



STRATEGIC CASE STUDY AUGUST 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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

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 strategic risks	15	Discuss corporate social responsibility reporting	15			3	33
2	Evaluate implications for stakeholders	16					Advise on change management for stakeholders	15	3	34
3	Advise on the strategic financial and non-financial objectives of the organisation, in relation to operating a paywall for online services	7	Identify types of risk	8	Advise managers on the risks in the development of strategies for information systems, in particular a strategy to exploit Big Data	7	Evaluate the strategic and competitive impact and contribution of Big Data	8	3	33
		23		23		22		23	9	100