



**WSET®
Awards**

**Diploma Examination
Unit 1: The Global
Business of Wine**

UNIT 1: THE GLOBAL BUSINESS OF WINE	7 June 2010 10.30 am – 11.45 am
THEORY	ALL APPs

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Please complete the registration details below clearly in BLOCK CAPITALS

NAME OF EXAMINATION APP	DATE
APP NUMBER <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	CANDIDATE NUMBER <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

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INSTRUCTIONS TO CANDIDATES

Please read carefully

- The examination is based on a case study which has been issued to you in advance.
- The question in this paper is compulsory.
- All sections of this question are to be completed.
- Mark each sheet with your candidate number.
- This question carries 100 marks and accounts for 50% of the total marks available for Unit 1.

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CASE STUDY:

Wine education

There has been a boom in wine education over the last decade. The WSET and other institutions involved in wine education have enjoyed growth in candidate numbers, not just from members of the industry but also from wine consumers. Many personnel involved in wine production have studied at university for academic qualifications in subjects like viticulture and oenology. Of course, wine education is not confined to classroom courses. Books, magazines and newspapers are important sources of information and TV and radio have also played a part. The internet is now the way many people find out more about wine. Wine tourism has developed enormously, bringing the consumer into direct contact with the place where the product is made.

The wine industry has generally been highly supportive of education initiatives that bring product knowledge to the trade and consumers. Generic bodies and brand owners have also invested in consumer education through websites and promotional activity, and many see these initiatives as a way of building interest in their product.

In some cases, it is not clear where education ends and promotion begins.

The following question is compulsory.

It should be answered in its entirety on the answer sheets enclosed.

Answers should be presented in the format of a written essay, with clear structure and subdivisions as described in the Candidate Assessment Guide.

Wine education

- a) Why has wine education seen such growth in recent years? (40% weighting)
- b) How has the wine industry benefitted from this trend? (40% weighting)
- c) Discuss whether there is a conflict of interest between consumer education and brand loyalty. (20% weighting)