

CGMA FEBRUARY 2016 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on CGMA Exam February 2016, 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	Risks of franchising proposal and how to deal with them	15	Benefits of franchising proposal	15					3	33
2	Financial impact of franchising proposal	9	Financial risks of franchising proposal	6	Decision-making process and recommendation on franchising	6	Non-financial KPIs for franchisees	9	3	33
3					Issues to communicate to market analysts Communicate franchising agreement to employees	9 7	Team building, coaching and mentoring franchised store managers	15	3	34
		24		21		22		24	9	100