Top CA case study examination – December 2014

General comments – Post Marking

Overview:

➤ The examiner's expectation was to test student's **ability to assist/prepare a guiding document for a presentation** to be conducted by the chief financial officer.

➤ The business case (i.e. the paper) evolved around three main business matters (Requirements) for which the candidate was to analyze the information provided and comment on the same while applying professional judgment.

➤ Three business matters as mentioned very clearly in the impact information supported by advance information were;
   o Requirement 1: **Re-gaining market confidence MaxCity business concept**
   o Requirement 2: **Financial Feasibility of proposed lock box arrangement**
   o Requirement 3: **Re-designing organization structure to reduce cost and achieve budget target etc**

➤ The grid below depicts General mark allocation for the answer (Three requirement above) as against the professional skills expected;

		Three business matters tested		
		Regaining market confidence- MaxCity	Financial feasibility	Redesigning organization structure	Total Marks
	Professional skills expected	**40**	**30**	**25**	
1	**Assimilating and using information**	10	5	5	20
2	**Structuring problems and solutions**	12	12	6	30
3	**Applying judgment**	8	10	7	25
4	**Drawing conclusions and making recommendations**	10	3	7	20
	Applied to your report as a whole				5
		40	**30**	**25**	**100**

In assessing the answer script, examiners used the following marking keys to determine the competency level demonstrated by the students and the marks allocation for each section was done accordingly.

Marking Key:
ID= Insufficiently Demonstrated (0-30% of the total marks allocated for the relevant section)
IC=Insufficiently Competent (31%-50% of the total marks allocated for the relevant section)
SC=Sufficiently Competent (51%-75% of the total marks allocated for the relevant section)
CC=Clearly Competent (76-100% of the total marks allocated for the relevant section)

By considering the overall answer, 15 marks were allocated to overall summary. (N.B. this does not reflect in the above grid but was considered as a whole covering the marks allocated above on the three requirements tested.)

Performance by the candidates;

➢ Overall more than 88% of total candidates were able to satisfy examiner's expectations and succeeded in the exam

➢ However, no candidate was able to score more than 80 marks because of not demonstrating the maximum competency level expected from all three business scenarios tested by the examiner.

➢ There were only three candidates who earned more than 75 marks as they were able to demonstrate competency level clearly.

➢ Majority of the students (…%)who satisfied examiner's expectations and earned marks which ranged from 50-70 because they have demonstrated competency level sufficiently for all three requirements/ (or one requirement: clearly sufficient level but other two requirements: sufficiently competent level)

➢ There were only 15 candidates who were unable to demonstrate at least sufficiently competent level.

➢ Marking examiner identified following general weaknesses of candidates who failed the TOP CA Case Study –December 2014;

    o Wasting time to explain irrelevant information (or repeating advance information)
        ▪ E.g;
            • presented five past financial statements and described historical performance in detail
            • Lengthy introduction to CLG group and MaxCity operations

    o Failed to identify examiner's expectation by reading impact information and have just presented a report which is prepared based on Advance information prior to the examination.

    o Not considered specific areas in Impact Information to analyze and make judgment
        ▪ E.g; changes to monthly rates given by bank reg. Lock Box arrangement

    o Have forgotten basic report writing skills
        ▪ In this case study, the requirement is an internal report but some candidates have written TOR and formal covering letters etc. and failed to write important sections such as an overall summary, conclusion and recommendations etc.

    o Incomplete report and poor handwriting