

MANAGEMENT CASE STUDY FEBRUARY 2016 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam February 2016, Variant 3

<https://connect.cimaglobal.com/resources/management-case-study-exam/february-2016-management-case-study-exam---variant-3>

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 performance of foreign operation	6	Evaluate potential for an overseas expansion	11			Evaluate performance of foreign operation	6	2	25
2	Evaluate assumptions underlying project appraisal	12	Advise on project management issues	12					1	25
3	Evaluate sensitivity of performance	6			Encourage franchise	3	Upside	3	2	25
	Evaluate currency issues associated with financial reporting	11								
4					Evaluate impact of national culture on business relationships, ethics monitoring	18	Reporting	6	1	25
		35		23		21		15	6	100