

WSET[®] Diploma in Wine & Spirits

Candidate assignment brief – academic year 2009/10

ASSIGNMENT 4:

The monopoly market

CONTENT, SUGGESTED APPROACH AND SECTIONS IN THE REPORT:

1. Context

Monopoly markets exist in North America and Scandinavia. For many who operate in a free market, they are seen as an anachronism. However, monopolies were created for a variety of reasons and this, in part, has led to a range of different monopoly frameworks.

2. Strategy and required sections

a) Presentation and structure:

Assignments should include a declared word count and a bibliography correctly referenced throughout the body of the text.

b) Introduction to monopoly markets:

The candidate should give an overview of the history and development of state monopolies, examining the reasons behind their creation, giving examples from both North America and Scandinavia.

c) Case Studies:

The candidate should select one monopoly from North America and one from Scandinavia and for each, give a detailed description of the structure and functions of the monopoly including which parts of the supply chain (production / import / distribution / retail) are controlled and also outlining any other legal restrictions on promotion, advertising etc. The candidate should also evaluate to what extent each monopoly continues to achieve its original aims.

d) Consumer choice:

The candidate should consider what effect monopoly markets have on consumer choice.

MARKING

Structure:

The report should be of between 1500 and 2000 words in length (not including appendices, tables or diagrams) with a declared word count and bibliography which is correctly referenced throughout the body of the assignment. Appendices are for the exclusive inclusion of charts, diagrams, tables etc. Allocation of marks will be as follows:

Section a) – including structure and style (coherence, flair, fluency, use of examples), bibliography showing diversity of evidence of research which is used appropriately and correctly referenced, presentation (spelling, grammar, legibility) 20%

Section b) – Introduction to the monopoly market: 15%

Section c) – Case Studies 50%

Section d) – Consumer choice: 15%

Examiners will be looking for

- Explicit evidence within the body of the assignment of careful and thoughtful study of the course materials plus additional evidence of diverse and relevant research.
- Evidence that information for the assignment has been drawn from both the trade press and other industry sources.
- Examples and information to justify arguments made in the assignment
- Evidence that the information and examples uncovered by research have been the subject of careful study, analysis and reworking before being deployed in the assignment
- Good presentation and clear thinking. This includes good layout, contents lists and references.
- Evidence of original and reflective thought.
- Candidates must address all required sections and gain an overall minimum mark of 55% to qualify for a pass grade.