

MANAGEMENT CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Management Case Study Exam February 2018, Variant 4.

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 | | | Discuss KPIs | 12 | | | Discuss leadership | 11 | 2 | 25 |
| 2 | Explain impact on WACC | 12 | Advise on real options | 11 | | | | | 2 | 25 |
| 3 | Advise on accounting problems | 12 | | | Discuss organisational changes | 6 | Benchmark performance | 6 | 1 | 25 |
| 4 | Discuss risks associated with investing in software | 12 | | | Advise on competitive advantage | 12 | | | 1 | 25 |
| | | 36 | | 23 | | 18 | | 17 | 6 | 100 |