

MANAGEMENT CASE STUDY MAY 2015 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on variant 5 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-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 dysfunctional behaviour	6			advise on the implications of collaboration on setting KPIs identify dysfunctional behaviour	6 5	advise on the implications of collaboration on setting KPIs	6	2	25
2	review an investment appraisal	12	review an investment appraisal	11					2	25
3	apply the definition of the related party	12	advise on market environment	12					1	25
4	advise on management of customer service levels	6			advise on management of customer service levels	6	advise on managing a key business relationship	12	1	25
		36		23		17		18	6	100