

MANAGEMENT CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 3

Marking Guidance

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The following marking guidance is based on Management Case Study Exam November 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 the financial reporting implications: provisions	12	Discuss risk management	12					1	25
2	Analyse financial reports	12			Discuss disciplinary procedures	6	Discuss disciplinary procedures	5	2	25
3	Discuss TQM	4	Discuss strategic management	4	Discuss TQM	9	Discuss strategic management	6	2	25
4	Evaluate long-term investments	8	Describe how non-financial factors affect decisions	8	Discuss project management	4	Discuss project management	4	1	25
		36		24		19		15	6	100