

Tuesday 15 January 2013 – 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 questions 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) The table below shows an updated version of Table 1, incorporating a value for October – December 2012, Quarter 1. The trend has been calculated using Times Series Analysis, with a four period moving average.

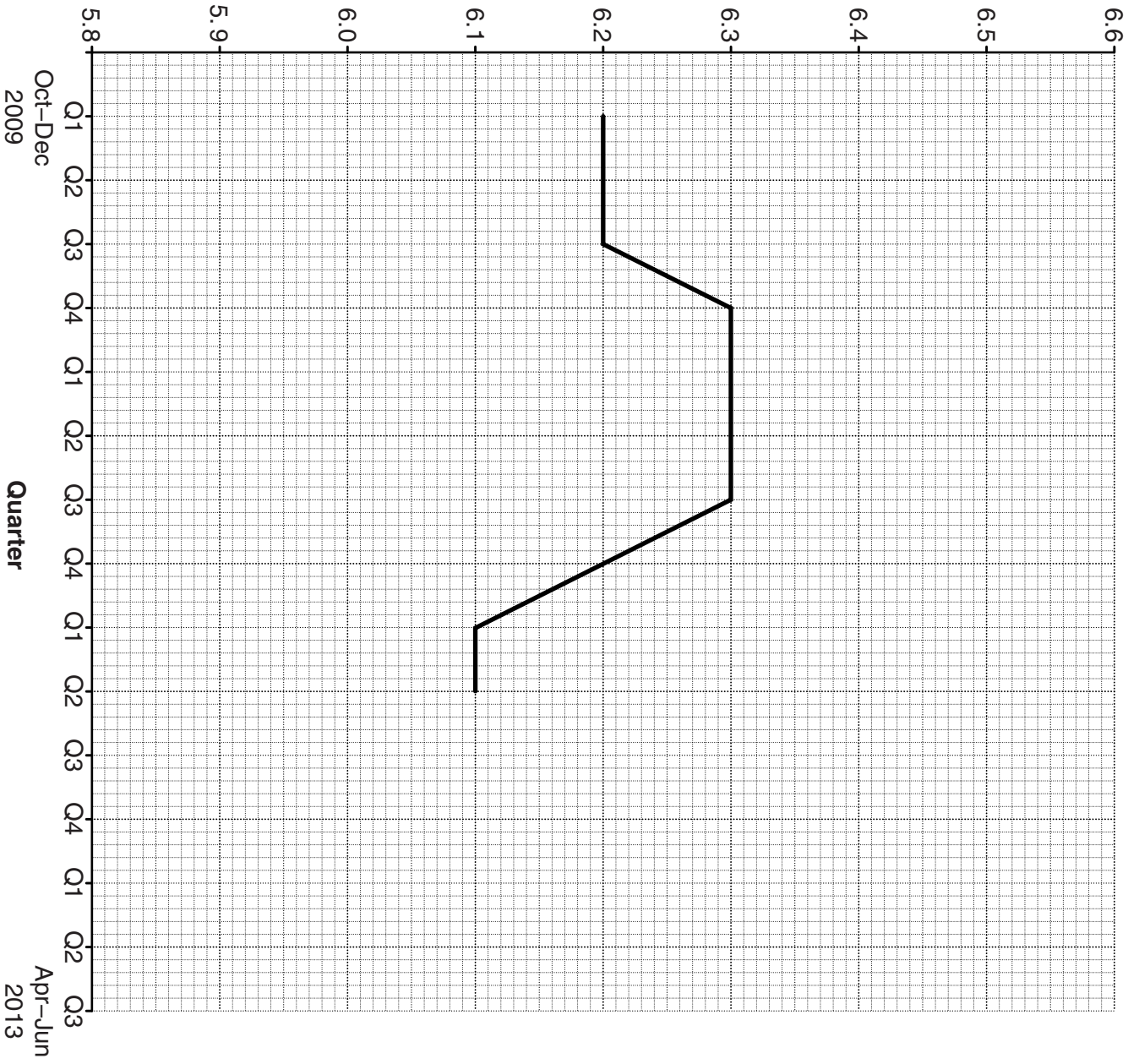
		Production £m			Trend £m	Cyclical variation (CV) £m
Apr – Jun 2009	Q3	10.4				
July – Sept 2009	Q4	6.2				
Oct – Dec 2009	Q1	4.8	24.6	49.4	6.2	-1.4
Jan – Mar 2010	Q2	3.2	24.8	49.4	6.2	-3.0
Apr – Jun 2010	Q3	10.6	24.6	49.6	6.2	4.4
July – Sept 2010	Q4	6.0	25.0	50.0	6.3	-0.3
Oct – Dec 2010	Q1	5.2	25.0	50.2	6.3	-1.1
Jan – Mar 2011	Q2	3.2	25.2	50.4	6.3	-3.1
Apr – Jun 2011	Q3	10.8	25.2	50.0	6.3	4.5
July – Sept 2011	Q4	6.0	24.8	49.2	6.2	-0.2
Oct – Dec 2011	Q1	4.8	24.4	48.6	6.1	-1.3
Jan – Mar 2012	Q2	2.8	24.2	48.6	6.1	-3.3
Apr – Jun 2012	Q3	10.6	24.4	?	?	?
July – Sept 2012	Q4	6.2	?			
Oct – Dec 2012	Q1	4.9				
Jan – Mar 2013	Q2					
Apr – Jun 2013	Q3					

Using Times Series Analysis, forecast the level of production for April – June 2013 (Q3), using the figures and the incomplete graph on page 3. You are advised to show your working.

Show your workings.

Forecast level of production for April – June 2013 (Q3)

Trends-£m



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4* HCC has offered to purchase FHL for £1.

By considering the perspectives of FHL's different stakeholders, discuss whether this sale would be beneficial. **[23]**

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END OF QUESTION PAPER

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