

# OCR

Oxford Cambridge and RSA

## Tuesday 14 June 2016 – Afternoon

### 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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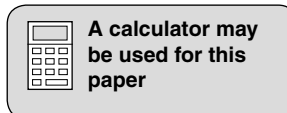
Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- 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 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.

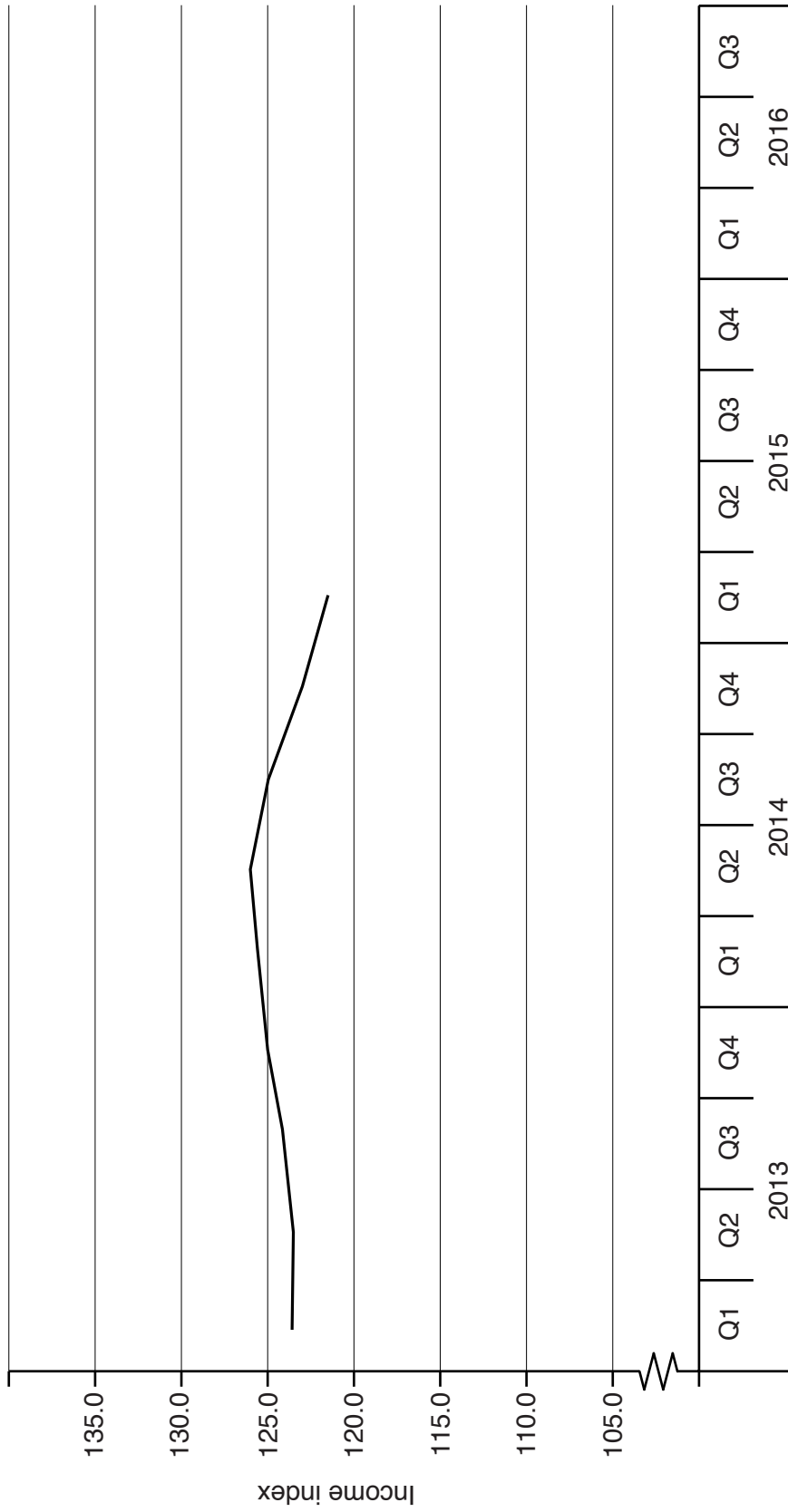
- 1 (a) The table below shows an updated version of Table 1. The trend has been calculated using Times Series Analysis, with a four period moving average.

		Index	Moving average	Centred moving average (Trend)	Cyclical variation (CV)
2012	Q3	208			
	Q4	124			
2013	Q1	96	123	123.5	-27.5
	Q2	64	124	123.5	-59.5
	Q3	212	123	124.0	88.0
	Q4	120	125	125.0	-5.0
2014	Q1	104	125	125.5	-21.5
	Q2	64	126	126.0	-62.0
	Q3	216	126	125.0	91.0
	Q4	120	124	123.0	-3.0
2015	Q1	96	122	121.5	-25.5
	Q2	56	121	121.5	-65.5
	Q3	212	122		
	Q4	124	124		
2016	Q1	104			
	Q2				

Using Times Series Analysis, and the incomplete graph on page 3, forecast the level of the index for 2016, Q3. You **must** fill in the blank boxes in the table above. **[13]**

Show your workings in the box below.

Forecast level of the index, 2016 Q3 .....







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2 Discuss how a significant increase in economic growth might affect the achievement of VGL's 2017 objectives. [18]

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**END OF QUESTION PAPER**

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