**Risks and Revenues**

**Gift Shop Web Site Proposal Assignment #2**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** |  | **15** |  | **8** | **1** |  |  |
|  |  |  |  |  |  |
|  | **Organization** |  | Information is very |  | Information is |  | Information is | The information |  |  |
|  |  |  | organized with well- |  | organized with well- |  | organized, but | appears to be |  |  |
|  |  |  | constructed |  | constructed |  | paragraphs are not | disorganized. |  |  |
|  |  |  | paragraphs and |  | paragraphs. |  | well-constructed. |  |  |  |
|  |  |  | subheadings. |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Quality of** |  | Information clearly |  | Information clearly |  | Information clearly | Information has little |  |  |
|  | **Information** |  | relates to the main |  | relates to the main |  | relates to the main | or nothing to do with |  |  |
|  |  |  | topic. |  | topic. |  | topic. | the main topic. |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Paragraph** |  | All paragraphs |  | Most paragraphs |  | Paragraphs included | Paragraphing |  |  |
|  | **Construction** |  | include introductory |  | include introductory |  | related information | structure was not |  |  |
|  |  |  | sentence, |  | sentence, |  | but were typically not | clear and sentences |  |  |
|  |  |  | explanations or |  | explanations or |  | constructed well. | were not typically |  |  |
|  |  |  | details, and |  | details, and |  |  | related within the |  |  |
|  |  |  | concluding sentence. |  | concluding sentence. |  |  | paragraphs. |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Mechanics** |  | No grammatical, |  | Almost no |  | A few grammatical, | Many grammatical, |  |  |
|  |  |  | spelling, or |  | grammatical, spelling |  | spelling, or | spelling, or |  |  |
|  |  |  | punctuation errors. |  | or punctuation errors |  | punctuation errors. | punctuation errors. |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Content** |  | Proposal |  | Proposal |  | Proposal | Proposal |  |  |
|  |  |  | demonstrates |  | demonstrates |  | demonstrates less | demonstrates little |  |  |
|  |  |  | exceptional |  | adequate |  | than adequate | understanding of |  |  |
|  |  |  | understanding of |  | understanding of |  | understanding of | business models and |  |  |
|  |  |  | business models and |  | business models and |  | business models and | security issues. |  |  |
|  |  |  | security issues. |  | security issues. |  | security issues. |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**