

MANAGEMENT CASE STUDY MAY 2015 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on Management Case Study Exam November 2015, Variant 2

<https://connect.cimaglobal.com/resources/management-case-study-exam/november-2015-management-case-study-exam---abc-solutions-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	Compare projects in terms of net present value	14	Compare projects in terms of strategic direction	15					2	31
2	Identify risks	13					Evaluate managers' performance	12	2	27
3			Understand pricing strategies	8	Negotiate with clients	8			1	17
4	Recognise revenue	12			Behave professionally	12			1	25
		39		23		20		12	6	100