

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Diploma Thesis by Opponent

Thesis Title **Social Media – Digital Marketing**

Name of the student **Bc. Krishnasingh Praveensingh Khatri**

Thesis supervisor **prof. Ing. Mansoor Maitah, Ph.D. et Ph.D.**

Department **Department of Economics**

Opponent **Mgr. Jana Skřivánková**

Institution **Private company**

Position **Director**

Evidence of a logical process being used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Professional contribution of the work and its practical usage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content of thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Thesis topic and thesis significance (relevance)	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Theoretical background of an author	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				<b>3</b>

Evaluation: 1 = the best

Date 06/05/2022

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Signature of Opponent

**Other comments or suggestions:**

The thesis meets the standard requirements imposed on diploma theses in its field. Overall, the thesis is good, but the value added of the thesis is almost negligible, therefore, in my opinion, it deserves the grade 3. I recommend its acceptance and defense in front of the state exam committee.

**Questions for thesis defence:**

1-Why small businesses have the Social Media marketing advantage?

2-How social media can overcome cultural barriers?



Date 06/05/2022

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Signature of Opponent