

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE**

F297/01

**BUSINESS STUDIES
Strategic Management**

TUESDAY 14 JUNE 2016: Afternoon

**DURATION: 2 hours
plus your additional time allowance**

MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Clean copy Case Study (F297/01/CS)

Insert for Question 1

OTHER MATERIALS REQUIRED:

A calculator may be used.

A calculator may be used for this paper
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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 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.

Any blank pages are indicated.

Answer ALL the questions.

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

Using Times Series Analysis, and the incomplete graph on the Insert, forecast the level of the index for 2016, Q3. You MUST fill in the blank boxes in the table opposite. [13]

Show your workings in the box below.

Forecast level of the index, 2016 Q3

		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				

(b) Discuss the appropriateness to VGL of using Time Series Analysis as a strategic decision-making tool. [18]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

your view. [18]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

4* EXCLUDING its potential entry into the textile recycling market, recommend a strategy to improve VGL's performance. Justify your recommendation. [23]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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