

Wednesday 1 February 2012 – 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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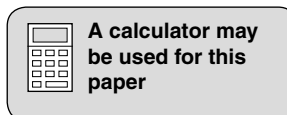
Centre number							Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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) Assume that the actual profit and loss data for Q1 (November 2011–January 2012) was a turnover of £1,325,000, a gross profit of £498,700, an operating profit of £110,000 and a net profit of £105,900.

Using the information above, Table 1 and Appendix 1, calculate **four** profitability ratios for LCTL for the year February 2011 to January 2012. You must give your answers, as appropriate, correct to two decimal places.

<p>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>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>Ratio 3</p> <p>Formula</p> <p>Workings</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Answer:</p>	<p>Ratio 4</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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2 Evaluate the extent to which LCTL is a successful business.

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