

OPERATIONAL CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 4

Marking Guidance

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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 | | | | | | | | |
| Total marks available for each competency | | 64 | | 13 | | 14 | | 6 | 3 | 100 |