

IB DP Extended Essay Topics at the ISH

- ❗ Does the expanded clinica La Ermita provide a quality service to its patients?
- ❗ Would the Introduction of Free Range Chicken Filet in the Netherlands be Profitable of Plulon B.V.?
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- ❗ Business conduct amongst different cultures, an investigation into the different characteristics in different cultures of business conduct.
- ❗ Can Apple learn from its marketing strategy implemented in the USA concerning the iPod mini?
- ❗ Do users of the PlayStation 2 notice any gender bias in the promotion of the games and consoles?
- ❗ Does having only one product to promote create an advantage to Red Bull?
- ❗ Does the amount of capital earned by business depend on the research and develop they undertake?
- ❗ European Patent Office
- ❗ How did the change from Dutchtone to Orange affect employee motivation?
- ❗ How best can Arsenal Football Club market their merchandise in the Indian market?
- ❗ How can Medellín Secret's promotion and place marketing strategies be altered in order to help position themselves further into the Dutch coffee market?
- ❗ How can Shell remain competitive in the light of increased competition in the LPG market in Senegal?

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- ❗ How could Laltopie Faya Rum re-market its product to gain higher market share in the Dutch market?
- ❗ How did the war in Lebanon in 2006 affect the business of Abbas renting?
- ❗ How do pressure groups and ethics affect the everyday running in a business environment?
- ❗ How does a manager of a non-profitable organization manage keep the workforce motivated?
- ❗ How does Shell involve employees in decision making whilst maintaining motivation?
- ❗ How does the development of Hungarian conference tourism affect the marketing mix of the four star Conference Hoets in Budapest?
- ❗ How does the Nigerian government limit the degree of flexibility of Auto Yassine, a small domestic exporter of cars, in the international market?
- ❗ How has changing pattern of demand contributed to the financial trouble faced by the Eurotunnel Corporation?
- ❗ Investigating the minimal use of corporate events in the Marketing department of Siemens Medical Solutions.
- ❗ Investigating the sub-standard use of corporate events in the Marketing Department of Siemens Medical Solutions.
- ❗ Is a larger pay motivating enough?
- ❗ MEXX : business and organization report - has advertising had an effect on the sales of Mex International, if so, why and if not , why?
- ❗ Mexx International How have Mexx Internationals motivational strategies assisted in sustaining its competitiveness in the global market?

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- ❖ Privatisation of an electricity generating company in The Netherlands : what are the changes in the business structure after the privatisation and merger of EZH with E-on Benelux?
- ❖ Should the microsoft corporation takeover Yahoo inc. based on the effects on both sets of stakeholders?
- ❖ Should the owners of Hungarian oil - and gas PLC re-invest and remain owners of the business? How will this decision affect their motivation?
- ❖ Should Thomas Green promote their expat shop to Dutch shoppers?
- ❖ The effect of trade policies on agricultural produce between the EU and Pakistan :
The effect of EU trade policy with regards to trade in food with Pakistan, a case study of Ambala.
- ❖ The effectiveness of branding of Cafe de Colombia in a competitive coffee market .
- ❖ The effectiveness of motivation techniques in a non-profit making firm .
- ❖ The effects of IMF-Policies and programmes in developing nations A case study on Chile from 1975-1995 .
- ❖ The influence of privatization. How has privatization of the Dutch railways (NS, Nederlandse Spoorweg) affected the customer service?
- ❖ To what extent has the re-categorisation of reserves led to issues within the organisation and management of the Royal Dutch/Shell Group?
- ❖ To what extent will the marketing strategy of the International School of The Hague have to change with the move to another location?
- ❖ Using a SWOT analysis find out what makes Spain an interesting holiday area? : Did the attack on Madrid have any influence on tourism to that area.

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- ❏ What are the cultural and social barriers for IKEA entering the furniture market in India?
- ❏ What can the Recording Industry Association of America do competitively to combat Internet piracy?
- ❏ What strategies can Transtel use to address the issues arising from direct government policy?
- ❏ What were the chief determinants of consumption in Holland in 1990-1999?
- ❏ Why does Virgin Mobile use celebrity endorsement as a part of their promotional strategy?
- ❏ Will the launch of Breakfast Cream meet the objectives of Saudia, and does the product fit into their product portfolio?