



## **STRATEGIC CASE STUDY FEBRUARY 2018 EXAM ANSWERS**

### **Variant 2**

#### **Marking Guidance**

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The following marking guidance is based on Strategic Case Study Exam February 2018, Variant 2.

[<Link to screenshots>](#)

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	Strategic benefits of a merger and the strategic problems/ drawbacks for Royals	16			Communication to key stakeholders?	15			3	34
2	Influence of the competitions authority on the decision, relationship management	8	Evaluation of the merits of a bonus system	8	Composition of the new Board	7	How do we motivate staff to remain loyal to a merged organisation if they do not receive a bonus?	7	3	33
3			Risks and merits of Big Data Analytics	15			Restraining/ Driving forces for Big Data (including team formation)	15	3	33
		24		23		22		22	9	100