



MANAGEMENT CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on Management Case Study Exam August 2018, Variant 1

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			Recommend approach to maximising competitive advantage.	12	Identify factors to be considered in determining the optimal pricing strategy.	12			1	25
2	Evaluate need to account for a business contact as a related party	12	Evaluate proposed change to distribution model for specific products	11					2	25
3	Recommend response to managers who believe that their budgeted targets should not be enforced	12					Advise on the relevance of the finance director's opinion on a marketing matter	12	1	25
4	Evaluate impact on accounting ratios and on interpretation of segmental analysis	11			Identify the business risks associated with grey imports	6	Identify the business risks associated with grey imports	6	2	25
		35		23		18		18	6	100