



CGMA MANAGEMENT CASE STUDY AUGUST 2019 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on CGMA Management Case Study Exam August 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	Recommend approach to evaluation of new venture	12	Advise on use of competitor analysis	12					1	25
2	Advise on accounting for leases	12	Evaluate investment risk	11					2	25
3					Evaluate usefulness of target costing	12	Advise on meeting cultural expectations	12	1	25
4	Advise on ratio analysis	12			Advise on discussion with external auditor	5	Evaluate ethical dilemma	6	2	25
		36		23		17		18	6	100