

CGMA CASE STUDY MAY 2015 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on CGMA Case Study Exam May 2015, Variant 4

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

Task	Technical Skills		Business Skills		People Skills		Leadership Skills		Integration	Total
1			Advise on suppressing news	8	Advise on communication with press	8	Advise on media team	8	3	34
			Recommend response	7						
2	Advise on risk identification	16			Communications plan	7			3	33
	Advise on share price	7								
3			Relationship with consultant	7	Final decision	8	Motivation of key staff	8	3	33
							Retention of key staff	7		
Total marks available for each competency		23		22		23		23	9	100