

## OPERATIONAL CASE STUDY FEBRUARY 2018 EXAM ANSWERS

### Variant 4

### Marking Guidance

#### **Marking Guidance**

The following marking guidance is based on Operational 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	Short-term decision making	8	Marketing mix	13	Short-term decision making	4				25
2	Assessment of creditworthiness and credit control	12					Purpose of budgeting	6		25
	Purpose of budgeting	7								
3	Limiting factor analysis where specialised labour is restrained	12			CSR and ethical code	10			3	25
4	Sales variances: price, mix and quantity	12								25
	Accounting for brand value and intangible assets	13								
<b>Total marks available for each competency</b>		<b>64</b>		<b>13</b>		<b>14</b>		<b>6</b>	<b>3</b>	<b>100</b>