

**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 24pt

Candidate forename						Candidate surname				
Centre number						Candidate number				

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
--

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 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]

2 Evaluate whether SHL's objectives for the period up to 2016 are appropriate, given the anticipated changes in the UK social environment. [18]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

3 Evaluate the extent to which different stakeholders gain an acceptable reward from their relationship with SHL. [18]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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.

