

Assessment of Master Thesis

Master Thesis supervisor: Ing. Ondřej Pešek

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Title: Planned obsolescence

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

~~above - average~~

Discussion topic for defense:

The thesis deals with current issues and poses interesting questions, concerning primarily on the responsibility for planned obsolescence (producer, seller, customer?). It resolves both sides of the problem - the negative impacts in relation within social and environmental spheres and the positive ones that create the engine of technological development, competitiveness and improvement of products and services - giving the thesis its marketing scope. However, the author confuses innovation and obsolescence meanings and refrains from mentioning wide range of marketing aspects, e.g. there are customers "the players", who buy new products wanting to try new things, and so on. The object of the questionnaire should be

more specific, demographic information being only age and sex. The questions are assessed based only on frequency without being grasped in connection with the rest of the data. Amount of studied and cited literature is though highly appreciated.

Questions: The thesis mentions that the planned obsolescence helped the 30' economic crisis, what do you think about current opinions blaming recent financial and debt crisis on the same thing? How would you suggest we prevent from it in the future and is it possible it could help to solve the current crisis?

Master Thesis **is recommended for the defense**

Grade proposed **B**

Prague, 14. 9. 2011

Signature of academic consultant