OCR
Oxford Cambridge and RSA

Tuesday 14 June 2016 – Afternoon

A2 GCE BUSINESS STUDIES

F297/01   Strategic Management

Duration: 2 hours

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 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.
* This document consists of **20** pages. Any blank pages are indicated.

A calculator may be used for this paper

OCR is an exempt Charity

Turn over
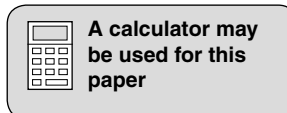
Answer **all** the questions.

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

		Index	Moving average	Centred moving average (Trend)	Cyclical variation (CV)
2012	Q3	208			
	Q4	124			
			123		
2013	Q1	96		123.5	−27.5
			124		
	Q2	64		123.5	−59.5
			123		
	Q3	212		124.0	88.0
			125		
	Q4	120		125.0	−5.0
			125		
2014	Q1	104		125.5	−21.5
			126		
	Q2	64		126.0	−62.0
			126		
	Q3	216		125.0	91.0
			124		
	Q4	120		123.0	−3.0
			122		
2015	Q1	96		121.5	−25.5
			121		
	Q2	56		121.5	−65.5
			122		
	Q3	212			
			124		
	Q4	124			
2016	Q1	104			
	Q2				

Using Times Series Analysis, and the incomplete graph on page 3, forecast the level of the index for 2016, Q3. You **must** fill in the blank boxes in the table above.   **[13]**

Show your workings in the box below.

Forecast level of the index, 2016 Q3 ....
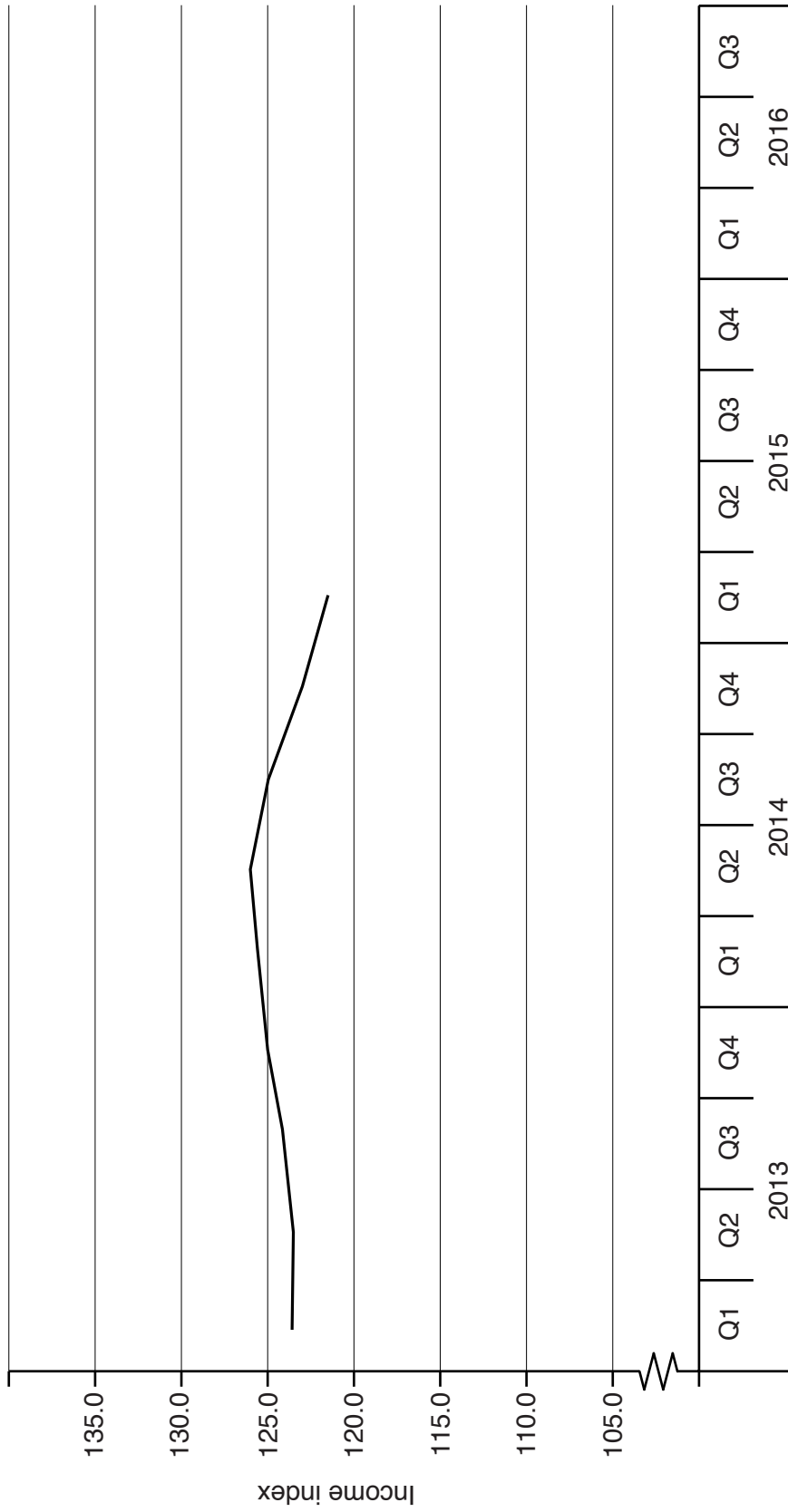
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(b) Discuss the appropriateness to VGL of using Time Series Analysis as a strategic decision-making tool. **[18]**

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Turn over

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

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3 Should VGL enter the textile recycling market? Justify your view. **[18]**

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

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END OF QUESTION PAPER

PLEASE DO NOT WRITE ON THIS PAGE