

BMI3C1					
Market Research Evaluation Criteria					
Group Members:					
	Level 4 Outstanding	Level 3 Meets Expectations	Level 2 Adequate	Level 1 Limited	Level R Incomplete
SURVEY GOAL/ PURPOSE  /5 Thinking	Survey goal/purpose is clearly indicated and is highly appropriate for the desired findings	Survey goal/purpose is indicated and is significantly appropriate for the desired findings	Survey goal/purpose is indicated and is appropriate for the desired findings	Survey goal/purpose is indicated and is somewhat appropriate for the desired findings	Survey goal/purpose is not indicated
SURVEY <ul style="list-style-type: none"> <li>Includes Introduction and Conclusion</li> <li>The questions asked in the survey address the purpose of the survey</li> <li>Used a variety of different types of questions (see link with types of survey questions)</li> </ul> /10 group marks Application <ul style="list-style-type: none"> <li>Survey Formatting (e.g. spelling, grammar)</li> <li>Students followed guidelines for wording of questions</li> <li>Students followed Survey Format Checklist guidelines</li> </ul> /10 Application	Survey includes a thorough and effective introduction and conclusion  Questions asked in the survey are very effective in addressing the purpose of the survey  Survey uses 4 or more different types of questions  Excellent use of guidelines for wording questions  All questions were worded very clearly and were easy to answer  Excellent use of survey formatting guidelines	Survey includes an effective introduction and conclusion  Questions asked in the survey are effective in addressing the purpose of the survey  Survey uses 3 different types of questions  Good use of guidelines for wording questions  Most questions were worded clearly and easy to answer  Good use of survey formatting guidelines	Survey includes a somewhat effective introduction and conclusion  Questions asked in the survey are somewhat effective in addressing the purpose of the survey  Survey uses 2 different types of questions  Some use of guidelines for wording questions  Some questions were vague, hard to answer, or poorly worded  Some use of survey formatting guidelines	Survey includes only an introduction or only a conclusion  Questions asked in the survey do not address the purpose of the survey  Survey only uses one type of question  Very little use of guidelines for wording of questions  Several questions were vague, hard to answer, or poorly worded  Very little use of survey formatting guidelines	Survey does not include an introduction and conclusion.  Survey is incomplete

DATA COLLECTION <ul style="list-style-type: none"> <li>Professionalism in data collection (i.e., politely explaining to students, thanking them, etc.)</li> <li>Collected data in an organized way</li> </ul> /10 Application	Data was collected in an extremely professional manner  Data collection was seamless, well organized, and flowed in a logical manner  Display was clearly signed; images, labels, and display signs were placed in logical spots	Data was collected in a professional manner  Data collection was well organized, and flowed in a logical manner  Display was signed; some images, labels, and display signs were placed appropriately	Data was collected in a somewhat professional manner  Data collection was somewhat organized  Display was signed; very few images, labels, and display signs were placed	Data collection was not professional  Data collection was not well organized, students didn't know what to do  Display had very minimal signage, no images, labels, etc.	Did not partake in data collection
DATA ANALYSIS AND CONCLUSION <ul style="list-style-type: none"> <li>Tally data and figure out percentages</li> <li>Cross-tabulation for 2 different pairs of questions</li> </ul> <ul style="list-style-type: none"> <li>Conclusions               <ul style="list-style-type: none"> <li>See assignment for questions you must answer marks</li> </ul> </li> </ul> /15 Thinking	2 or more pairs of questions were cross-tabulated and the results were very helpful in answering the survey purpose/question  Graphs are thoroughly completed for appropriate questions (one or two extra (in Google Sheets) graphs have been created)  Conclusions represent an excellent understanding of findings. All questions provided in the assignment template have been included.	2 pairs of questions were cross-tabulated and the results were somewhat helpful in answering the survey purpose/question  Graphs are completed for appropriate questions (one extra (in Google Sheets) graph has been created)  Conclusions represent a good understanding of findings. Most of the questions provided in the assignment template have been included.	1 pair of questions was cross-tabulated and the results were somewhat helpful in answering the survey purpose/question  Graphs are completed for appropriate questions (less than three graphs have been created)  Conclusions represent an understanding of findings. Not all questions that were provided in the assignment template have been included.	1 pair of questions were cross-tabulated and the results were not helpful in answering the survey purpose/question  Graphs are somewhat completed for appropriate questions  Conclusions represent somewhat of an understanding of findings. Many questions that were provided in the assignment template have not been included.	No cross-tabulation was done  Graphs are not completed  Conclusions are not complete