

4

Total for this question: 17 marks

- 4 (a) Assess, using only the ratios given, whether the Directors are correct in their belief that Pendgard Ltd is less profitable than its competitors. [3 marks]

Pendgard Ltd is less profitable (the directors are correct) (1) because all the ratios (or examples) are inferior (lower, worse) (1) than the industry average (1)

Max 3 marks

- 4 (b) Explain three limitations of using ratios to assess business performance. [14 marks]
[includes 2 marks for quality of written communication]

Max 4 marks per limitation

Limitation 1 mark	Development 3-5 marks
Average ratios may not be reliable (1)	The average may be distorted (1) by one or two very successful or very unsuccessful (1) businesses and may not reflect what is actually happening in the industry (1) + (1) for example (eg one company is significantly more profitable than all the others)
Ratios focus only on numbers (1)	Ratios are calculated from the financial statements (1) which do not show the full picture of the business (1), plus (1) for example: (eg the motivation or quality of the staff the health and safety record, the environmental impact, etc) which may be important in judging business performance (1).
Based on historical data (1).	The financial statements which provide the basis of the ratios are based on the historical cost concept (1), and this may not reflect the current position (1) of the business: + 1 for example (for instance assets may be over-valued). The ratios may not be relied upon to forecast future performance (1)
Window dressing (1)	The financial statements may be window dressed this means: showing the financial position of the business in a better or worse way than it actually is (1) resulting in the ratios not accurately reflecting (1) the true performance of the business (1) + (1) for example (eg the business may make provisions to reduce profit)
Different accounting policies (1).	Businesses may have different accounting policies (or the business may change accounting policies from the previous year) which can make it difficult to compare the results (1). if one business uses the reducing-balance method of depreciation and another the straight-line method (1) for similar assets the profit and value of the assets would be different (1) and this would affect the ratios calculated.

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Qamar Baloch



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AS Level Economics Qamar Baloch, 2014-09-25 This book contains AS Level ECONOMICS Topical Paper 2 of CIE 9708 02 completely solved till June 2014

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