



STRATEGIC CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam February 2018, Variant 3.

[<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	Impact on the Board arrangements if listing occurred	15	Benefits and disadvantages to Royals of listing	16					3	34
2	Advice on the steps to follow for a listing	7	Changes to risk reporting	8	Communicate to potential investors and the market in general	7	New performance measures to drive strategy	8	3	33
3					Actions to communicate to regional managers and improve morale	15	Evaluate current performance measures	15	3	33
		22		24		22		23	9	100