

## MANAGEMENT CASE STUDY FEBRUARY 2016 EXAM ANSWERS

### Variant 5

### Marking Guidance

#### **Marking Guidance**

The following marking guidance is based on Management Case Study Exam February 2016, Variant 5

Link to be added

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 accounting rate of return	12	Evaluate new business proposal	6			Evaluate new business proposal	6	1	25
2	Evaluate cash flow analysis Evaluate use of WACC in project appraisal	8 8	Evaluate conflict between performance measures	7					2	25
3	Recommend approach to target setting	6	Recommend approach to target setting	6	Recommend equality and diversity practices	6	Recommend equality and diversity practices	6	1	25
4			Advise on customer value analysis	4	Advise on customer value analysis Recommend approach to staff motivation	15	Recommend approach to staff motivation	4	2	25
		34		23		21		16	6	100