|  |  |
| --- | --- |
| Student Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Customer Survey for a Restaurant or Automobile**

**Dealership Assignment 1 Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | 25 | 20 | 15 | 10 or less |
| **Quality of**  **Survey Questions** | Excellent 10  non-leading  questions | At least 8 good  non-leading  questions | 5-7 good non-leading  questions | Fewer than 5  non-leading  questions |
| **Rating Scale**  **Appropriate for**  **Survey Questions** | Rating scale (rubric)  appropriate and  easy for consumers to use | Rating scale (rubric) good but not appropriate for all questions asked | Rating scale (rubric) does not match the type of questions  asked | Survey questions  cannot be rated by consumers on a rubric |
| **Rating**  **Categories for**  **the Restaurant** | Categories selected were researched  and validated by the actual restaurant | Categories selected were researched but  not validated by the actual restaurant | Categories selected were not researched  or validated by the actual restaurant | Inappropriate  categories to survey |
| **Presentation of**  **Information** | Well-organized,  convincing  presentation | Good presentation  that could be  enhanced with more  information based on the survey results | Fair presentation  needing much more  information about survey questions and  results | Poor presentation  lacking quality  information about the survey and results of the survey |

Total Score\_\_\_\_\_\_\_\_\_

Maximum Score 100 pts.