

QUESTION 10

Introduction

During 2018, the company's sales revenue increased by 10% compared with 2017. The company's operating profit margin was 15% in 2018, compared with 12% in 2017. The company's operating profit margin was 12% in 2017. The company's operating profit margin was 12% in 2017.

What are the reasons for the increase in operating profit margin during 2018? (4 marks)

- 1. Increased sales volume (the sales revenue was 10% higher)
- 2. Increased sales price
- 3. Increased operating expenses
- 4. Increased operating profit margin
- 5. The company's operating profit margin was 12% in 2017
- 6. The company's operating profit margin was 12% in 2017
- 7. The company's operating profit margin was 12% in 2017
- 8. The company's operating profit margin was 12% in 2017
- 9. The company's operating profit margin was 12% in 2017
- 10. The company's operating profit margin was 12% in 2017

The correct answer is: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

What are the reasons for the increase in operating profit margin during 2018? (4 marks)

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