

Thursday 21 June 2012 – Morning

A2 GCE BUSINESS STUDIES

F297/01 Strategic Management

Candidates answer on the Question Paper.

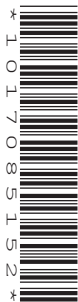
OCR supplied materials:

- Clean copy Case Study

Other materials required:

- A calculator may be used

Duration: 2 hours



Candidate forename		Candidate surname	
Centre number		Candidate number	

MODIFIED LANGUAGE

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.



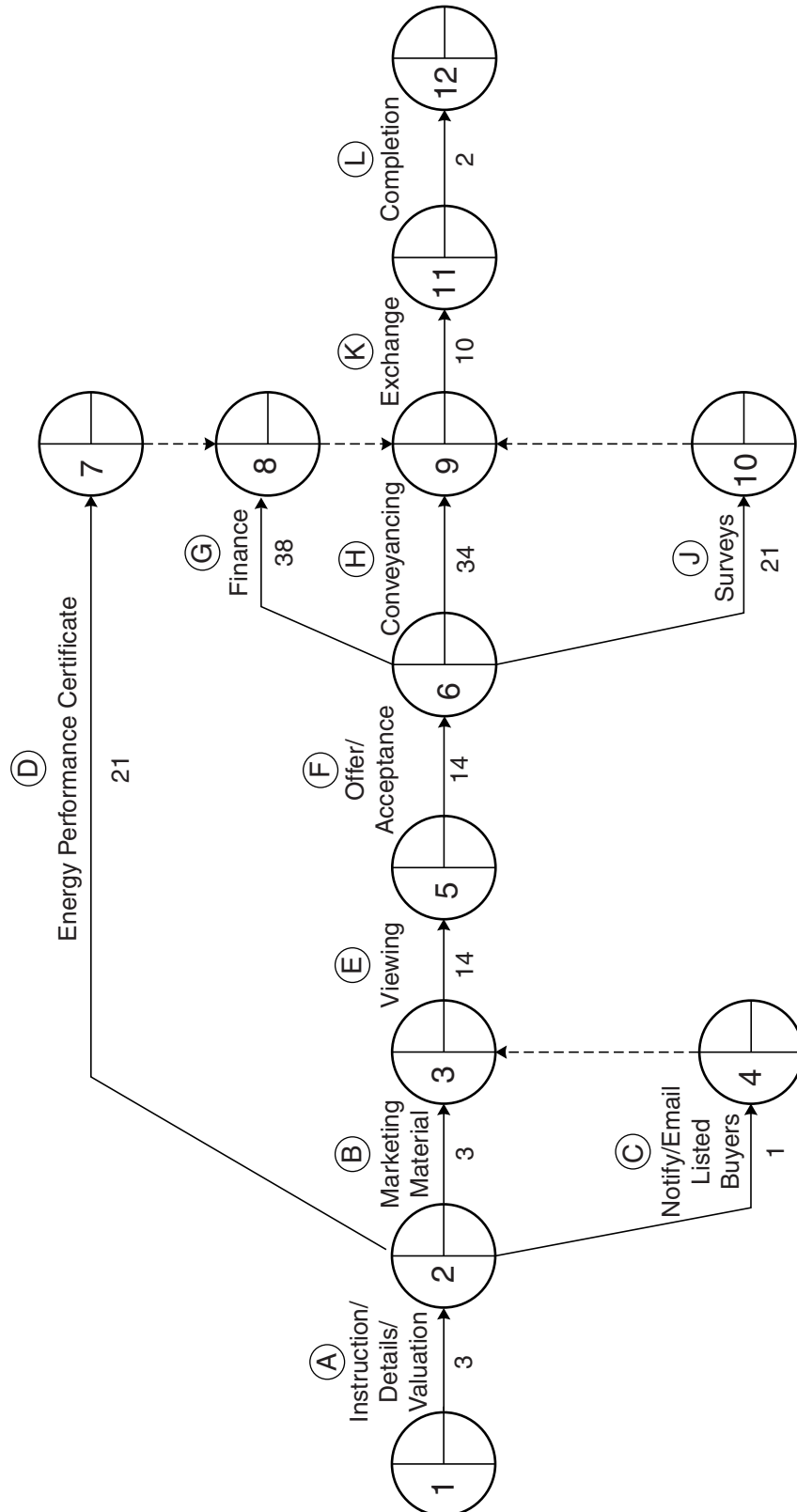
**A calculator may
be used for this
paper**

Answer **all** the questions.

- 1 (a) The diagram below shows the sale (in days) of Mr Blaber's house, 38 Nightingale Way. By determining the **total float** for each activity, identify the **critical path**.

Write your answers as instructed on page 3.

[13]



MR BLABER, 38 NIGHTINGALE WAY

Using the space below to show your workings, write your answers for Total Float in the table below.

Activity	Total Float
A	
B	
C	
D	
E	
F	
G	
H	
J	
K	
L	

Write your answer for the critical path

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2 Discuss how a rise in UK interest rates might affect the strategic direction of SLSL.

[illegible]

- 3** Alistair has now decided to change both the bonus system for employees and the commission fee paid by vendors (lines 71–76 and 82–86).

Recommend how SLSL might manage these two changes.

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

4* Should SLSL expand by opening a branch in Market Harworth? Justify your view.

[illegible]

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.