Response to examiner comments

1. The thesis did not use and follow DSV thesis template. Follow the template.

2. The thesis must also include a filled-in synopsis form (table). Follow what is required in the Thesis instructions (January 2018) and present the synopsis correctly. The current synopsis is the Abstract in Swedish.

3. U2 introduction and U5 scientific base should be discussed and presented separately. The same text can not be used for evaluation two criteria. U2 introduction can be simple and short that give sufficient background for the reader to understand the research area, the formulation of research problem and research question. U5 scientific base should be more concrete and intensive for presenting the knowledge that the thesis is built upon.

U2: 105-109. 155-160. 163-172

U5: 65-76. 90-148.

4. I am not really convinced by the choice of the research strategy, explorative strategy. The reference (book) is written for marketing research, and how much this can apply to the study context of this thesis is not well argued. If the thesis studied the Company Grade, then why not "case study" strategy? 

5. The study result was obtained from ONLY one interview. Which I question the reliability and validity of the study. I think the magnitude of the results did not reach the level of a bachelor thesis. I suggest that the thesis should search more "secondary" documents from the company as a supplementary source for the results and if possible, to do more interviews. (U8 is not sufficient)

6. U9 is not fully fulfilled. "...ethical and societal  consequences of the conclusions in  the thesis are discussed. " please add this discussion.