

## **MANAGEMENT CASE STUDY MAY 2018 EXAM ANSWERS**

### **Variant 1**

### **Marking Guidance**

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The following marking guidance is based on the Management Case Study Exam May 2018, variant 1.

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			Discuss suitability of resource-based approach for implementation of expansion strategy	12	Discuss issues associated with performance measurement	12			1	25
2	Identify problems associated with determining goodwill	12					Discuss issues associated with budgetary control	11	2	25
3	Explain relevance of self-insurance	12			Advise on approach to negotiation	12			1	25
4	Evaluate financial implications of a project	12	Advise on the classification of a potential related party transaction	6			Evaluate concerns about conflict of interest	5	2	25
		36		18		24		16	6	100