...' or 'provided that...' to show critical awareness.

## Section 8

### Paper 2 Structured and Extended Response

Paper 2 in IB Business Management presents unseen stimulus material accompanied by structured and extended-response questions. Unlike Paper 1, students cannot prepare for specific case content in advance, making it essential to develop strong transferable analytical and evaluative skills.

Questions range from short-answer definitions and explanations worth two to four marks through to extended evaluations worth ten or more marks. Success in Paper 2 requires efficient time allocation, precise use of IB command terms, and the ability to apply business concepts to unfamiliar contexts quickly and accurately.

The prompts in this section develop the specific skills needed for Paper 2 success, including interpreting stimulus material under time pressure, structuring responses to match command term requirements, and producing clear, well-evidenced extended answers.

#### **Prompt 79: Defining Business Terms**

##### **Copy this prompt into your AI tool:**

*Give me five IB Business Management key terms and ask me to write precise two-mark definitions for each. Then provide feedback on whether my definitions are accurate, concise, and include enough detail to earn full marks. Evaluate whether your definitions demonstrate the precision and business-specific vocabulary required for full marks at IB level.*

**What this helps you practise:**

Writing precise, exam-ready definitions that meet IB two-mark requirements

**How to use it well:**

IB definitions should include the category of the concept and its distinguishing features — practise the 'It is a [category] that [distinguishing feature]' structure.

**Prompt 80: Explaining Business Concepts**

**Copy this prompt into your AI tool:**

*Outline a business concept such as economies of scale, diseconomies of scale, or market segmentation in the style of an IB four-mark explanation question. Then evaluate whether your explanation demonstrates sufficient depth and precision for full marks, checking use of IB terminology, real-world examples, and cause-effect reasoning. Evaluate how effectively you used IB command terms and whether your explanation would score full marks at examination level.*

**What this helps you practise:**

Constructing precise IB-standard concept explanations in timed conditions

**How to use it well:**

Write a four-mark explanation using IB terminology.

Check for depth, real-world examples, and clear cause-effect reasoning. Review your work against IB criteria and refine weak areas.

**Prompt 81: Interpreting Stimulus Material**

**Copy this prompt into your AI tool:**

*Provide a piece of unseen business stimulus material, such as a short company description with financial data for a start-up entering the subscription box market. Analyse the key information, calculate relevant ratios, and construct*

*a response that integrates quantitative data with qualitative analysis of the business's strategic position. Evaluate whether your integrated analysis demonstrates the depth required for a high-mark IB Paper 2 response.*

**What this helps you practise:**

Integrating quantitative and qualitative stimulus analysis

**How to use it well:**

Analyse stimulus material integrating ratios with qualitative assessment. Check that your response connects data to strategic position. Review your work against IB criteria and refine weak areas.

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**Prompt 82: Structuring 'Examine' Responses**

**Copy this prompt into your AI tool:**

*Give me a Paper 2-style 'examine' question worth six marks. Ask me to plan and write a structured response. Then provide feedback on whether I have considered multiple perspectives, used business theory, and provided sufficient depth of analysis. Evaluate your response against the IB markband for structured examination answers, checking for clear topic sentences and evidence.*

**What this helps you practise:**

Building structured multi-perspective responses to mid-value examination questions

**How to use it well:**

For 'examine' questions, aim for two to three well-developed points rather than many superficial ones — depth beats breadth at this mark level.

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**Prompt 83: Structuring 'Discuss' Responses**

**Copy this prompt into your AI tool:**

*Present a Paper 2-style 'discuss' question worth eight marks. Ask me to write a response that presents arguments both for and against a*

*proposition. Then test whether I have maintained balance, used evidence, and arrived at a reasoned conclusion. Evaluate whether your response demonstrates balanced discussion with arguments supported by business theory and context.*

**What this helps you practise:**

Constructing balanced discussions with evidence-based arguments and clear conclusions

**How to use it well:**

Avoid the trap of writing all 'for' points then all 'against' — weaving perspectives together within each paragraph often produces a more sophisticated response.

**Prompt 84: Data Response Questions**

**Copy this prompt into your AI tool:**

*Provide a table of financial or market data and ask me a series of questions requiring calculation, interpretation, and evaluation. Then test whether I can link the quantitative findings to broader strategic recommendations for the business. Evaluate whether the data provided supports a clear conclusion and identify any limitations in the financial information given.*

**What this helps you practise:**

Performing calculations and translating numerical findings into strategic insights

**How to use it well:**

Always state the formula, show your working, and interpret the result — this three-step approach maximises marks on quantitative questions.

