



STRATEGIC CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam August 2018, Variant 3.

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 proposal to sell production capacity	15	Discuss risks associated with outsourcing production	15			3	33
2	Outline impacts of changes in exchange rate, interest rate and rate of inflation in supplier's country	15					Discuss updating of mission statement	15	3	33
3	Discuss implications of sale of production capacity for credit rating	8	Discuss ethical issues arising from supplier's employment practices	7	Suggest approach to improving supplier's employment practices	8	Advise on managing currency risks	8	3	34
		23		22		23		23	9	100