1. **Written communication skill Rubric :**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rubric** | **Excellent (7-10 points)** | **Good ( 4-6 points)** | **Poor (0-3 points)** | **Score** |
| Sentence structure | Sentences are grammatically correct | Sentences have few errors | Sentences have some to major errors |  |
| 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 |  |
| Examples related to industry ( examples of suppliers, **Competitors** and marketing intermediaries) | The most suitable example/s are given to the concept | Only some suitable example/s are given to the concept | Distantly or unsuitable example/s are given to the concept |  |
| 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. |  |