



## **STRATEGIC CASE STUDY AUGUST 2018 EXAM ANSWERS**

### **Variant 1**

#### **Marking Guidance**

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The following marking guidance is based on Strategic Case Study Exam August 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	Identify strategic risks	15	Identify factors that affect profitability	15					3	34
2					Discuss company valuation	15	Address staff motivation	15	3	33
3	Discuss impact of scheme for dividends	8	Identify risks associated with bonus scheme	7	Advise on communication with senior management	8	Mitigate risks associated with bonus scheme	8	3	34
		23		22		23		23	9	100