



STRATEGIC CASE STUDY NOVEMBER 2018 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on Strategic 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			Evaluate Corporate Social Responsibility reporting	15			Advise on role of mission statement and values	15	3	33
2	Advise on forecasting demand for new drug	15			Evaluate reputational risks associated with selling a new drug	15			3	33
3	Evaluate relevance of International Fisher Effect	8	Evaluate proposal to make advance payment	7	Evaluate usefulness of hedge accounting	8	Evaluate desirability of hedge accounting	8	3	34
		23		22		23		23	9	100