



Lettuce Eat

Signature Salads & Dressings

MGT 305 – Exam 2 Essay

Your family owns and operates Lettuce Eat, a local restaurant specializing in salads and wraps. The restaurant has been in business for 15 years and has expanded to 8 locations throughout the Dallas/Ft. Worth area. Revenues are \$2 million annually; equipment is neither new nor old; the company has little debt, and a good reputation in its communities.

The family knows you're taking business courses, and asks you to analyze and suggest changes based on what you've learned. In this paper, demonstrate your knowledge of key strategic terms by responding to various scenarios.

NOTES:

- Type your responses in the answer sheet (Exam 2 Essay Answer Sheet), and upload it to the appropriate D2L folder.
- Start each section with a brief description/definition of the term using information from your readings, slides, and lectures. Do not copy/paste large blocks of text from the resources; instead put the information you find into your own words.
- I am looking for you to integrate what you've learned and apply it to this real-world example. Your analysis should be based on what you've read and understood from the course materials (readings, lectures, etc), not what you think.

General Exam Instructions

All exams are due **NO LATER THAN** 11:59 PM CST on the due date. For each day that your assignment is late, I will deduct **10 POINTS** from your grade. If you do not meet the 11:59 PM CST deadline (even by one or two minutes), I will deduct 10 points. If you do not turn the assignment in by 11:59 PM CST the next day, I will deduct an additional 10 points, and so on. Saturdays and Sundays count towards the total days late.

- Name your document using LastnameFirstname in the filename. Example: "WilliamsAlex Exam 2 Essay.docx"
- Make sure your name appears somewhere within the document that you submit.
- Submit the assignment to myLeoOnline. If for some reason you have difficulty uploading your assignment, e-mail it to me and explain the situation in your e-mail.

Case Analysis Grading Rubric

Component	Needs Improvement	Meets Standards	Exceeds Standards
Depth and Quality of Analysis	Displays little, if any, knowledge of the managerial concept. Much more depth was expected in order to demonstrate knowledge of the material.	Displays some knowledge of the managerial concept. Discusses the managerial topic, but could have gone into much more depth to demonstrate knowledge of the material.	Demonstrates mastery knowledge of the managerial concept. Thoroughly discusses, evaluates, and analyzes each managerial topic, providing convincing and supported arguments.
Overall Quality of Written Communication Paper Formatting Turnitin Similarity Rating Grammar	Student presented an incoherent analysis that contained several errors. *This could result in the entire paper receiving a 0.	Student presented a well-written, coherent analysis that contained some errors.	Student presented a well-written, coherent analysis that was virtually free from grammatical and/or spelling errors.

One final note: If you follow the guidelines mentioned in this document, you will **meet expectations**, which will put you in the middle (B-C) section of the rubric. Therefore, if your goal is to obtain an A, be sure to exceed my expectations. 😊