

MANAGEMENT CASE STUDY AUGUST 2015 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on Management Case Study Exam May 2015, Variant 5

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2015-management-level-case-study-exam---scent-variant-number-5>

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 project appraisal	12			Discuss manager's motivation	12	1	25
2	Segmental reporting	12	Balanced scorecard	12					1	25
3	Commercial implications of grey imports	12			Draft press release	11			2	25
4	IT strategy for identifying grey exporters	11			Organise cooperation within industry	12			2	25
		35		24		23		12	6	100