

Diploma Thesis Opponent's Review

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|---------------------|----------------------------------------------------------------------|------|------------------|
| Author | Bc. Shakira Khan | | |
| Title | Attitudes of Young Consumers in Mumbai Towards the Bata Brand | | |
| Field/Form of Study | Marketing Communications/Full-Time | Year | 2022/2023 |
| Review's Author | prof. Mgr. Peter Štarchoň, PhD. | | |

| Evaluated parameter | Weight | Evaluation |
|---------------------------------------------------|-------------|------------|
| 1 Fulfillment of the topic and extent of text | 30 | B |
| 2 The setting of the goals and research methods | 40 | C |
| 3 The quality of the theoretical part of the work | 50 | B |
| 4 The quality of the analytical part of the work | 50 | C |
| 5 The quality of the project part of the work | 50 | C |
| 6 Fulfillment of the goal of the work | 60 | C |
| 7 Text structure and logic | 40 | B |
| 8 The quality of resources and their use | 40 | B |
| 9 Linguistic and formal standards of the work | 30 | B |
| Evaluation based on the weighted average | 1,57 | C |

Evaluation, comments, remarks and suggestions:

- Selection of the issue under study and its interdependence with the India's markets.
- An effort to elaborate the specifics of marketing in the footwear industry.
- I would consider a more appropriate format for citing sources in the text of the thesis.
- Extent of the fact-based material.
- Research methods are presented in a limited but pragmatic way.
- A limitation of the research undertaken is the specific focus on young people in Mumbai only.
- Absence of a preliminary survey.
- Limiting number of respondents.
- Descriptive nature of the presentation of the results of the primary quantitative research.
- Although the project part contains many creative suggestions, an emphasis on strategic planning would be expected.

Questions:

- What is the current exchange rate CZK/INR?
- Why was the selected topic and primary research focused on Mumbai?
- Consider the possibilities of using qualitative research in relation to the research issue.
- Could the results and proposed solutions be applied across India? Please justify your answer.

In Zlin on 12 May 2023

Signature: Peter Štarchoň, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01