

CGMA AUGUST 2015 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam August 2015, Variant 4.

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	Utilising internal audit	15			Response to allegations	16			3	34
2	Identify risks	8	Risk response	8			Motivational challenges	7	3	33
			Brief board	7						
3			Launch new range	7	Staff new range	7	Sustainability	8	3	33
							Evaluate merchandising	8		
Total marks available for each competency		23		22		23		23	9	100