

Candidate forename						Candidate surname					
Centre number						Candidate number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
F297/01
BUSINESS STUDIES
Strategic Management

WEDNESDAY 1 FEBRUARY 2012: Morning
DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Clean Copy Case Study

OTHER MATERIALS REQUIRED:

A calculator may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. 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).**

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.**

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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 (on the separate A3 sheet) and Appendix 1 (page 16 in the Case Study), 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. [13]

RATIO 1 _____

Formula _____

Workings _____

Answer:

RATIO 2 _____

Formula _____

Workings _____

Answer:

RATIO 3 _____

Formula _____

Workings _____

Answer:

RATIO 4 _____

Formula _____

Workings _____

Answer:

(b) Recommend a strategy which could enable LCTL to improve its profitability.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. In the bottom right corner, there is a small black rectangular box containing the number "18" in white.

Should LCTL accept the order from Price Pulveriser (PP)? Justify your view.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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