

MANAGEMENT CASE STUDY MAY 2018 EXAM ANSWERS

Variant 5

Marking Guidance

Marking Guidance

The following marking guidance is based on the Management Case Study Exam May 2018, variant 5.

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 implications of currency losses | 12 | Evaluate proposal for performance measurement | 12 | | | | | 1 | 25 |
| 2 | | | Recommend pricing strategy | 12 | | | Discuss implications of national culture | 11 | 2 | 25 |
| 3 | Advise on risk mitigation | 12 | | | Discuss application of Porter's Five Forces Model | 12 | | | 1 | 25 |
| 4 | Evaluate arguments concerning transfer pricing | 12 | | | Discuss relationship between finance function and operational units | 5 | Discuss the need to adjust subsidiary financial statements | 6 | 2 | 25 |
| | | 36 | | 24 | | 17 | | 17 | | 100 |