

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by supervisor

Thesis Title **Digital marketing and ways of increasing brand awareness online: Insights from Indian companies and market**

Name of the student **Jay Pankajbhai Goti**

Thesis supervisor **Ing. Kristýna Kučírková, MSc**

Department **Department of Languages**

Logical process being used	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
The structure of paragraphs and chapters	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Formal presentation of the work, the overall impression	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Formulation of objectives and Choice of appropriate methods and methodology used	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Work with data and information	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Work with scientific literature (quotations, norms)	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Clarity and professionalism of expression in the thesis	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Summary and key-words comply with the content the thesis	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Fulfillment of objectives, formulation of conclusions	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Comprehensibility of the text and level of language	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Evaluation of the work by grade (1, 2, 3, 4)	<b>2</b>			

Evaluation: 1 = the best

Date 30/04/2024

el. signed by Ing. Kristýna Kučírková, MSc on 30/04/2024 01:12

Supervisor signature

**Other comments or suggestions:**

The author of the bachelor thesis dealt with the topic "Digital marketing and ways of increasing brand awareness online: Insights from Indian companies and market". The author demonstrated very good orientation in the chosen issue and the ability to use the theoretical basis for the practical part of the work. The objectives of the thesis were met and research methods were used appropriately.

Overall, I mark the bachelor thesis as very good and recommend it for the defense.



**Plagiarism control:** The system Theses.cz didn't find similarities in the thesis.

Date 30/04/2024

*el. signed by Ing. Kristýna Kučírková, MSc on 30/04/2024 01:12*  
Supervisor signature