

CGMA CASE STUDY MAY 2015 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on CGMA Case Study Exam May 2015, Variant 5

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 | Implications for share price | 16 | Advise on release of bad news | 15 | | | | | 3 | 34 |
| 2 | | | Big data | 7 | Strategic information | 8 | Motivation through reward | 8 | 3 | 33 |
| | | | | | | | Motivation through penalty | 7 | | |
| 3 | Risks shale oil | 8 | | | Key factors | 8 | Teams | 7 | 3 | 33 |
| | | | | | Country selection | 7 | | | | |
| Total marks available for each competency | | 24 | | 22 | | 23 | | 22 | 9 | 100 |