

MANAGEMENT CASE STUDY MAY 2015 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on variant 1 of the Management Case Study Exam May 2015.

<https://connect.cimaglobal.com/resources/management-case-study-exam/may-2015-management-level-case-study-exam---suggested-answers-for-variant-number-1>

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	discuss running costs of new ships	17	analyse market environment and strategy	7	analyse market environment and strategy	7			2	33
2	advise on issues associated with managing a key business relationship	6	advise on challenges associated with project management	11	advise on issues associated with managing a key business relationship	6			2	25
3	advise on depreciation estimates	12	advise on ethical implications of communication with shareholders	6			advise on ethical implications of communication with shareholders	6	1	25
4					advise on negotiation strategy	8	advise on change management issues	8	1	17
		35		24		21		14	6	100