



Top Ten



Most Likely Unseen Issues

OCS Nov 21/Feb 22



Basis of my choice

Focus in the pre-seen

- Space devoted to the issue
- Degree of importance attached to it by the examiner

Strategic importance

- Importance to SWOT
- Importance likely to be attached by directors

My experience

- Past exams
- Typical issues
- How easy it is to examine



How to prepare for these issues

**Prepare key models from
pre-seen information**

Remember to adapt all
models for new points in
unseen

**Find relevant real life
examples**

Prepare sample
paragraphs
Learn them!

**Sit mock exams that
cover the key issues**

**Be prepared for which
models to use to
support the issue**

Learn typical key points

Advantages and
disadvantages



Risk and uncertainty





Basis of choice

- Key P1 topic
- Regularly examined
- Core activity E - 17-25%



Likely issues

- Risk analysis of a new investment, strategy or project
- Measuring risk in a particular area of the business
- Providing insight on the decision making process



Key points to raise

- Relationship between risk and reward
- Consideration of risk attitude
- Application of decision models
 - Explain how the model deals with uncertainty



Relevant theory

- Sensitivity analysis
- Expected values
- Decision trees
- Standard deviations
- Risk attitudes
 - Averse, neutral, seeking
- Risk based decisions
 - Maximin, maximax and minimax regret
 - Payoff tables



Time series analysis





Basis of choice

- Key P1 topic
- Regularly examined



Likely issues

- Sales trend
- Seasonal variation
- Trend calculation
- Multiplicative and additive models



Key points to raise

- Identifying peak periods
- Interpreting trends
- Explaining calculation process



Relevant theory

- Trend
- Linear regression
- Moving averages
- Additive model
- Multiplicative model