

MANAGEMENT CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on Management Case Study Exam November 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	Explain WACC	12	Discuss capital rationing	8			Discuss capital rationing	4	1	25
2	Describe the stages of project management	11	Describe the risks associated with Big Data	12					2	25
3			Describe competitive benchmarking	4	Describe an effective appraisal system	8	Describe the balanced scorecard approach	7	1	25
					Describe competitive benchmarking	5				
4	Explain the earnings per share ratio	12			Explain the external parties for the listed entity	7	Explain the external parties for the listed entity	4	2	25
		35		24		20		15	6	100