

## **CGMA AUGUST 2015 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on Strategic Case Study Exam August 2015, Variant 1.

This marking guidance has been provided by CIMA for information purposes only. It is not to be considered exhaustive and alternative, valid approaches would earn marks.

Note: while the published weighting of competencies for the level would be reflected in the distribution of marks for each examination, there may be some small variations between different forms of the examination.

CIMA will not accept challenges to this marking guidance on the basis of academic judgement.

## Marking Guidance

Section	Technical Skills		Business skills		People Skills		Leadership Skills		Integration	Total
1	Identify key risks	14	Evaluate investment in new player	17					3	34
2	Share price reaction	8			Communicate via press	7	Implication of key appointment	15	3	33
3			Evaluate potential cash inflows	7	Evaluate response of other clubs	7	Management structure	8	3	33
					Negotiate with Orbit	8				
<b>Total marks available for each competency</b>		22		24		22		23	9	100