

## **MANAGEMENT CASE STUDY MAY 2017 EXAM ANSWERS**

### **Variant 2**

### **Marking Guidance**

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The following marking guidance relates to variant 2 of the May 2017 Management level case study exam.

<https://connect.cimaglobal.com/resources/may-2017-management-case-study-exam-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	Discuss product lifecycle	11	Discuss big data	12					2	25
2	Discuss ethical matters	11	Discuss risk	12					2	25
3	Discuss pricing	7			Discuss management challenges associated with staff theft	9	Discuss management of staff morale	8	1	25
4	Discuss need for provisions in financial statements	11			Discuss communication	7	Discuss performance evaluation	6	1	25
		40		24		16		14	6	100