

OPERATIONAL CASE STUDY MAY 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on Operational Case Study Exam May 2018, Variant 1.

Questions and suggested answers for this variant can be found [here](#).

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	Relevant costing analysis of outsourcing options	7	Relevant costing analysis of outsourcing options	5					3	25
	Impact of payment terms on working capital	10								
2	Capitalisation of expenditure on a new service	12								25
	Activity-based budgeting	13								
3	Sensitivity analysis	13			Social media and viral marketing	9	Social media and viral marketing	3		25
4	Costs of quality	9	Implementation of new IT system	8	Implementati on of new IT system	5	Costs of quality	3		25
Total marks available for each competency		64		13		14		6	3	100