

## **CGMA AUGUST 2015 EXAM ANSWERS**

### **Variant 2**

### **Marking Guidance**

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The following marking guidance is based on Strategic Case Study Exam August 2015, Variant 2.

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					Challenges of building and motivating a team	15	Predicting success	16	3	34
2	Identify significant risks	15	Implications of falsifying certificate	15					3	33
3	Predicted movement in share price	8	Evaluate business model	7	Evaluate governance implications	7	Evaluate performance	8	3	33
<b>Total marks available for each competency</b>		23		22		22		24	9	100