



OPERATIONAL CASE STUDY MAY 2018 EXAM ANSWERS

Variant 3

Marking Guidance

Marking Guidance

The following marking guidance is based on Operational Case Study Exam May 2018, Variant 3.

The 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	Linear programming	10	Non-statistical and statistical methods of forecasting demand	6	Non-statistical and statistical methods of forecasting demand	6	Linear programming	3		25
2	Limiting factor and relevant cost analysis	2	Limiting factor and relevant cost analysis	8			Limiting factor and relevant cost analysis	2		25
	Short-term cash investment	13								
3	Decision making with risk	12	Digital marketing	3	Digital marketing	7			3	25
4	Mix and yield variances for materials and labour	13								25
	Treatment of government grants in financial statements	12								
Total marks available for each competency		62		17		13		5	3	100