

MANAGEMENT CASE STUDY May 2016 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on Management Case Study Exam May 2016, Variant 2

<https://connect.cimaglobal.com/resources/management-case-study-exam/may-2016-management-case-study-exam---variant-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	Apply relevant accounting standards	12			Recommend system for performance measurement and motivation	6	Recommend system for performance measurement and motivation	5	2	25
2	Discuss commercial and cash flow implications of buyout	11	Discuss risks associated with permitting buyout	12					2	25
3	Discuss valuation of intellectual property	6	Discuss valuation of intellectual property	4	Discuss ethical and practical aspects of manipulating selling price	6	Discuss valuation of intellectual property	5	1	25
							Discuss ethical and practical aspects of manipulating selling price	3		
4	Discuss consolidation adjustments	6	Discuss consolidation adjustments	6	Discuss change management	12			1	25
		35		22		24		13	6	100

