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## **MANAGEMENT CASE STUDY AUGUST 2017 EXAM ANSWERS**

### **Variant 3**

### **Marking Guidance**

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The following marking guidance is based on the Management Case Study Exam August 2017, Variant 3

<https://connect.cimaglobal.com/resources/august-2017-management-case-study-variant-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	Advise on product lifecycle	12	Advise on maintaining sustainable advantage	12					1	25
2	Advise on consolidation	12					Advise on suitable responsibility centre	11	2	25
3	Advise on transfer pricing	12			Advise on team responsibilities	12			1	25
4			Advise on impairment	8	Advise on business risks	8	Advise on disciplinary action	7	2	25
		36		20		20		18	6	100