



CGMA STRATEGIC CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on CGMA Strategic Case Study Exam February 2019, Variant 2.

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	Identify the risks of acquiring a smartwatch manufacturer	15	Evaluation the strategic proposal to acquire a smartwatch manufacturer	15					3	33
2					Identify takeover bid defences	15	Discuss the role of Vita's leadership team in successful acquisition	16	3	34
3	Determine impact of acquisition on Integrated Report	8	Evaluate internal control weaknesses	8	Evaluate stakeholder management activities pre acquisition	7	Recommend responses to the internal control weaknesses	7	3	33
		23		23		22		23	9	100