



STRATEGIC CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 2

Marking Guidance

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The following marking guidance is based on Strategic 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					Evaluate challenges to ethical stance	15	Advise on corporate social responsibility reporting	15	3	33
2	Assess economic currency risk	15	Evaluate the potential value of Big Data analytics	15					3	33
3	Evaluate potential impact of news event on share price	8	Recommend mitigation for share price impact	8	Advise on difficulties of conducting an internal audit investigation	7	Recommend response to audit difficulties	8	3	34
		23		23		22		23	9	100