

APPLICATIONS PAPER EVALUATION
OPTION 1—SECONDARY SOURCES ANALYSIS

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<p>The below ratings do NOT represent "points," but rather <i>evaluations</i> of specific components. Grading is based on the overall impression of the paper.</p>	
Criterion	Rating (NOT "points" and not additive)
Research thoroughness and relevance	/10
Clarity of discussion	/10
Quality of sources used	10
Application to the venture specifically rather than a general theoretical discussion	/10
Highlighting of managerial issues	/10
Ideas proposed are discussed with sufficient specificity to be meaningful	/10
Quality of analysis	/10
Overall impression	/10
Applications Paper score:	/100
<p>Please <u>note comments in red in the text of your paper</u> pasted below.</p> <p>You are <u>not</u> expected to respond to questions raised unless you choose to complete the final paper.</p>	
<p>Concerns listed below apply if an "X" is marked.</p>	
	Insufficient citations to specific sources for specific points made
	The discussion is not closely tailored to the actual the actual venture.
	Reasoning is not spelled out.
	"Stipulated excellence."
	Reasoning or logic unclear

	Failure to apply to the specific venture
	Failure to highlight managerial implications
	Use of hyperbole, exaggerations, or other sensational language
	Writing is ambiguous, including possible use of the term "etc."
	Excessive use of quotations rather than paraphrasing
	Use of low quality or otherwise not credible sources, if applicable
	Improvement of writing is needed
	Superficial or incorrect use of marketing terms. The careless use of fancy-sounding words gives the impression the writer wants to deceive the reader by creating an impression of knowing vastly more than he or she actually does. This makes the whole paper suspect.
	Excessive use of "buzz" words
	Poor writing quality and/or poor proof reading
	Overall failure to follow instructions.
	Failure to introduce quotes