

Food and Beverage Specialist Customer Service Research Paper Rubric

Student Name:- _____ Paper Topic: _____ Date: _____

			Criteria			Points
	20	15	10	5	0	
Guidelines/ Format	Paper adheres completely to each guideline and format stated in posted Paper Guidelines.	Paper adheres to all but one guideline and format stated in posted Paper Guidelines.	Paper adheres to all but two guidelines and formats stated in posted Paper Guidelines.	Paper adheres to all but three guidelines and formats stated in posted Paper Guidelines.	Paper does not adhere to guidelines and formats stated in posted Paper Guidelines.	
Introduction	Paper contains a well detailed introduction which ensures that the reader understands importance of customer service in the food and beverage industry	Paper contains a good introduction which provides insight as to why customer service is important in the food and beverage industry.	Paper contains a fair introduction which attempts to introduce the reason customer service is important in the food and beverage industry.	Paper contains a weak introduction which does not explain why customer service is important in the food and beverage industry.	Paper fails to contain an introduction, or if it does the introduction is unsatisfactory.	
Thorough- Ness/ Specificity	Paper is thorough clearly and appropriately responding to topic; uses specific and appropriate details. Clearly explains the authors' thoughts and reasoning. Clearly links various aspects of customer service to success.	Paper responds appropriately to assigned topic; uses appropriate details. For the most part explains the authors' thoughts and reasoning. Mostly links various aspects of customer service to success	Paper responds to assigned topic; uses sufficient details for the reader to understand what the author is attempting to communicate. Attempts to link various aspects of customer service to success	Paper responds to topic, but may be unclear in some sections; may have inappropriate or insufficient details to communicate the authors' ideas and reasoning. Does not link various aspects of customer service to success	Paper does not respond to assigned topic or is unclear in many parts of the response; few details, or irrelevant details. Does not convey the authors' ideas and reasoning.	
Content Quality/Use- fulness of Ideas	Paper fully develops the authors' main thoughts and ideas; there are many specific examples that clearly explain the topic; references all appropriate to the paper..	Paper is generally well developed around a central idea; there are some specific examples that adequately explain the authors' main thoughts and ideas; some examples may not help explain; references appropriate.	Paper contains adequate development of main idea, though main idea maybe simplistic; use of examples which may be either wrong or do not explain topic; some references inappropriate.	Paper responds to the topic, but may be unclear in some sections; examples do not assist in explaining the topic; references are mostly inappropriate.	Paper has no main idea; paper has no examples; references are inappropriate.	
Summary	Paper contains thorough and well detailed summary which clearly summarizes the paper and the authors' thoughts.	Paper contains a good summary which summarizes the paper and the authors' thoughts.	Paper contains a summary but has difficulty in summarizing the paper and the authors' thoughts.	Paper contains a summary but makes no attempt to summarize the paper and the authors' thoughts.	Paper fails to contain a summary or the summary is completely inappropriate.	
					Total→	/100