



MANAGEMENT CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 1

Marking Guidance

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The following marking guidance is based on Management 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	Review and evaluate investment appraisal	10	Evaluate methods of financing	10			Review and evaluate investment appraisal	1	2	25
							Evaluate methods of financing	2		
2	Map risks and suggest responses Discuss effect of fair value adjustments on financial statements	4 12	Map risks and suggest responses	8					1	25
3			Discuss measurement of divisional performance	5	Suggest approach to managing staff redundancy	7	Suggest approach to managing staff redundancy	5	2	25
					Discuss measurement of divisional performance	6				
4	Discuss project appraisal	8			Discuss project management	7	Discuss project management	6	1	25
	Discuss project management	3								
		37		23		20		14	6	100