

HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL

MODULE BHS0001

Business Dissertation: Methods and Implementation.

COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2014-15

STUDENT NAME David Matušinec..... COURSE European Business

Supervisor Name.. Janine Day.....

2nd Marker NAME..... Claire McCamley

BRIEF TITLE OF DISSERTATION Comparison of pay to play models between the UK and Czech Republic computer games market with evaluation of effect of free-to-pay models and piracy.

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:
Topic, Aims & Objectives
Interesting Topic. Clear statement of aims and objectives
Introduction/Aims & objectives
Good overview linking to aims and objectives linked to hypotheses.
Literature Review
Clear consideration of consumer behaviour literature and discussion using relevant references. Interesting section on subcultures and social class and social networks. Also considers the role of family and personal factors such as age, occupation economic situation. Also looks at Psychological factors linked to Maslow. Then considers the computer game industry including the business models and links to violent behaviour. Issues of piracy are also considered with the relevant literature with some stats linked to UK and Czech Republic.
Research Methods
Uses research onion . Sample of those who play computer games. Undertook pilot first.
Analysis, Discussion & Conclusions
Uses graphs to illustrate findings. Discusses the data. Makes clear recommendations and a clear conclusion.
Overall Quality of Writing including referencing, presentation, style
Well written good referencing and presentation.
Similarity Score from 'Turnitin'....13% If more than 12% please state why there is no problem with similarity All are matches of 1% or less.
Are you satisfied with the authenticity of the primary material. Yes/

MARK 68

SIGNED.....Janine Day

