

## Master's Thesis Assessment Reviewer's Report

Student's name: *Daria Iushkina*

MT Reviewer: *Ing. Viera Pechancová*

Acad. year: *2016/2017*

MT topic: *Škoda's Marketing Strategy of Penetration the Czech Market with Electric Cars*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
<b>1. Thesis Topic Difficulty:</b>	<b>4</b>
a) the analysed issue is complex	yes
b) data acquisition is demanding	no
c) data processing is demanding	no
<b>2. Meeting the Thesis Objectives:</b>	<b>3</b>
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	partially
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	partially
<b>3. Theoretical Background:</b>	<b>2</b>
a) the theoretical background includes a critical literature review	partially
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	no
c) literature sources are quoted properly	partially
<b>4. Practical Application – Analysis:</b>	<b>3</b>
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	partially
c) the application of methods is described sufficiently	yes
d) the thesis contains an overall assessment of the status quo	yes
e) conclusions of analyses are well-founded	partially

<b>5. Practical Application – Project:</b>	<b>3</b>
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	partially
e) the thesis includes the impacts of the recommendations	partially
f) the thesis meets the set objectives	yes
<b>6. Formal Layout:</b>	<b>3</b>
a) the text is logically sequenced	partially
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	no
d) the language level meets the requirements of Master's thesis	yes
e) the graphic layout meets the requirements of Master's thesis	yes
<b>TOTAL POINTS</b>	<b>18</b>

Overall thesis assessment and questions for the defence:  
(Both the Master's thesis supervisor and reviewer present their questions.)

The thesis theme is very topical and requires good background knowledge, both theoretical and practical. Further, the demanding character of the topic needs to be emphasized.

The theoretical part is very detailed, concentrating on the company history. The problematic point to be mentioned at this place are missing citations. Many figures, dates and facts are mentioned without any source detection. Furthermore, some internet sources, which were obviously used, are not cited at all. Within the practical part, mostly qualitative analysis was performed, which is not exactly what is sufficient for such a complex topic.

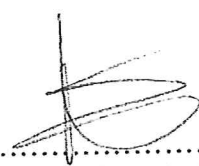
I recommend the thesis to be defended.

1. Explain more in detail, what did you mean by the following statement: „nowadays it is more profitable to have electric car.“
2. Explain the background of the concept Integrated Marketing Communications, mentioned in your thesis.

The contents of Master's thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT<sup>1</sup>.

In Zlín on: 12 May 2017

  
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Signature of Master's thesis reviewer

<sup>1</sup> The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.