



Friday 13 June 2014 – Morning

A2 GCE BUSINESS STUDIES

F297/01 Strategic Management

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

- A calculator may be used.

Duration: 2 hours



Candidate forename		Candidate surname	
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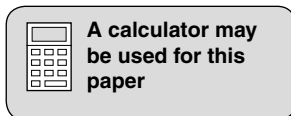
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **90**.
- Your Quality of Written Communication will be assessed in the question marked with an asterisk (*).
- This is a synoptic paper. When answering each question you must use the knowledge and skills gained throughout the whole A-level course.
- This document consists of **20** pages. Any blank pages are indicated.



Answer **all** the questions.

- 1 (a) Using the data in Appendix 1, calculate **two** solvency and **two** shareholders' ratios for APSL for the financial year ended 2013. [13]

<p>Solvency Ratio 1</p> <p>Formula</p> <p>Workings</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Answer:</p>	<p>Solvency Ratio 2</p> <p>Formula</p> <p>Workings</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Answer:</p>
<p>Shareholder Ratio 1</p> <p>Formula</p> <p>Workings</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Answer:</p>	<p>Shareholder Ratio 2</p> <p>Formula</p> <p>Workings</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Answer:</p>

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3 Peter is keen to expand the business by employing a third shift (line 114).

Discuss how APSL might effectively manage this change if Peter’s idea were to be adopted. [18]

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