

MANAGEMENT CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on the Management Case Study Exam February 2018, Variant 1.

LINK TO PAPER

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	Balanced scorecard	12					Role culture to task culture	12	1	25
2			Strategy implementation	12	Re-engineering contract setting	11			2	25
3	Technical and ethical issues associated with financial reporting.	12	Evaluate NPV	6			Project management problems	6	1	25
4	Evaluate performance	11	Accounting issues when subsidiaries prepare financial statements	6	Parent revert to preparing statements	6			2	25
		35		24		17		18	6	100