

## **MANAGEMENT CASE STUDY May 2016 EXAM ANSWERS**

### **Variant 4**

### **Marking Guidance**

#### **Marking Guidance**

The following marking guidance is based on Management Case Study Exam May 2016, Variant 4

<https://connect.cimaglobal.com/resources/management-case-study-exam/may-2016-management-case-study-exam---variant-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	Discuss basis for setting rental	12	Discuss business implications of new development	11					2	25
2					Advise on motivating staff	12	Problems associated with profit-related bonuses	8	1	25
					Problems associated with profit-related bonuses	4				
3	Advise on accounting issues relating to intangibles	12	Advise on corporate culture	11					2	25
4	Advise on status as associate	12			Advise on risks of giving a seat on board	6	Advise on risks of giving a seat on board	6	1	25
		36		22		22		14	6	100