

MANAGEMENT CASE STUDY AUGUST 2017 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on the Management Case Study Exam August 2017, Variant 2

<https://connect.cimaglobal.com/resources/august-2017-management-case-study-variant-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	Advise on consolidation	12					Advise on evaluation of manager	11	2	25
2			Advise on improving profits	12	Advise on negotiation	12			1	25
3	Advise on accounting treatment	12	Advise on product pricing	12					1	25
4	Evaluate project	8			Evaluate political risks	8	Advise on strategy implementation	7	2	25
		32		24		20		18	6	100