



MANAGEMENT CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Management Case Study Exam August 2018, Variant 4

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 accounting treatment	12	Discuss profitability of new distribution arrangement	11					2	25
2	Discuss product bundling strategies	12	Discuss implications of consignment inventory proposal	12					1	25
3					Discuss operational risks	12	Discuss change management	12	1	25
4	Discuss budgetary control and cost of equity	12			Discuss the benefits associated with integration between sales and finance	6	Discuss management by objectives	5	2	25
		36		23		18		17	6	100