

# OCR

Oxford Cambridge and RSA

## Wednesday 10 June 2015 – Morning

### A2 GCE BUSINESS STUDIES

F297/01 Strategic Management

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study (F297/01/CS)

**Other materials required:**

- A calculator may be used.

**Duration: 2 hours**



Candidate forename		Candidate surname	
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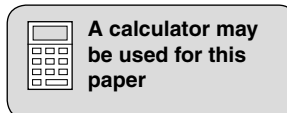
Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- 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.

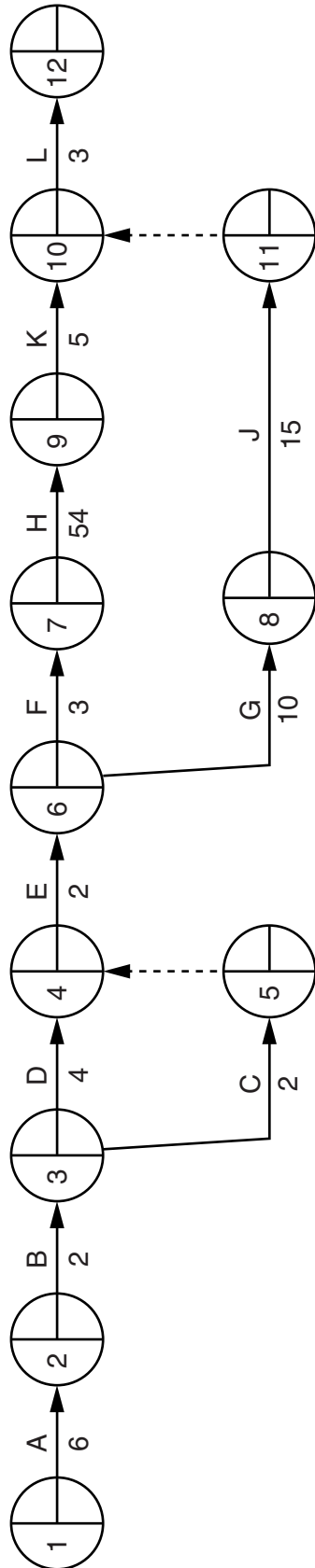


Answer **all** the questions.

- 1 (a) The diagram below shows how the product development cycle could change if SHL were to contract a UK manufacturer. By determining the **total float** for each activity, identify the **critical path**.

Write your answers as instructed on page 3.

[13]



NB: There is no activity I

Using the space below to show your workings, write your answers for Total Float in the table below.

Activity	Total Float
A	
B	
C	
D	
E	
F	
G	
H	
J	
K	
L	

Write your answer for the critical path .....



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4\* Should SHL purchase an equity stake in 'mardidi'? Justify your view.

[23]

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