

## MA Thesis Opponent's Review

To	<b>Bc. Irena Škařupová</b>
Title	<b>Corporate Social Responsibility and it's Influence on the Corporate Image of FirstFarms A/S</b>
Programme/Form	<b>Media Communications, full-time</b>
Academic Year	<b>2012/2013</b>
Full Name of Reviewer	<b>doc. PhDr. Blandína Šramová, PhD.</b>

Rated parameter	Weight	Rating
1 Topicality and extent	40	<b>a</b>
2 Choice of goals and methods	30	<b>a</b>
3 Quality of theoretical part	50	<b>b</b>
4 Quality of analytical part	50	<b>c</b>
5 Quality of project part	50	<b>b</b>
6 Meeting of goals	60	<b>a</b>
7 Structure and logic of text	40	<b>a</b>
8 Quality of sources and work with sources	30	<b>c</b>
9 Innovativity, creativity and usability of proposed solution	20	<b>b</b>
10 Linguistic and formal qualities	20	<b>a</b>
<b>Proposed rating based on weighted average</b>	<b>1,35</b>	<b>B</b>

### Comments and rating:

The diploma thesis is focusing on a Corporate Social Responsibility and its influence on a company's image. It deals with characteristics and an analysis of FirstFarms CSR activities. The analytical part of diploma thesis has descriptive character without interpretation of the resulting findings.

Zlín, May 13, 2013

**Signature:**