

## **MANAGEMENT CASE STUDY November 2015 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on Management Case Study Exam November 2015, Variant 1

<https://connect.cimaglobal.com/resources/management-case-study-exam/november-2015-management-case-study-exam---abc-solutions-variant-number-1>

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	Conduct value chain analysis	16					Explain challenges associated with managing business relationships	15	2	33
2	Identify the economic substance of a contract	12	Analyse cost implications	11					2	25
3			Manage the redundancy process	12	Evaluate a department head's performance	12			1	25
4	Advise on the impact on return on capital employed	8			Advise on the valuation of directors' stock options	8			1	17
		36		23		20			6	100