

MANAGEMENT CASE STUDY AUGUST 2015 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Management Case Study Exam May 2015, Variant 4

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2015-management-level-case-study-exam---scent-variant-number-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	Identify relevant risks	12	Evaluate business strategy	12					1	25
2	Implications of divisional structure	12					Governance issues arising from management structure	11	2	25
3	Goodwill valuation	12			Non-financial implications of moving to two shift system	12			1	25
4			Optimising exploitation of cost saving	11	Change management issues	12			2	25
		36		23		24		11	6	100