



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

### **Variant 3**

#### **Marking Guidance**

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The following marking guidance is based on Strategic 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					Advise on management of stakeholder relationships	15	Evaluate ethical implications of a redundancy decision	15	3	33
2	Evaluate potential impact on beta coefficient	15	Advise on application of APV to an investment project	15					3	33
3	Advise on usefulness of costings	8	Recommend approach to product quality	8	Evaluate challenges of dealing with regulator	8	Recommend response to challenges of dealing with regulator	7	3	34
		23		23		23		22	9	100