

MANAGEMENT CASE STUDY MAY 2015 EXAM ANSWERS

Variant 2

Marking Guidance

Marking Guidance

The following marking guidance is based on variant 2 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-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	advise on relative efficiencies of two entities	11	advise on the merits of a competitor's business model	12					2	25
2	advise on financial performance and link to low oil prices	8	advise on financial performance and link to low oil prices	8			advise on the introduction of a balanced scorecard	8	2	33
	advise on the introduction of a balanced scorecard	7								
3	advise on implications of change for AIS	12			advise on business relationships associated with new venture	12			1	25
4					advise on promotion of environmental benefits	8	advise on challenges of setting up a team to manage a new venture	8	1	17
		38		20		20		16	6	100

