



STRATEGIC CASE STUDY MAY 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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

Find the questions and suggested answers for variant 1 [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	Evaluate implications of announcement for share price	15			Advise on management of strategic relationships	15			3	33
2			Prepare a SWOT analysis	15			Evaluate changes to board membership	15	3	33
3	Identify relevant economic variables	8	Advise on the management of currency risks	8	Negotiate with a potential lender	8	Negotiate with a regulatory agency	7	3	34
		23		23		23		22	9	100