

ARE YOU READY TO SUCCEED IN THE CIMA CASE STUDY EXAM?

STRATEGIC LEVEL CASE STUDY EXAM

STAGE 1 – DO YOU UNDERSTAND THE PRINCIPLES BEHIND THE CASE STUDY?

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| 1. Do you recognise that the case study is your opportunity to apply the knowledge learned through your studies of the three subjects at each level to a modelled business scenario? | YES | NO |
| 2. Do you see the case study as an opportunity to showcase your competence and prove to CIMA you've got what it takes to progress to the next stage of your qualification and your career? | YES | NO |
| 3. Do you approach the case study exam as if it were a job interview and have you practiced thinking yourself into the roles assigned in the case study? | YES | NO |
| 4. Are you ready to adopt your "Persona". Check out our Persona study resource here. | YES | NO |
| 5. Do you appreciate that the more you approach the case study exam from a businesslike perspective, the better you will do? | YES | NO |
| 6. Do you know that a good, in-depth, answer which addresses each of the requirements in the scenario and seeks to answer these in the context of the business, its markets and so on is the recipe for success? | YES | NO |
| 7. Are you happy that preparing a good solid response to the set task is the best way to ensure you gain enough marks to pass and also meet the competency/integration requirements? | YES | NO |
| 8. Do you appreciate that the pass/fail decision is a reflection on whether you have demonstrated your ability to successfully perform the role on which the case study is based ? | YES | NO |

STAGE 2 - HAVE YOU LEARNED ENOUGH?

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| 1. Have you reviewed all content /learning outcomes for the three subjects at your level? | YES | NO |
| 2. If you started with CIMA on the 2010 syllabus are you confident that you have understood content changes between subjects? | YES | NO |

Tip – if you're not sure, study the Transition Guides for your subjects – find them on CIMAconnect

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| 3. Do you feel confident in all three subjects? Are you confident about the knowledge you are bringing forward from previous studies/exemptions? | YES | NO |
| 4. Are there any areas you feel a bit unsure about? | YES | NO |
| 5. Are you confident with all the analysis, including calculations, you may need to do to fully understand the pre-seen? | YES | NO |

STAGE 3 – HAVE YOU PREPARED ENOUGH?

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| 1. Do you know the pre-seen material inside and out? | YES | NO |
| 2. Have you done lots of analysis of the pre-seen, including plenty of calculations? | YES | NO |
| 3. Do you understand the industry covered in the pre-seen and have you read and thought about real companies in this industry? | YES | NO |

Tip – although there is no requirement to research real companies and no set marks for “research” in the exam, understanding the business, its markets, competitors, opportunities and threats will enhance your ability to show application of your knowledge to a business scenario in the exam and thereby improve the depth and quality of your answers. It will also make you feel more confident.

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| 4. Have you generated potential questions based on the pre-seen and thought about all the different angles the examiner might use to ask questions? | YES | NO |
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Tip – don’t try to guess what might come up in the exam because with 5 variants, it could be anything. But do spend time thinking about what could be asked, think of all the different twists and turns the scenario could take, currency going up or down, a new CEO joining or the old one stepping down, a flotation, fraud, natural disaster, new competitors etc.

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| 5. Have you been on CIMAAconnect and discussed the pre-seen with your fellow students and found out about the Ask a Tutor session for your exam? | YES | NO |
| 6. Have you looked at our “walkthroughs” of strong answers and understood the standard required to pass? | YES | NO |
| 7. Do you feel confident about your persona in the exam? | YES | NO |

Tip – think of the exam as a sort of job interview for the role you are assigned, use your answers to convince your potential employer (CIMA) that you can do the job! **Check out our Persona study resource here.**

STAGE 4 – HAVE YOU PRACTISED ENOUGH?

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| 1. Have you practiced answering using the post case study exam kits on CIMAAconnect? And/or have you done a mock exam supplied by a tuition provider? | YES | NO |
| 2. Did you do it to time and without using resources that wouldn’t be available to you in the exam? Be honest with yourself here! | YES | NO |
| 3. Did you allow time (approximately 1/3rd of the allocated time) to read / interpret the question, think and plan your answer? | YES | NO |
| 4. Have you sought feedback from your tutor/colleagues? If practicing using a CIMA past case study, have you reviewed your answer against the examiner’s model answer and the marking guide? | YES | NO |
| 5. Can you get a tutor, colleague or fellow student to review your responses and answer the question, “would you employ this candidate to the role, based only on these responses?” Have you reviewed responses prepared by fellow students? | YES | NO |
| 6. Can you see where you might have answered more fully/applied your knowledge to the scenario a bit more, demonstrated a broader awareness of the business etc. | YES | NO |
| 7. Would you have given your answer a pass? If not, why not? Where do you need to improve? | YES | NO |
| 8. Are you happy with how you managed your time? | YES | NO |

Tip – you need to answer every section of every requirement to ensure you don’t miss out on potential competency marks

STAGE 5 – HOW DO YOU FEEL?

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| 1. Are you feeling confident? Would you feel prepared to turn up for a competency-based job interview for the organisation in the pre-seen? | YES | NO |
| 2. Are you ready to take up the challenge of the case study? | YES | NO |
| 3. Would you employ yourself based on your preparation for the case study role? | YES | NO |

If you've answered yes to the majority of the questions above you're definitely ready for the exam.

If you've got a few nos, you know where to focus your efforts before your exam. Good Luck.

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