

## **MANAGEMENT CASE STUDY MAY 2018 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on the Management Case Study Exam May 2018, variant 1.

Questions and suggested answers for this variant can be found [here](#).

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 suitability of resource-based approach for implementation of expansion strategy | 12 | Discuss issues associated with performance measurement | 12 |  |    | 1           | 25    |
| 2       | Identify problems associated with determining goodwill | 12 |   |    |  |    | Discuss issues associated with budgetary control | 11 | 2           | 25    |
| 3       | Explain relevance of self-insurance                    | 12 |   |    | Advise on approach to negotiation                      | 12 |  |    | 1           | 25    |
| 4       | Evaluate financial implications of a project           | 12 | Advise on the classification of a potential related party transaction                   | 6  |  |    | Evaluate concerns about conflict of interest     | 5  | 2           | 25    |
|         |  | 36 |   | 18 |  | 24 |  | 16 | 6           | 100   |