**Prompt 85: Diagram-Based Questions**

**Copy this prompt into your AI tool:**

*Ask me to draw and label a business diagram (such as a break-even chart, product life cycle, or Boston Matrix). Then test whether I can explain what the*

*diagram shows and use it to support an analytical argument about business strategy. Evaluate whether your diagram accurately represents the business concept and whether your interpretation demonstrates analytical depth.*

**What this helps you practise:**

Constructing accurate diagrams and integrating them into written analysis

**How to use it well:**

Diagrams must be fully labelled with titles, axes, and key features — unlabelled diagrams receive limited credit in IB examinations.

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**Prompt 86: Linking Theory to Context**

**Copy this prompt into your AI tool:**

*Present an unfamiliar business scenario and ask me to select and apply the most relevant business theory. Then challenge me to justify why this theory is more appropriate than an alternative framework for analysing this particular situation. Evaluate whether your theory selection is justified and whether an alternative framework would provide more useful analytical insights.*

**What this helps you practise:**

Selecting appropriate theoretical frameworks and justifying their contextual relevance

**How to use it well:**

Practise choosing between theories — explaining why Herzberg is more useful than Maslow for a particular scenario, for example, demonstrates sophisticated thinking.

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**Prompt 87: Extended Response Planning**

**Copy this prompt into your AI tool:**

*Give me a ten-mark Paper 2 evaluation question and ask me to write a detailed plan before writing the full response. Then test whether my plan includes a*

*clear structure, key arguments, counter-arguments, and a planned conclusion. Evaluate whether your plan provides a clear argumentative structure that would lead to a well-supported evaluative conclusion.*

**What this helps you practise:**

Planning extended responses efficiently to ensure comprehensive and balanced arguments

**How to use it well:**

Spend two to three minutes planning ten-mark responses — a clear plan prevents rambling and ensures you address all aspects of the question.

**Prompt 88: Common Mistakes in Paper 2**

**Copy this prompt into your AI tool:**

*Show me a weak Paper 2 response and ask me to identify the mistakes that would cost marks. Then test whether I can rewrite the weakest paragraph to demonstrate the improvements needed, explaining how each change would move the response into a higher markband. Evaluate whether the rewritten response demonstrates sufficient application to context and use of IB command terms.*

**What this helps you practise:**

Diagnosing and correcting common response weaknesses to improve markband outcomes

**How to use it well:**

Common mistakes include failing to define key terms, ignoring the command term, and providing generic rather than case-specific analysis — practise avoiding these.

**Prompt 89: Comparative Analysis Across Stimulus Material**

**Copy this prompt into your AI tool:**

*Present two pieces of stimulus material about different businesses in the same industry and ask me*

*to compare their strategies. Then test whether I can evaluate which business is better positioned for long-term success, using evidence from both sources. Evaluate which business demonstrates a stronger competitive position and recommend strategic actions for the weaker competitor.*

**What this helps you practise:**

Drawing comparative insights across multiple sources and making evidence-based strategic

**How to use it well:**

Practise using linking phrases such as 'In contrast...' and 'Similarly...' to create a cohesive comparative analysis rather than two separate descriptions.

## Section 9

### Internal Assessment and Research Project

The Internal Assessment (IA) in IB Business Management requires students to produce a research project investigating a real business issue or problem within a real organisation. The IA is a significant component of the final grade and is assessed against specific IB criteria covering research design, analysis, evaluation, and communication.

Students must formulate a clear research question, select and justify appropriate research methods, collect and analyse primary and secondary data, apply relevant business tools and theories, and reach a well-supported conclusion. The IA demands independent inquiry, critical thinking, and effective written communication.

The prompts below support each stage of the IA process, from selecting a research question through to final evaluation and presentation, helping students develop the research and analytical skills needed to produce a high-scoring Internal Assessment.

#### **Prompt 90: Choosing a Research Question**

##### **Copy this prompt into your AI tool:**

*Ask me to propose three potential IA research questions based on different business topics. Then test whether each question is focused enough for a research project, uses appropriate business terminology, and is answerable using available research methods. Evaluate whether each question meets the criteria for a focused, researchable, and analytically rich IB Business Management IA question.*

**What this helps you practise:**

Formulating focused, researchable IA questions that meet IB assessment requirements

**How to use it well:**

A strong IA question is specific, linked to a real organisation, and can be investigated using both primary and secondary data sources.

