

REVIEW OF THE BACHELOR'S THESIS EXTERNAL REVIEWER

Student's name: NGUYEN THI PHUONG THAO

Thesis title: THE IMPACTS OF ADVERTISING ON CONSUMERS AND FIRMS

Name of the thesis external reviewer: Jaromír Prokop

	1	2	3	4
Assessment of the topic itself (irrespectively of the student):				
1.1 To what extent is the topic current and significant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 How challenging is the topic in respect of theoretical knowledge?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3 How challenging it in respect of practical experience or fieldwork?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1.4 How difficult is it to get background materials?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Verbal assessment (several sentences), in particular:

Subsection 1.1: The advertising expenditure has been spent almost in each business unit and problem of measuring its effectiveness is considered by the each manager, therefore the topic of this thesis is considered as highly significant and actual and it is really challenging to bring new findings.

Other (as appropriate):

2. Evaluation of the thesis structure and logical cohesion:

2.1 To what extent is the thesis structure logical and transparent?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 To what extent does the author use current / suitable sources?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 How properly did the author select methods in respect of the topic?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 How sufficiently and functionally did the author use in the thesis original charts, tables, data, annexes, etc.?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 What is the compatibility level for the thesis basic line elements: topic – thesis assignment – objective – structure - conclusions?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Verbal assessment (several sentences), in particular:

Subsection 2.1: The thesis structure is logical and transparent.

Subsection 2.5: According to subsection 2.1 the mutual compatibility of the all main parts is sufficient and the particular parts are fluently linked in the logical order. Conclusions are part of the particular section.

Other (as appropriate):

3. Assessment of the thesis text quality:

Instructions for the review: Author of the review must provide verbal assessment for the specified subsections, which are pivotal for the thesis assessment, particularly for the defense; therefore, the assessment must have reasonable explanatory power.

Note: Classification method: 1 = exceptional, 2 = very good, 3 = good, 4 = failed.

3.1 How well – in terms of depth and quality – did the author analyze the topic?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Did the author formulate the thesis objective clearly and with logical structure?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.3 Did the author fulfill the defined thesis objective and approved assignment of the thesis that contains the objective?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.4 How well – in terms of depth and quality – did the author cover the theoretical part of the thesis?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 How well – in terms of depth and quality – did the author cover the practical / analytical part of the thesis?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 To what extent are the thesis conclusions logically structured and show quality, and what is their added value?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Verbal assessment (several sentences), in particular:

Subsection 3.2: The main objectives are formulated too general, they should be stated clearly and in details. The analysis of stated hypotheses should be also considered as one of the main objectives.

Subsection 3.3: The author fulfilled the defined thesis objectives, but because of the stated comments in the 3.2. the author's conclusions do not contain all findings and important information from the theoretical and practical analysis.

Subsection 3.4: The theoretical part is described and analyzed in the broad extent and proficiency, it follows the given requirements and logical structure of this thesis, the critical analysis of used theory is also provided.

Subsection 3.5: The practical part is completed very well.

Subsection 3.6: See the comments in point 3.2 and 3.3.

Other (as appropriate):

4. Assessment of the thesis form and style:

4.1 What is the formal layout of the thesis?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 What is the quality of citations and references? Are sources identifiable?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 What is the stylistic level of the thesis, particularly the use of correct economic terminology?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Verbal assessment (several sentences), in particular:

Subsection 4.2: The quality of citations and references is very good and appropriately used in the thesis content, the sources are identifiable.

Other (as appropriate):

5. Overall assessment *(It is necessary to state, whether the thesis meets the requirements of the Methodology of the Faculty of Economics in terms of the quality of contents, scope and formal requirements, whether the thesis is/is not recommended for defense. It may also be nominated for a special award, etc.):*

Ms. Nguyen Thi Phuong Thao completed her bachelor thesis according to the given requirements Methodology of the Faculty of Economics in terms of the quality of contents, scope and formal requirements. She perfectly analyzed the theoretical information related to

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researched topic and also the practical part (mainly primary survey and regression analysis) was completed very well. Also the chosen topic was very challenging: almost everybody knows about necessity of advertisement expenditures and problem with the measuring the effectiveness. The thesis shows how the whole issue can be understood, but only general findings were stated.

This thesis is recommended to defense.

6. Questions and remarks to the defense:

1. You were focused and you analyzed the big companies with the huge amount of advertisement expenditures. Do you think that the same (similar) results and conclusions can be expected also for business units which much smaller marketing budget?

2. According to your knowledge and experience gained during this thesis completion do you think that the consumer behavior in the Czech Republic is different than in other European countries or Vietnam?

3. Can you be more specific about the possible future research which should be focused on developing of your findings presented in this thesis?

Proposed grade: 2 – very good

Date: 3. 9. 2015

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Signature of the Thesis External Reviewer

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