

Marketing Management  
Final Peer Evaluation  
M 7:30 – 10:15

Person being evaluated \_\_\_\_\_

Complete a separate evaluation for each member of the team (except yourself) by answering the following seven questions on page one. Circle one answer for each of the following seven questions. Question eight is optional (page two). Also complete one group rank-order evaluation for your group (available on-line).

1. Dependability – The extent to which this member is on time for group meetings and class activities

Always 5	Usually 4	Occasionally 3	Seldom 2	Never 1
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2. Reliability – The extent to which you could depend on this person to complete his/her assignments.

Always 5	Usually 4	Occasionally 3	Seldom 2	Never 1
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3. Effort - The degree of initiative shown and time spent in group project work.

Tremendous 5	Very High Level 4	Quite a bit of effort 3	Not much effort 2	No evidence he/she cares 1
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4. Creativity – The extent to which this person can provide a unique solution to project-related problems.

Always has a solution 5	Frequently can find a solution 4	Occasionally can solve problems 3	Often stymied by unexpected problems 2	Not an original contribution the entire project 1
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5. Cooperation - The degree to which the individual participated in, and worked toward, group goals.

Always willing to help and works well with all the group 5	Usually a good team player 4	Can be counted on most of the time to work with the group 3	Seldom goes along with the rest of the group's activities 2	Never is willing to participate in the group's activities 1
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6. Research and Analysis - The degree to which the individual contributed and the willingness he/she demonstrated in researching information and studying the decisions required of the group.

Always 5	Usually 4	Occasionally 3	Seldom 2	Never 1
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7. Leadership - The degree to which the individual contributed to the overall success of your team's projects by taking charge and making decisions when necessary.

Always willing to take the responsibility to see that important tasks are done 5	Will usually step in to take charge if no one else appears to be willing 4	Will take charge reluctantly if asked 3	Seldom will take responsibility for any assignment and actively avoids responsibility 2	Never volunteers for anything and is unwilling to follow leader's guidance 1
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8. Any Additional Comments you wish to make: \_\_\_\_\_

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When you have completed an individual peer evaluation for every member of your team (except yourself) and one group rank-order evaluation of everyone in your group (including yourself), place all of your evaluations in the envelope provided, seal the envelope, and turn it in to the Room B129 or B100 No Later Than (NLT) 5 PM Friday, April 24, 2009.