



'MAX YOUR WINE SALES' STUDENT EVALUATION FORM

'Max your wine sales' has been designed to help you to maximise wine sales by demonstrating: correct service, wine preservation, merchandising and selling techniques, as well as providing sufficient knowledge to enable you to confidently recommend wine.

Bearing this objective in mind, please answer the following questions by circling the most appropriate answers.

For some of the questions you will be asked to give a score, please use the following rating scale

| | | | | |
|------|---------|------|-----------|-----------|
| 1 | 2 | 3 | 4 | 5 |
| Poor | Average | Good | Very Good | Excellent |

Expectations

| | | | |
|--|------|---------|----------|
| Prior product knowledge | None | Some | Good |
| Prior expectations of this course | Low | Average | High |
| Did the course meet your expectations? | No | Yes | Exceeded |

Course Content

| | | | | | |
|--|-------------|---------------|--------------|---|---|
| How do you rate the course content and topics covered? | 1 | 2 | 3 | 4 | 5 |
| How many hours did it take to complete the course? | | | | | |
| How did you find the length of the course? | Too long | Too short | About right | | |
| How did you find the level of the course? | Too easy | Too difficult | About right | | |
| How much did you learn from the course? | Very little | Enough | A great deal | | |
| How much did you enjoy the course? | Not at all | Moderately | Greatly | | |