**Prompt 91: Research Methodology Selection**

**Copy this prompt into your AI tool:**

*Present me with an IA research question and ask me to select and justify appropriate primary and secondary research methods. Then challenge me to identify potential limitations of my chosen methods and explain how I would address them. Evaluate whether your chosen methods are practically feasible within the constraints of an IB student research project.*

**What this helps you practise:**

Selecting research methods and critically evaluating their strengths and limitations

**How to use it well:**

Examiners reward students who explain why they chose specific methods over alternatives — always include a methodological justification.

**Prompt 92: Primary Data Collection**

**Copy this prompt into your AI tool:**

*Give me an IA topic and ask me to design a primary data collection instrument (such as a questionnaire or interview guide). Then test whether my instrument would generate data relevant to my research question and whether my questions avoid bias. Evaluate whether your data collection instrument would generate sufficient primary data to support meaningful analytical conclusions.*

**What this helps you practise:**

Designing effective primary data collection instruments aligned with research objectives

**How to use it well:**

Pilot test your data collection tools and explain any refinements made — this demonstrates the reflective process IB assessors value.

**Prompt 93: Applying Business Tools in the IA**

**Copy this prompt into your AI tool:**

*Ask me to select two business tools or frameworks that would be appropriate for analysing my IA data. Then test whether I can explain how each tool would be applied and why it is relevant to my specific research question. Evaluate whether the tools you selected are appropriate for the type of data collected and the research question being investigated.*

**What this helps you practise:**

Selecting and justifying analytical frameworks for IA-specific research contexts

**How to use it well:**

Choose tools that genuinely help answer your question — using irrelevant frameworks just to demonstrate knowledge will weaken rather than strengthen your IA.

**Prompt 94: Data Presentation and Analysis**

**Copy this prompt into your AI tool:**

*Provide me with a set of raw survey data and ask me to present it in an appropriate format (chart, table, or graph). Then test whether I can analyse the data, identifying key trends, patterns, and their implications for my research question. Evaluate whether your chosen presentation format effectively communicates the key findings and supports your analytical arguments.*

**What this helps you practise:**

Presenting data effectively and extracting meaningful analytical insights

**How to use it well:**

Choose the presentation format that best reveals patterns in your data — bar charts for comparisons, line graphs for trends, pie charts for composition.

**Prompt 95: Connecting Findings to Theory**

**Copy this prompt into your AI tool:**

*Evaluate how your IA research findings relate to relevant business theories, such as motivation theory, marketing strategy, or financial performance models. Then discuss whether your findings support, contradict, or extend existing theory, and assess the extent to which your conclusions are generalisable beyond the specific business studied. Evaluate the strength of your evidence and whether alternative theoretical frameworks might provide stronger analytical support.*

**What this helps you practise:**

Connecting IA findings to business theory and generalisability

**How to use it well:**

Connect findings to relevant theories explicitly. Evaluate whether conclusions are generalisable beyond the specific business studied. Review your work against IB criteria and refine weak areas.

**Prompt 96: Writing the IA Evaluation**

**Copy this prompt into your AI tool:**

*Test me on writing an evaluation section for an IA, including an assessment of methodology limitations, the reliability and validity of my findings, and suggestions for further research. Then provide feedback on whether my evaluation demonstrates genuine critical reflection. Evaluate whether your*

*evaluation section demonstrates genuine critical reflection rather than superficial acknowledgement of limitations.*

**What this helps you practise:**

Producing critical evaluations that demonstrate methodological self-awareness

**How to use it well:**

Avoid superficial limitations like 'I could have surveyed more people' — focus on how specific limitations affected the reliability of your conclusions.

**Prompt 97: IA Structure and Coherence**

**Copy this prompt into your AI tool:**

*Present me with an IA outline and ask me to evaluate whether it follows a logical structure, with clear connections between the research question, methodology, analysis, and conclusion. Then test whether I can identify where the argument could be strengthened. Evaluate whether the structure follows a logical progression from research question through analysis to a well-supported conclusion.*

**What this helps you practise:**

Evaluating structural coherence and improving argumentative flow in extended research

**How to use it well:**

Each section of the IA should build on the previous one — practise writing linking sentences that show how your methodology leads to your analysis.

