

MANAGEMENT CASE STUDY AUGUST 2016 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on the Management Case Study Exam August 2016, Variant 1.

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2016-management-case-study-exam---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	Discuss key cost questions	12			Discuss relationships with existing vendors	12			1	25
2			Discuss risks arising from health and safety	11			Evaluate impact of cultural values	12	2	25
3	Recommend accounting treatment	12			Discuss issues associated with transfer prices	6	Discuss issues associated with transfer prices	5	2	25
4	Discuss potential share price impact	12	Evaluate SWOT analysis	12					1	25
		36		23		18		17	6	100