

Master's Thesis Assessment Supervisor's Report

Student's name: *Bc. Thi Huyen My Nguyen*

MT Supervisor: *Ing. Michael Adu Kwarteng, PhD*

Acad. year: *2020/2021*

MT topic: *Customer Satisfaction Towards Service Quality Delivery of Hossack Vietnam Company Limited*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	3
a) the analysed issue is complex	yes
b) data acquisition is demanding	partly
c) data processing is demanding	partly
2. Meeting the Thesis Objectives:	3
a) the thesis objectives are clearly defined	partly
b) the methods of thesis processing are clearly defined	yes
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	yes
3. Theoretical Background:	3
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	4
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	partly
c) the application of methods is described sufficiently	partly
d) the thesis contains an overall assessment of the status quo	partly

e) conclusions of analyses are well-founded	yes
5. Practical Application – Project:	4
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	yes
e) the thesis includes the impacts of the recommendations	yes
f) the thesis meets the set objectives	yes
6. Formal Layout:	3
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master’s thesis	partly
e) the graphic layout meets the requirements of Master’s thesis	partly
TOTAL POINTS	20

Overall thesis assessment and questions for the defence:
(Both the Master’s thesis supervisor and reviewer present their questions.)

Customer satisfaction stands as the core issue of every marketer. Thus, the progress of the business depends on how well customers are satisfied with the products and services being offered them. Therefore, this master thesis (MT) focused on assessing customer satisfaction towards servicequality delivery of Hossack Company Limited, Vietnam . I appreciate the author's zeal in investigating and providing a strategy for Hossack company situated in Vietnam . However, the English language of the MT was not all that standard as there are ambiguities which makes the readability and the theses weak.


Questions:

1. What is your motivation for designing this project?
2. If you were to design your project again, what would you have change or added?
3. Did you consider the impact of COVID-19 pandemic towards customer satisfaction in general?.

The contents of Master’s thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: 11/06/2021



 Signature of Master’s thesis supervisor

¹ The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.