

MANAGEMENT CASE STUDY FEBRUARY 2016 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Management Case Study Exam February 2016, Variant 4

<https://connect.cimaglobal.com/resources/management-case-study-exam/february-2016-management-case-study-exam---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	Analyse financial data Evaluate downside risks of changing product	23							2	25
2			Advise on competitor and customer analysis Evaluate downside risks of changing product	16			Advise on competitor and customer analysis	8	1	25
3	Evaluate ethical implications of aggressive accounting	8			Evaluate risks and benefits of outsourcing	7	Evaluate risks and benefits of outsourcing	8	2	25
4	Evaluate price skimming strategy	8	Evaluate price skimming strategy	4	Recommend change management issues	12			1	25
		39		20		19		16	6	100