

Assessment of Master Thesis

Master Thesis supervisor: doc. Ing. Bronislava Hořejší, CSc.

Master Thesis author: Jorge Lopez

Title: Consumer Behavior: An economical and marketing overview between the actual American and Czech consumer

Demand factors:			
Theoretical background	Average	X	Above - average
Data used	Average	X	Above – average
Methodology used	Average	X	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement			X	
Self-reliance of author			X	
Logical structure		X		
Using of literature, citations			X	
Adequacy of methods used			X	
Depth of analysis			X	
Form of MT: text, graphs, tables			X	
Felicitousness		X		

Usefulness of results in practice and theory: average X above-average

Discussion topic for defense:

- 1) Specify how factors of demand (income, price of car, price of substitutes and complements) work in the demand for cars of Czech and US consumers.
- 2) Specify sensitivity of demand for cars on changes of price of car and on changes in income of the Czech and US consumers (price and income elasticity of demand).

Master Thesis ~~is/is not recommended for the defense~~

Grade proposed: “Good”

Prague, November 13, 2010

Signature of academic consultant