

## **MANAGEMENT CASE STUDY AUGUST 2015 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on Management Case Study Exam August 2015, Variant 1

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2015-management-level-case-study-exam---scent-variant-number-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	Activity-Based management	12					Change management	12	1	25
2			Cost implications of centralised buying departments	12	Communication with divisional buying departments	12			1	25
3	Pricing issues	12	Implications of retailer selling own-brand range in competition with us	11					2	25
4	Accounting issues associated with share options	11			Risks of paying some staff with share options	12			2	25
		35		23		24		12	6	100