



STRATEGIC CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam November 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	Evaluate the implications of share price volatility for pricing negotiations	15	Evaluate the strategic benefits of a merger	15					3	33
2					Advise on ethical implications of withholding safety concerns	15	Recommend approach to maintaining stakeholder relationship	15	3	33
3	Evaluate risks associated with merger	8	Recommend steps to mitigate risks	8	Evaluate governance issues associated with board membership	8	Recommend response to governance issues	7	3	34
		23		23		23		22	9	100