

MANAGEMENT CASE STUDY AUGUST 2016 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on the Management Case Study Exam August 2016, Variant 2.

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2016-management-case-study-exam---variant-number-2>

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 cost of quality	12	Discuss commercial implications	12					1	25
2					Discuss learning curve	12	Evaluate performance	11	2	25
3	Discuss commercial risks	12	Evaluate impact on accounting ratios	12					1	25
4	Account for warranty provision	12			Advise on negotiation	5	Advise on negotiation	6	2	25
		36		24		17		17	6	100