

## MANAGEMENT CASE STUDY FEBRUARY 2018 EXAM ANSWERS

### Variant 5

### Marking Guidance

#### **Marking Guidance**

The following marking guidance is based on Management Case Study Exam February 2018, Variant 5.

#### 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			Presenting change to unit managers	12			Difficulties of measuring performance	12	1	25
2	Risks and running costs	11			Negotiation	12			2	25
3	Accounting implications of exchange of shares for asset	12			Project sponsorship	6	Need for project appraisal	6	1	25
4	Discuss benefits of holding shares	12	Advise on transfer pricing	11					2	25
		35		23		18		18	6	100