



CGMA MANAGEMENT CASE STUDY AUGUST 2019 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on CGMA Management Case Study Exam August 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	Explain usefulness of RFID data	12					Evaluate need for change	12	1	25
2	Evaluate revenue recognition policy	12	Evaluate advantages and disadvantages of Big Data Analytics	12					1	25
3			Evaluate bundling price strategy	11	Evaluate passenger data as a source of competitive advantage	12			2	25
4	Evaluate validity of comparison between two entities	12			Identify the HRM challenges associated with motivation	6	Explain the behavioural concerns over top-down budget	5	2	25
		36		23		18		17	6	100