

MANAGEMENT CASE STUDY AUGUST 2016 EXAM ANSWERS

Variant 3

Marking Guidance

Marking Guidance

The following marking guidance is based on the Management Case Study Exam August 2016, Variant 3.

<https://connect.cimaglobal.com/resources/management-case-study-exam/august-2016-management-case-study-exam---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	Discuss criteria for optimisation	12			Discuss bargaining positions	11			2	25
2			Discuss ethical stance	12	Discuss issues associated with corporate culture	6	Discuss issues associated with corporate culture	6	1	25
3	Discuss impact of granting options for financial statements	12					Discuss implications of granting executive share options	11	2	25
4	Discuss relevance of planning variances	12	Discuss WACC	12					1	25
		36		24		17		17	6	100