

MANAGEMENT CASE STUDY NOVEMBER 2017 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam November 2017, Variant 3

<https://connect.cimaglobal.com/resources/november-2017-management-case-study-variant-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	Discuss sources of long-term funding	12	Identify assumptions made in investment appraisal	12					1	25
2	Evaluate investment appraisal techniques	12	Discuss project management issues	12					1	25
3					Discuss behavioural issues in budgeting	12	Advise on managing resistance to change	11	2	25
4	Advise on accounting treatment	12			Discuss need to provide health and safety equipment	5	Evaluate ethical issues	6	2	25
		36		24		17		17	6	100