



CGMA MANAGEMENT CASE STUDY MAY 2019 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on CGMA Management Case Study Exam May 2019, Variant 5

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	Identify business risks associated with overseas expansion	12	Discuss competition analysis	12					2	26
2	Discuss suitability of rights issue for unquoted company	12	Approach to pricing in a new market	12					2	26
3	Discuss disclosures associated with dealing with family member	11			Discuss importance of organisational culture	12			1	24
4					Discuss HRM activities	6	Discuss KPIs	11	1	24
							Discuss value chain	6		
		35		24		18		17	6	100