

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

INTERNATIONAL A-LEVEL BUSINESS

Unit 4 Business Decision Making

Monday 1 June 2026

08:00 UK Time

Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- the Insert (enclosed)
- a calculator, which you are expected to use where appropriate.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

Advice

- You may use a bilingual dictionary.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5.1	
5.2	
6	
7	
8.1	
8.2	
8.3	
TOTAL	



J U N 2 6 B U 0 4 0 1

IB/G/Jun26/G4006/V4

BU04

Answer **all** questions in the spaces provided.

A technology company wants to be the market leader. The marketing director believes the best way to become a market leader is through new product development. Is this the right decision?

[12 marks]

[illegible]

[illegible]

A business is struggling to meet deadlines for orders. The leader has decided to make decisions to resolve this using a boss-centred leadership style. Is this the right decision?

[12 marks]

[illegible]

[illegible]

12

[illegible]

12

Section B

Answer **all** questions in the spaces provided.

Read the **case study** in the **Insert Booklet** and then answer the questions.

0	4
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LuxeMart is considering the joint venture with EcoShop.

Explain **one** way that understanding Hofstede's features of national cultures could help LuxeMart.

[4 marks]

4

0	5	.	1
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Using **Figure 1** in the **Insert Booklet**, calculate the estimated completion time of the joint venture.

[2 marks]

2

0	5	.	2
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Using **Figure 1** in the **Insert Booklet**, calculate the total float on activity D.

[2 marks]

2



0 6

EcoShop wants to become the market leader.

Explain **one** way increasing its marketing activities might help EcoShop to become the world market leader.

[4 marks]

 4
0 7

EcoShop's sales revenue is \$1 750 000. It holds a 35% market share.

Calculate the total market size.

[2 marks]

 2

Turn over for the next question

Turn over ►



IB/G/Jun26/BU04

Analyse the potential problems for LuxeMart of agreeing a joint venture with EcoShop.
[9 marks]

[illegible]

Turn over for the next question

9

Turn over ►



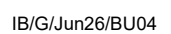
With reference to your analysis, recommend whether LuxeMart should agree to a joint venture with EcoShop.

[12 marks]

[illegible]

[illegible]

12



There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



