

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
F297/01

BUSINESS STUDIES
Strategic Management

WEDNESDAY 10 JUNE 2015: Morning

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)
Loose Sheet for Fig. 3 of Case Study
Loose Sheet 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.

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Answer ALL the questions.

- 1 (a) The diagram on the Loose Sheet shows how the product development cycle could change if SHL were to contract a UK manufacturer. By determining the TOTAL FLOAT for each activity, identify the CRITICAL PATH.**

Write your answers as instructed on page 5. [13]

**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 _____

(b) Should SHL enter into more contracts with UK clothing manufacturers? Justify your view. [18]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

**4* Should SHL purchase an equity stake in ‘mardidi’?
Justify your view. [23]**

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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