

MANAGEMENT CASE STUDY AUGUST 2015 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam May 2015, Variant 3

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2015-management-level-case-study-exam---scent-variant-number-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	Target costing	12	Ethical and commercial implications of exploiting leaked information	12					1	25
2	Analyse cost structure	11							2	25
	Comparability of financial statements	12								
3			Risk of key employee demotivating colleagues	12			Using Big Data	12	1	25
4					Structure negotiations	12			2	25
					Decision making	11				
		35		24		23		12	6	100