**Prompt 98: Meeting IB Assessment Criteria**

**Copy this prompt into your AI tool:**

*Show me the IB Business Management IA assessment criteria and ask me to evaluate a sample IA extract against one specific criterion. Then test whether I can identify what marks the extract would likely achieve and explain what improvements would*

*move it into a higher markband. Evaluate your extract against the specific markband descriptors and identify actionable steps to improve your score.*

**What this helps you practise:**

Applying IB assessment criteria to self-assess and improve IA quality

**How to use it well:**

Regularly assess your own work against the published criteria — this self-assessment habit is the most reliable way to ensure your IA meets IB expectations.

**Prompt 99: Ethical Considerations in the IA**

**Copy this prompt into your AI tool:**

*Identify potential ethical issues that could arise during your IA research, such as confidentiality, informed consent, or bias in data collection. Then evaluate how each ethical consideration affects the credibility of your findings, and consider the TOK knowledge question: can business research ever be truly objective when the researcher has stakeholder relationships?*

**What this helps you practise:**

Evaluating IA ethics with TOK objectivity knowledge questions

**How to use it well:**

Identify ethical issues and evaluate their credibility impact. Address the TOK question on researcher objectivity with specific examples.

**Prompt 100: Final IA Review and Improvement**

**Copy this prompt into your AI tool:**

*Test me on presenting the conclusion of my IA and then quiz me on whether it directly answers the research question, is supported by the evidence presented, and acknowledges the limitations of the research. Then challenge me to strengthen the*

*conclusion with one additional evaluative point.  
Evaluate whether your conclusion directly addresses  
the research question and whether your  
recommendations are realistic and evidence-based.*

**What this helps you practise:**

Refining IA conclusions for clarity, evidence-based reasoning, and critical depth

**How to use it well:**

Your conclusion must explicitly answer your research question — if it does not, revise either the conclusion or the question to ensure alignment.

## **Final Closing Note**

You have now worked through 100 prompts designed to help you think more clearly, revise more effectively, and prepare more confidently for your GCSE.

Remember: the goal was never to rely on AI for answers. The goal was to use it as a tool to test, challenge, and strengthen your own understanding.

The strongest students are not those who avoid difficulty, but those who engage with it deliberately. Each mistake you identified, each explanation you improved, and each gap you filled has strengthened your thinking.

As you continue your studies, aim to depend less on prompts and more on your own judgement. AI can support you — but your reasoning, clarity, and persistence are what earn marks.

Approach your exams calmly. Think carefully. Write clearly.

You are more prepared than you think.

## **Using AI Beyond This Book**

The prompts in this book are starting points, not final forms.

As you grow more confident, begin modifying them:

- Add constraints (for example, “limit to three key points”).
- Increase difficulty gradually.
- Ask the AI to challenge your reasoning.
- Request alternative explanations.
- Ask it to critique your thinking rather than provide answers.

The most powerful use of AI is not asking it to tell you things — it is asking it to test and refine your thinking.

In the future, those who understand how to use tools intelligently will have an advantage. Treat AI as a tutor, not a shortcut. The skill of asking better questions will continue to matter long after your exams are over.

## **About the Author**

James R. Martin holds an MSci in Physics from the University of Bristol and a PGCE with a Physics focus from the University of Oxford. He has over a decade of experience teaching and tutoring students aged 11–18 across a range of subjects, including Physics, Biology, Chemistry, Mathematics, Economics, and Electronics.

He has worked with multiple syllabi, including GCSE, A-Level, KS3, and the International Baccalaureate Diploma Programme (IBDP), supporting students of varying abilities to develop clarity, confidence, and exam success.

His work focuses on effective revision strategies, independent thinking, and the responsible use of artificial intelligence as a tool to strengthen — not replace — understanding.

## **Other Titles in This Series**

The *100 AI Prompts for Smarter Revision* series supports students across GCSE, A-Level, and IB DP subjects.

### **GCSE**

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- English Literature
- Mathematics
- Physics
- Biology
- Chemistry
- Geography
- History
- Computer Science
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- Business Studies
- Religious Studies
- Psychology
- French
- Spanish
- German

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- Mathematics
- Further Mathematics
- Physics
- Chemistry
- Biology
- Economics
- History
- Geography
- English Literature
- Psychology
- Computer Science

- Politics
- Business

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- Mathematics: Applications & Interpretation
- Physics
- Chemistry
- Biology
- Economics
- Geography
- History
- English A: Literature
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- Computer Science