

CGMA AUGUST 2015 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam August 2015, Variant 3.

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	Predict success of rights issue	16	Evaluate strategic proposal	15					3	34
2			Business implications of rebranding	8	Manage reaction to controversy	15	Ethical implications of rebranding	7	3	33
3	Identify relevant risks	8			Management structure	7	Manage decision process	7	3	33
							Assign responsibility	8		
Total marks available for each competency		24		23		22		22	9	100