

STRATEGIC CASE STUDY MAY 2017 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam May 2017, Variant 1

<https://connect.cimaglobal.com/resources/may-2017-strategic-case-study-exam-variant-number-1>

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			Evaluate risk register	15			Recommend approach to stakeholder management	15	3	33
2	Advise on social reporting	15			Evaluate ethical dilemma	15			3	33
3	Explain factors causing share price movements	8	Discuss creation of strategic options	8	Discuss forecasting	8	Evaluate arguments concerning shareholder wealth	7	3	34
		23		23		23		22	9	100