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| --- | --- |
| 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 10non-leadingquestions | At least 8 goodnon-leadingquestions | 5-7 good non-leadingquestions | Fewer than 5non-leadingquestions |
| **Rating Scale****Appropriate for****Survey Questions** | Rating scale (rubric)appropriate andeasy for consumers to use | Rating scale (rubric) good but not appropriate for all questions asked | Rating scale (rubric) does not match the type of questionsasked | Survey questionscannot be rated by consumers on a rubric |
| **Rating****Categories for****the Restaurant** | Categories selected were researchedand validated by the actual restaurant | Categories selected were researched butnot validated by the actual restaurant | Categories selected were not researchedor validated by the actual restaurant | Inappropriatecategories to survey |
| **Presentation of****Information** | Well-organized,convincingpresentation | Good presentationthat could beenhanced with moreinformation based on the survey results | Fair presentationneeding much moreinformation about survey questions andresults | Poor presentationlacking qualityinformation about the survey and results of the survey |

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

Maximum Score 100 pts.