



CGMA MANAGEMENT CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 5

Marking Guidance

Marking Guidance

The following marking guidance is based on CGMA Management Case Study Exam February 2019, 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	Evaluate difficulties associated with making a profit from a new market segment	12					Discuss leadership challenges	12	1	25
2	Discuss relevance of IRR	6	Advise on competitor analysis	12			Discuss usefulness of competitors' financial statements	5	2	25
3	Recommend financial reporting treatment	6	Recommend approach to internal benchmarking	12	Recommend response to problems with internal communication	5			2	25
4	Advise on accounting implications of disposing of subsidiary	12			Evaluate business risks	12			1	25
		36		24		17		17	6	100