

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A decision making solution which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectation or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

### **Judging Summary**

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students with a career interest in marketing management. If you have any suggestions for improving this event, please mention them to your event manager.

**We thank you for your help.**

Participant's Name: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Exhibits clear-cut understanding of the problem (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Exhibits recognition that related problems exist (Possible Points 5)	0-1	2-3	4	5	_____
3. Shows effective use of sound reasoning (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
4. Shows strong evidence of ultimate improvement of company's market position (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
5. Indicates recognition and realistic treatment of related problems (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
6. Anticipates nature of and suggests probable solutions to problems resulting from action, or lack of action, taken (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
7. Shows understanding of marketing and management techniques (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
8. Clarity of expression (Possible Points 5)	0-1	2-3	4	5	_____
9. Organization of ideas (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
10. Presentation shows evidence of mature judgment (Possible Points 5)	0-1	2-3	4	5	_____
11. Overall performance: Appropriate appearance, poise, confidence, presentation, technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

**Total Judged Points (100 maximum):** \_\_\_\_\_

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

**Tie-Breaker**

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #4. The participant with the highest score for #4 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 6, 7, 5, 3, 1, 9, 11, 2, 8, 10.