

# eValuate Report (Public) - Fall 2014

Course: MKT 3053-900

College of Business

Section Title: Marketing Research

Total Enrollment: 33

Course Level: 3000

Instructor: Krishnamurty Muralidhar

Section Size: Large 26-9999

Question	Level	Mean Response	Median Response	Standard Deviation	ZScore	Responses	Percent #1	Percent #2	Percent #3	Percent #4	Percent #5	Dept Rank	College Rank
1. The course was well organized	INDIVIDUAL	4.50000	5	0.75955		14	0.00	0.00	14.29	21.43	64.29	80.00	67.65
	DEPARTMENT	4.07167	4	0.94008		586	1.88	6.48	10.07	45.73	35.84		
	SIMILAR_COL	4.00058	4	1.01263	0.31	1,732	3.06	7.16	11.37	43.48	34.93		
	COLLEGE	3.99487	4	1.05325	0.34	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	4.14286	4	0.77033		14	0.00	0.00	21.43	42.86	35.71	40.00	39.71
	DEPARTMENT	4.15726	4	1.00302		585	2.56	5.81	10.77	35.04	45.81		
	SIMILAR_COL	3.96813	4	1.10421	-0.09	1,726	4.17	8.23	12.86	36.10	38.64		
	COLLEGE	4.00615	4	1.08216	-0.07	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	3.71429	4	0.91387		14	0.00	7.14	35.71	21.43	21.43	26.67	29.41
	DEPARTMENT	3.97436	4	1.14274		585	4.27	9.57	12.14	32.48	41.54		
	SIMILAR_COL	3.87963	4	1.18056	-0.34	1,728	5.79	9.14	14.24	32.99	37.85		
	COLLEGE	3.92531	4	1.13467	-0.32	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.35714	4	0.49725		14	0.00	0.00	0.00	64.29	35.71	53.33	52.94
	DEPARTMENT	4.04460	4	0.99556		583	1.72	6.69	16.98	34.65	39.97		
	SIMILAR_COL	3.96806	4	1.09546	0.14	1,722	3.77	8.13	14.58	34.55	38.97		
	COLLEGE	4.00371	4	1.08819	0.20	4,850	3.88	7.11	14.41	33.96	40.64		
7. Instructor gave useful and timely feedback on the results of assignments and exams	INDIVIDUAL	4.42857	5	0.85163		14	0.00	7.14	0.00	35.71	57.14	66.67	61.76
	DEPARTMENT	4.14777	4	0.91393		582	1.89	4.30	11.17	42.44	40.21		
	SIMILAR_COL	3.97329	4	1.06793	0.23	1,722	3.72	7.67	13.07	38.68	36.88		
	COLLEGE	3.99588	4	1.09005	0.26	4,857	3.89	7.16	14.76	33.83	40.35		

## Response Key

1. The course was well organized

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

2. Instructor made good use of examples and illustrations

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

3. Instructor stimulated class participation

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

4. Instructor encouraged questions and answered them effectively

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

7. Instructor gave useful and timely feedback on the results of assignments and exams

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree