



STRATEGIC CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 4

Marking Guidance

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The following marking guidance is based on Strategic Case Study Exam November 2018, Variant 4.

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	Assess importance of stakeholders other than shareholders	15	Evaluate relevance of BCG matrix	15					3	33
2					Evaluate proposal to sell a product that is safe but has not been fully tested	15	Evaluate ethical dilemma	15	3	33
3	Advise on possible changes to share price	8	Assess long-term impact on share price	7	Evaluate challenges facing Internal Audit	8	Advise on implications of conducting an Internal Audit investigation	8	3	34
		23		22		23		23	9	100