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MANAGEMENT CASE STUDY AUGUST 2017 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on the Management Case Study Exam August 2017, Variant 5

<https://connect.cimaglobal.com/resources/august-2017-management-case-study-variant-5>

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 risks	12	Advise on competitor analysis	12					1	25
2	Advise on consolidation adjustments	8	Advise on relationship with finance	8			Advise on use of non-financial performance indicators	8	1	25
3	Advise on pricing	11			Advise on issues associated with merging operating units	12			2	25
4	Advise on relevance of ABC	11			Advise on financial reporting issues	6	Advise on financial reporting issues	6	2	25
		42		20		18		14	6	100