

MANAGEMENT CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam February 2018, Variant 3.

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					Impact of issuing dashboards	12	Allowance for cultural differences between countries	12	1	25
2	Recognition of provisions	11	Sensitivity analysis	12					2	25
3	Re-engineering project management	12	Evaluate consistency with Group mission	12					1	25
4	Evaluate impact on share price	11			Evaluate operating unit managers	6	Extend authority	6	2	25
		34		24		18		18	6	100