



CGMA STRATEGIC CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on CGMA Strategic Case Study Exam February 2019, Variant 3.

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 potential sources of finance	15	Evaluate two strategic options	15					3	33
2					Recommend whether Vita's business relationship should be structured as a joint venture or strategic alliance structure	15	Recommend how Vita should manage the risks arising from the new partnership	15	3	33
3	Advise whether the entity's share price will move because of a newspaper article	8	Recommend whether Vita should offer to compensate customers	8	Advise how to use good communication as a tool to manage risk	8	Advise whether Vita should encourage a business partner to consider the cost of quality	7	3	34
		23		23		23		22	9	100