



STRATEGIC CASE STUDY MAY 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam May 2018, Variant 5.

Find the questions and suggested answers for variant 5 [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 ethical implications of resisting takeover bid	15			Identify responsibilities of non-executive directors with respect to bid	15	3	33
2	Evaluate potential synergies for currency hedging	15			Recommend negotiating strategy with bidder	15			3	33
3	Recommend financial objectives	8	Recommend non-financial objectives	7	Evaluate impact of staff resistance to change	8	Recommend change management strategy	8	3	34
		23		22		23		23	9	100