



STRATEGIC CASE STUDY FEBRUARY 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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

[<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	Potential benefits and challenges of private/public sector collaboration	15	Undertake a review of the environmental driver for change in the fitness industry	16					3	34
2					Consideration of the impact of VFM concepts on strategic objectives	15	Risks to staff motivation of the programme	15	3	33
3	Controls of social media environment	8	Ethical considerations	7	Benefits of social media in communication	7	Motivating and engaging staff	8	3	33
		23		23		22		23	9	100