

MANAGEMENT CASE STUDY NOVEMBER 2015 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam November 2015, Variant 3

<https://connect.cimaglobal.com/resources/management-case-study-exam/november-2015-management-case-study-exam---abc-solutions-variant-number-3>

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					Resolve an argument arising from dysfunctional behaviour	14	Advise on the need for disciplinary action	13	2	29
2	Understand the financial reporting implications of investment	13	Understand the strategic implications of exiting a key business area	12					2	27
3	Advise on viability of business plan	14	Advise on risks	13					1	28
4	Advise on viability of business proposal	8			Retain trained and marketable staff	7			1	16
		35		25		21		13	6	100