

## **MANAGEMENT CASE STUDY NOVEMBER 2018 EXAM ANSWERS**

### **Variant 2**

### **Marking Guidance**

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The following marking guidance is based on Management Case Study Exam November 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 effect of joint venture on financial statements	12	Evaluate investment appraisal techniques	12					1	25
2	Discuss learning curves	12			Discuss team management	7	Discuss team management	4	2	25
3	Discuss transfer pricing	8			Discuss negotiation Discuss controllable and non-controllable costs	8 4	Discuss controllable and non-controllable costs	4	1	25
4	Discuss financial performance	5	Discuss competitor analysis	11			Discuss financial performance	7	2	25
		37		23		19		15	6	100