

B.N.M. Institute of Technology

Department: Master of Business Administration

VLOG (AAT component - 1)

SEM: 4th – A Section (2023 Scheme)

Date: 30/5/25

Sub: Services Marketing

Sub Code: 23MBAM41

Max Marks: 5 Marks

Sl. No.	Question	CO	PO/PSO	BT Level
1.	Study the customer response to the servicescape elements in a restaurant of your choice and present the findings in the form of a VLOG.	1	1&5/1	L5

Guidelines:

- This is a group assignment, each group consisting of 4-5 students.
- Students have to identify restaurants that belong to the same category (reasonable priced dine-in restaurant with a budget of Rs. 125 per pax).
- Students need to take permission from the restaurant authorities and customers before taking videos or photographs of the place.
- If students want to publish the VLOG in public domain, they need to take necessary permissions from the restaurant authorities and concerned customers.

Evaluation Plan: The vlog will be evaluated for 20 marks, which will be reduced to 5 marks while considering for CIA calculation.

Rubric for Evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Content Quality	Clear, insightful analysis of service scape elements with strong examples	Covers key aspects with relevant examples, but lacks depth	Basic discussion with minimal examples	Lacks clarity, relevance, or key service scape elements
Critical evaluation	Strong evaluation of service scape impact on customer experience	Good analysis with some depth	Basic evaluation, lacks critical insights	Minimal or no analysis

Structure and Organization	Well-structured, logical flow, engaging presentation	Mostly structured, minor gaps in flow	Some structure, but lacks coherence	Disorganized, difficult to follow
Creativity and engagement	Engaging, creative presentation style	Some creativity, keeps audience interested	Basic presentation, lacks engagement	Uninspiring, fails to hold attention
Visual and Audio Clarity	High-quality visuals and clear audio, enhancing engagement	Good visuals and audio, minor distractions	Acceptable quality, but some clarity issues	Poor visuals/audio, making it hard to follow

