



STRATEGIC CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam August 2018, Variant 2.

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 pricing of management buyout	15	Identify risks associated with management buyout	15					3	33
2					Discuss implications of management buyout for stakeholders	15	Discuss the ethics implications of setting terms in management buyout agreement	15	3	33
3	Advise on use of funds raised from management buyout	8	Discuss ethical implications of removing social media posts	7	Discuss benefits of interacting with customers through social media	8	Discuss benefits of social media strategy	8	3	34
		23		22		23		23	9	100