

### Rubrics for CE 2 (Perceptual Mapping) Assignment

Particulars	Marks Range			
	Poor	Average	Good	Excellent
Selection of competitors (3 marks)	The group has created exhaustive list of competitors to establish contrast between perceptions of customers.  (0 Marks)	The group has created exhaustive list of competitors but have failed to measure perception for each of the competitor  (1-2 Marks)	The group has created exhaustive list of competitors and have measured perception for each but have failed to plot each of them on the graph  (2 to 2.5 Marks)	The group has created exhaustive list of competitors, have measured perception for each and have plotted each of them on the graph  (3 Marks)
Graph Creation (3 Marks)	The group has failed to plot, measure and create the correct perceptual mapping graph (0 Marks)	The group has plotted on the graph but have made mistake in creating the perceptual mapping graph (1-2 Marks)	The group has plotted on the graph correctly but have made mistakes in presentation of the graph (2 to 2.5 Marks)	The group has correctly plotted on the graph and have made a correct presentation (3 Marks)
Interpretation (4 Marks)	The group has not interpreted the result correctly  (0 Marks)	The group has interpreted a few results and have missed the others  (1-2 Marks)	The group has interpreted most of the results and but have missed one  (2 to 2.5 Marks)	The group has interpreted all the results correctly  (3 Marks)