

MANAGEMENT CASE STUDY MAY 2015 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on variant 4 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-4>

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	recommend appropriate reports to underpin a TQM management approach	8	advise on the application of TQM	8					2	25
	Advise on risks of new venture	7								
2			advise of the motivation of employees	4	advise on change management issues	8	advise of the motivation of employees	4	1	17
3	advise on identification of stakeholders and their interests	10	advise on identification of stakeholders and their interests	11	discuss need to maintain relationship with selected stakeholders	10			2	33
4	apply the definition of the parent-subsidary relationship	12					discuss the use of estimates in management reports	12	1	25
		37		23		18		16	6	100