



MANAGEMENT CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on Management Case Study Exam August 2018, 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 lifecycle costing | 12 | | | Discuss interpretation of segmental information | 11 | 2 | 25 |
| 2 | Discuss competitive advantage | 12 | | | Discuss pricing strategy | 12 | | | 1 | 25 |
| 3 | Discuss application of sensitivity analysis | 12 | Discuss negotiation strategy | 12 | | | | | 1 | 25 |
| 4 | Discuss benchmarking | 11 | | | Discuss issue of bonds | 6 | Discuss issue of bonds | 6 | 2 | 25 |
| | | 35 | | 24 | | 18 | | 17 | 6 | 100 |