

Wednesday 12 June 2013 – Afternoon

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

MODIFIED LANGUAGE



Candidate
forename

Candidate
surname

Centre number

Candidate number

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 **24** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

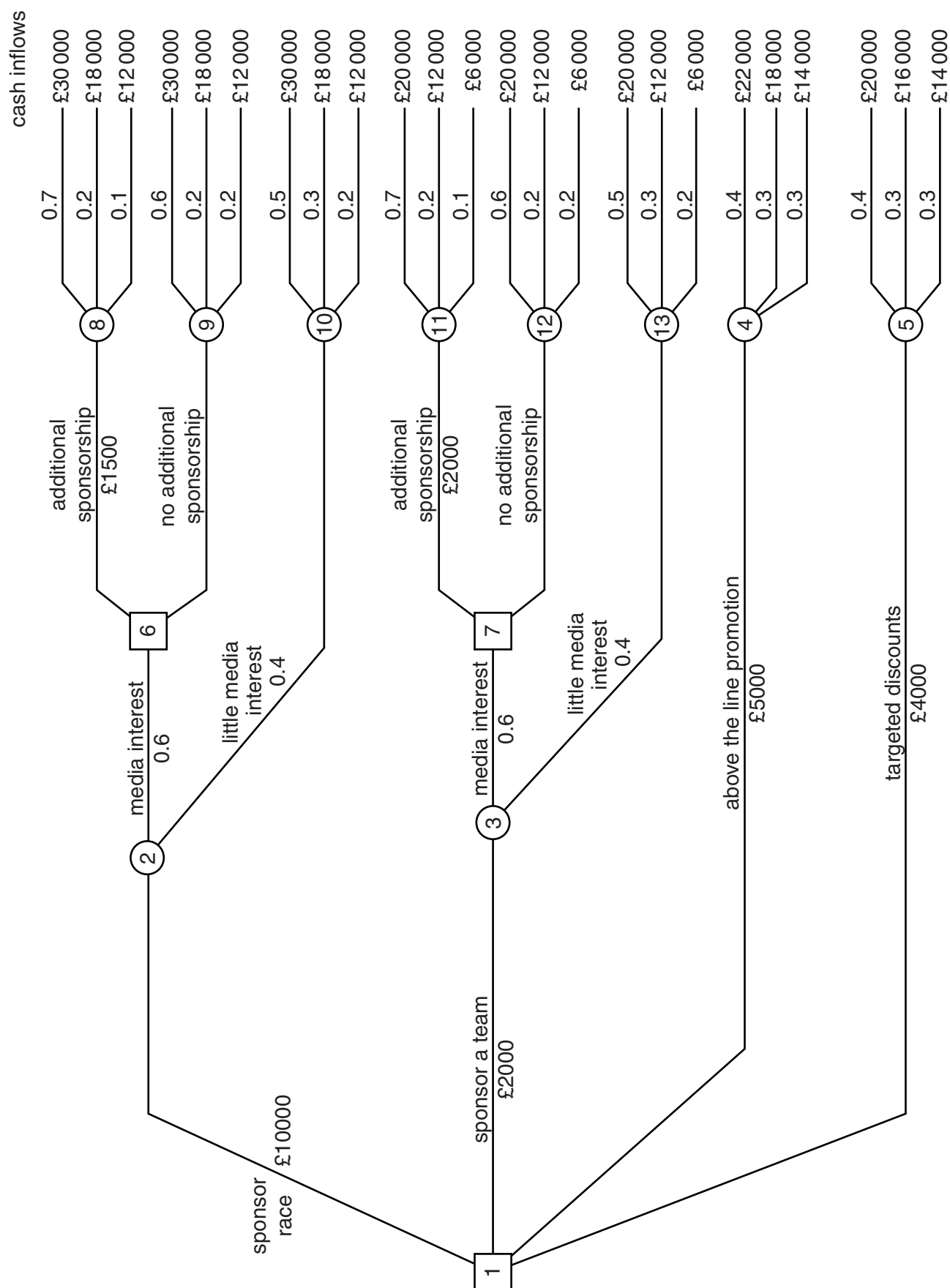
Answer **all** the questions.

- 1 (a) The decision tree on page 3 is a completed version of **Fig. 1** in the case study.

Write your answer for the expected monetary value (emv) of each node in the spaces provided. Use this table to show your working. **[13]**

Node	Working	Emv £00s
8		
9		
10		
11		
12		
13		
4		
5		
6		
7		
2		
3		
1		

Fig. 1 – Bradley's proposed sponsorship options



[18]

[illegible]

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- 3** Recommend and justify a strategy which could enable CCL to better respond to the changes in market demand which it faces. **[18]**

This image shows a full page of a worksheet designed for handwriting practice. It features 20 evenly spaced, horizontal dashed lines across the entire page, providing a guide for letter height and placement. The background is plain white, and there are no margins or additional markings.

- 4* Two possible capital projects are under consideration: installation of solar photovoltaic panels and the purchase of the golf shop.

Discuss which of the two options, if either, CCL should invest in as a possible capital project. Justify your view.

[23]

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The lines are light gray and extend across the entire width of the page. There are no margins, text, or other markings present.

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