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Mini Mock Exam - Questions

Strategic Case Study – November 2021 / February 2022

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The examination is structured as follows:

Section number	Time for section (minutes)	Number of tasks	Number of sub task/s	% time to spend on each sub task
1	60	1	3	(a) 34% (b) 33% (c) 33%
2	60	1	2	(a) 60% (b) 40%

Each section (task) has a number of sub tasks. An indication of how much of the time available for the section that you should allocate to planning and writing your answer is shown against each sub task in the text of the question (and summarised in the table above).

This information will be available for you to access during the examination by clicking on the Pre-seen button.



Section 1 (60 mins)

You receive the following email from Maria Tekfonidou, the CFO.

To: Senior Finance Manager

From: The CFO

Subject: Data Center, Governance and Carbon Laws

A special report was commissioned by the board to determine the costs and benefits of Pixlwizz starting its own data center. Financial Analysts have indicated that our revenues will surely increase in the future, and so would beta, since Pixlwizz can share the data center with other game developing companies.

- Firstly, explain the Financial Analyst's comment, with regards to Pixlwizz setting up its own data center and sharing its services with other game developers.

[sub task (a) – 34%]

Further, the COO, Al-Akiti has highlighted the fact that the workload of board members has increased significantly, due to the ongoing negotiations in relation to setting up a data center. He has thus suggested that it is prudent to increase salaries of all Executive Directors.

- Secondly, evaluate the COO's suggestion with regards to salary increments.

[sub task (b) – 33%]

On an unrelated matter, I am sharing an article which was published on the most popular e-sport magazine in Westland. Please refer to the attachment.

- Thirdly, provide recommendations with reasons, describing the strategy which Pixlwizz needs to adopt in order to minimize the impact of carbon laws.

[sub task (c) – 33%]

Thanks and Regards,
Maria

-----REFERENCE MATERIAL IS AVAILABLE ON THE NEXT PAGE-----



Reference Material

The gaming industry: A silent polluter?

Video games might not appear inextricably tied to the climate crisis, but they are. There's the electricity use of gaming devices themselves, estimated to sit at 34 terawatt-hours of energy each year, or the equivalent of 5 million cars.

Once you start unraveling where else the industry intersects with environmental issues, it can be difficult to stop — from the petroleum-based substances the hardware is made of, the workers mining raw materials in already sweltering conditions, to the millions of air miles underpinning business deals. Even just a cursory peek into the future shows the internet infrastructure games are reliant upon might be submerged by rising sea levels.



Further, running games also comes with an ecological cost. The power use of consoles and PCs is dictated not only by the level of graphical fidelity but also a game's structure and action.

The issue has been highlighted by many leading environmentalists and is gaining a lot of traction, particularly within the 25 to 35 age categories. They (environmentalists) stated that global gaming giants such as Pixlwizz and Prantain are to be blamed. The Westland government is also planning to impose strict emission laws on the industry, given the pressure created by environmentalists.



Section 2 (60 mins)

You receive the following email.

From: Maria Tektonidou (CFO)

To: Senior Manager Finance

Subject: Data Breach

I received the devastating news that our data systems have been breached. Please refer to the attached excerpt of an email sent by the Head of IT.

I need you to address the following.

- Describe the type of actions we can take in response to the data breach and explain the strategic implications of these actions. ***[Sub Task - (a) – 60%]***
- Recommend objectives that the board should set for the Head of IT of Pixlwizz, within the first 48 hours of the breach.

[Sub task - (b) – 40%]

Regards,

Maria

-----REFERENCE MATERIAL IS AVAILABLE ON THE NEXT PAGE-----

Reference Material

Unfortunately, there has been a data breach which occurred today at around 10 pm yesterday. The maintenance engineers have conducted their own investigation and found that our customers, when trying to log into their accounts, have been redirected to a different page, citing a data security requirement. Users were then asked to relog into their accounts. Personal information of customers (who have shared their user ids and passwords), had been accessed by hackers.

The information includes the name, date of birth, address, phone number, email address and credit card numbers of a typical customer. Although the credit card information has been obtained, the customer verification numbers (three-digit validation code) has not been accessed, since we do not hold this information.



Suggested Answers are available at:

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