

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

A2 GCE

F297/01

BUSINESS STUDIES

Strategic Management

WEDNESDAY 12 JUNE 2013: 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
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 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.**
- **Any blank pages are indicated.**

BLANK PAGE

Answer ALL the questions.

- 1 (a) The decision tree on the insert is a completed version of FIG. 1 in the case study.**

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

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

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

- In which of the two options, if either, should CCL invest? Justify your view.**

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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