



CGMA MANAGEMENT CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on CGMA Management Case Study Exam February 2019, 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			Evaluate business risks	12	Evaluate competitive advantage	12			1	25
2	Recommend financial reporting treatment	12					Recommend approach to internal performance reporting	12	1	25
3	Recommend pricing strategy	12	Evaluate usefulness of competitors' financial statements	6			Evaluate proposal for review of proposed treatment plans	5	2	25
4	Evaluate proposals to improve costing system and to issue shares to staff	12			Evaluate proposal for change management programme	11			2	25
		36		18		23		17	6	100