

MANAGEMENT CASE STUDY FEBRUARY 2017 EXAM ANSWERS

Variant 2

Marking Guidance

Marking Guidance

The following marking guidance is based on the Management Case Study Exam February 2017, Variant 2.

<https://connect.cimaglobal.com/resources/february-2017-management-case-study-exam-variant-number-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	Determine costs and profits associated with different products	12	Discuss implications of approach to strategic management	12					1	25
2	Discuss recognition of revenues from contract	11			Discuss implications of establishing a separate department to manage a revenue stream	6	Discuss implications of establishing a separate department to manage a revenue stream	6	2	25
3			Discuss risks to business arising from social media comments	12	Recommend negotiating approach with client	12			1	25
4	Discuss shareholder understanding of the business	11					Recommend approach to building a suitable team	12	2	25
		34		24		18		18	6	100