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Exam-style question

SWOT analysis: British Airways

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Check your answer to the question on pp. 24–26 of the magazine. This question relates to the AQA specification.

Sample answer

$$\begin{aligned}\text{Operating profit margin} &= \frac{\text{operating profit}}{\text{Total revenue}} \times 100 \text{ (1)} \\ &= \frac{303}{11,030} \times 100 \text{ (2)} \\ &= 2.75\% \text{ (4)}\end{aligned}$$

(1) 1 mark for correctly showing the formula for operating profit margin.

(2) 1 mark for correctly showing the operating profit.

(3) 1 mark for correctly showing the total revenue.

(4) 1 mark for correctly calculating the operating profit margin.

Total mark = 4 marks

Sample examiner comment

Mark: 4/4

A logical and clearly structured answer to the question, clearly showing the ability to select and use the appropriate data to work out operating profit margin.

The answer then uses a methodical approach to calculate the correct answer using the appropriate number of steps.

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