

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by supervisor

Thesis Title **Marketing Strategy of the Virtual Grading s.r.o.**

Name of the student **Bc. Atman Trivedi**

Thesis supervisor **Ing. Stanislav Rojík, Ph.D.**

Department **Department of Management**

Logical process being used, work with data and information	<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 type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Professional contribution of the work and its practical usage	<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 checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Author's stance and approach to the addressed problems	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content the 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 checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Author's co-operation with supervisor and department	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" 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 checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				2

Evaluation: 1 = the best

Date 28/04/2023

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Supervisor signature

Other comments or suggestions:

In my opinion, the presented diploma thesis full fill the requirements for this type of final thesis. However, I have many comments to this thesis, especially on the formal side of the thesis, because the auhor does not respect the recommended template for the preparation of diploma theses, also does he reflect the recommended titles of chapters. Especially the analytical part of the work is very general, the author's recommendations could also be more detailed.



Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

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