

STRATEGIC CASE STUDY AUGUST 2017 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam August 2017, 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 | | | | | Recommend response to adverse publicity | 15 | Evaluate suggestion that a board member should resign | 15 | 3 | 33 |
| 2 | Evaluate relevance of share price movement | 15 | Evaluate strategic value of entity's skills and competencies | 15 | | | | | 3 | 33 |
| 3 | Advise on currency risks associated with acquisition | 8 | Advise on currency risks associated with ongoing operations | 8 | Advise on stewardship of human capital | 7 | Recommend disclosure in corporate social report | 8 | 3 | 34 |
| | | 23 | | 23 | | 22 | | 23 | 9 | 100 |