



## **CGMA STRATEGIC CASE STUDY FEBRUARY 2019 EXAM ANSWERS**

### **Variant 4**

### **Marking Guidance**

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The following marking guidance is based on CGMA Strategic Case Study Exam February 2019, Variant 4.

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 a new strategic direction	15	Evaluate differences between strategic objectives of private and public sector entities	16			3	34
2	Discuss risks associated with new products	15					Recommend alternative strategic performance measures	15	3	33
3	Evaluate the impact on shareholders of a decision to not pay a dividend	8	Evaluate the key potential risks of data analytics	8	Evaluate the usefulness of Big Data in a strategy of health management programmes	7	Identify strategic driving and restraining forces	7	3	33
		23		23		23		22	9	100