

STRATEGIC CASE STUDY AUGUST 2017 EXAM ANSWERS

Variant 4

Marking Guidance

Marking Guidance

The following marking guidance is based on Strategic Case Study Exam August 2017, 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			Evaluate proposal to monitor academic literature	15	Evaluate ethical dilemma	15			3	33
2	Advise on exchange of shares	15					Advise on relevance of scenario planning	15	3	33
3	Evaluate currency risks	8	Evaluate impact on shareholder attitude	8	Evaluate synergies	8	Advise on granting a seat on the board	7	3	34
		23		23		23		22	9	100