University of Economics, Prague
Faculty of Business Administration

Master's thesis evaluation by the opponent

Title of the Master's thesis:

Influence of commodity costs on the price of FMCG products

Author of the Master's thesis:

Bc. Danagul Baituyakova

Objectives of the Master's thesis:

to provide a reader with a comprehensive outlook on the cost-pricing process in a real FMCG company.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	**Points awarded**
1. The objectives of the thesis are evident and accomplished	6
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	6
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	4
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	6
8. Formal layout and requirements, extent	6
9. Originality, i.e. it is produced by the student	6
10. Practical/theoretical relevance/applicability	6
Total score in points (max 100)	**60**
Final grading	*Good (3)*

Overall evaluation and questions to be answered in the course of the defense:

The goal of the thesis seems a little bit confusing. How can you give a reader a comprehensive outlook... of a FCMG company if the even does not know what company you are describing? Moreover, no parts of Masters' theses should be hidden starting from 1st September 2016. The goals of the thesis are not clear and the author should defend them in from of the committee. I have several other remarks. First, I don't understand why the author is referring to Czech textbooks in an English written text. There are plenty of superior literature resources in English. Moreover, the author should be cautious when using popular websites as references - it should only be done exceptionally. Second, the author does not cite statements that clearly should have a citation (example: definition of FMCG on p. 3, McKinsey&Co bullet list on p. 4, "biggest modern trends" on p.5, etc). I can see a high risk of plagiarism. On page 22, the definition of price elasticity is incorrent (1% vs 5%). The authors should use decimal dots instead of commas when presenting numbers. Usually, we don't accept the null hypothesis, we just don't reject it. Correlation is a measure of linear association, why does the author think than the relationships are linear? Correlation also does not control of other possible variables - therefore, linear regression would be much more appropriate. Finally, the abstract should contain the results as well.

Questions for defense:
1. The author should clearly describe the contribution of the thesis for theory or practice - for me as a reader, and for the committee. Briefly and clearly describe what and why have you done in your thesis. Has anyone else done a similar research and with what results?
2. The author concludes that the p-value test provides invalid results. Then why do you use this test if you already know the results?

Name of the Master's thesis opponent:

Ondřej Machek

Occupation of the Master's thesis opponent:

Department of Strategy

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

September 6, 2016

Signature of the Master's thesis opponent