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**

	1	2	3	4
Logical process being used, work with data and information		**2**		
The structure of paragraphs and chapters			**3**	
Formal presentation of the work, the overall impression			**3**	
Formulation of objectives	**1**			
Choice of appropriate methods and methodology used		**2**		
Professional contribution of the work and its practical usage		**2**		
Work with scientific literature (quotations, norms)		**2**		
Clarity and professionalism of expression in the work			**3**	
Author's stance and approach to the addressed problems		**2**		
Summary and key-words comply with the content the thesis		**2**		
Fulfillment of objectives		**2**		
Author's co-operation with supervisor and department			**3**	
Theoretical background of an author		**2**		
Comprehensibility of the text and level of language		**2**		
Formulation of conclusions		**2**		

Evaluation of the work by grade (1, 2, 3, 4)	**2**

Evaluation: 1 = the best

Date   28/04/2023

el. signed by Ing. Stanislav Rojík, Ph.D. *on* 28/04/2023 00:53

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.

Date   28/04/2023

el. signed by Ing. Stanislav Rojík, Ph.D. *on* 28/04/2023 00:53

Supervisor signature