



CGMA NOVEMBER 2017 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on CGMA Exam November 2017, Variant 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 strategic options	15			Explain implications of new venture for financial and non-financial performance measures	16	3	34
2	Recommend approach to overcoming barriers to entry	15			Evaluate ethical issues	15			3	33
3	Explain the importance of market analysts	7	Evaluate implications of a fall in share price for the cost of capital	8	Discuss conflict between long-term and short-term profit	7	Evaluate risks of attempting to influence analysts	8	3	33
		22		23		22		24	9	100