

**DIPLOMA IN CORPORATE FINANCE
 SPECIMEN PAPER**

**CORPORATE FINANCE
 STRATEGY & ADVICE
 MARK SCHEME**

The following information is provided solely for the guidance of candidates.

Question		Marks	Total Marks
1	For financial analysis and identification of trends The analysis should include discussion of: Profitability Liquidity Gearing Asset turnover Shareholders returns	15	25
	For a supported conclusion	10	
2	For the summary This should include: Shareholders after the capital raising Control issues	10	
	For supported conclusion This should include: Discussion of cash requirements Working capital	15	

	Expansion Reorganisation costs		25
3	For advantages and disadvantages	5	
	For the SWOT analysis Typically this will include: Strengths: Customer focused Diversity of products Marketing Strategy Size Opportunities: Expansion E-trading New stores Health and fitness trend Weaknesses: No manufacturing UK based Weak financial position Shareholder relations Threats: Economic conditions Competition Regulatory	15	
	For a supported conclusion	5	
4	Marks will only be awarded for any realistic suggestions		10
5	For identifying concert parties and Rule 9 implications	10	15
	For mention of seeking a waiver of Rule 9 obligations	5	
Total Marks			100