



CGMA MANAGEMENT CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on CGMA Management Case Study Exam February 2019, 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	Justify need for an Activity-Based Management system	12	Discuss elements of strategic planning	12					1	25
2	Advise on need for provision in the financial statements	12					Determine need for internal benchmarking	12	1	25
3			Evaluate arguments relating to project appraisal	11	Advise on establishment of coaching system	12			2	25
4	Evaluate pricing strategies	12			Evaluate the potential for the finance function to create value	6	Discuss the usefulness of a competitor's financial statements	5	2	25
		36		23		18		17	6	100