

## **STRATEGIC CASE STUDY AUGUST 2017 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on Strategic Case Study Exam August 2017, 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			Advise on strategic options	15			Advise on impact on share price	15	3	33
2	Evaluate currency risks	15			Advise on social reporting	15			3	33
3	Evaluate usefulness of Big Data	8	Recommend approach to maximising revenue	8	Evaluate ethical issues	8	Discuss role of non-executive directors	7	3	34
		23		23		23		22	9	100