

**1. Written communication skill Rubric for Service Marketing course :**

<b>Rubric</b>	<b>Excellent (7-10 points)</b>	<b>Good ( 4-6 points)</b>	<b>Poor (0-3 points)</b>	<b>Score</b>
Document organization	Presents the answer by definition, introduction, a diagram, concept explanation, examples related to industry, conclusion	Presents the answer by the order but misses few steps	Try's to presents the answer by some order or completely di-organized	
Sentence structure	Sentences are grammatically correct	Sentences have few errors	Sentences have some to major errors	
Audience readability	Audience can clearly understand	Audience cannot clearly understand but to a large extent understand	Audience cannot understand to a large extent	
SWOT analysis of Marketing activities	All the four areas of the analysis are covered	Two to three areas of the analysis are covered	One or no areas are covered	
The 7 elements of Service Marketing	All the 7 elements are covered	Only 5 of the elements are covered	Tow or none elements are covered	
Presentation of Document	Presents the answer in a neat handwriting, without striking anywhere, question numbers are mentioned, the answer is not too lengthy nor too short etc.	Presents the answer in a neat handwriting, with striking at some places, few question numbers are not mentioned, the answer is not too lengthy nor too short etc.	Presents the answer in a not so neat handwriting, with striking at lot of places, question numbers are not mentioned, the answer is not too lengthy or too short etc.	