



MANAGEMENT CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam August 2018, 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	Apply Big Data analytics to gathering useful information on the uses of phone cameras.	12			Discuss the competitive advantage that might be obtained from collaboration on a new product.	12			1	25
2			Advise on the use of life-cycle costing.	12			Identify the impact of a new arrangement for accounting ratios.	11	2	25
3	Advise on the accounting issues associated with issuing stock options.	11			Identify the problems associated with measuring the performance of individual design engineers.	6	Identify the problems associated with measuring the performance of the design engineering department.	6	2	25
4	Discuss the relevance of internal rate of return when selecting between mutually exclusive projects.	12	Recommend negotiating strategy for dealing with a customer.	12					1	25
		35		24		18		17	6	100