



CGMA MANAGEMENT CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 2

Marking Guidance

Marking Guidance

The following marking guidance is based on CGMA Management Case Study Exam February 2019, Variant 2

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 merits of potential acquisition	12			Evaluate implications of profit v investment centres	12	1	25
2	Evaluate project	12	Interpret accounting ratios	12					1	25
3	Discuss calculation of cost of debt and advise on suitability of debt finance.	11			Discuss motivation of professional staff	6	Discuss motivation of professional staff	6	2	25
4	Discuss role of target costing	11			Advise on need for impairment adjustment to goodwill and recommend approach to retention of professional staff	12			2	25
		34		24		18		18	6	100