



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_14226
Title of the Manuscript:	The effects of Total Quality Management and Market Orientation on Business Performance of Small and Medium Enterprises in Pakistan

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
Overall effort is good. Generally sample size is accurate but question is when you did collect data from different sectors of SME, equal response received from all sector of SME like manufacturing, services etc because nature and objective of each sector is different or one sector was dominant to give response? Or any effect on this study by using different sector of SME? You have mentioned that section 1, 2, 3 etc is used for measuring of each variable as a factors and items. But these sections are literature review so clearly mentioned that based on literature review what items or theoretical frame work is used in your study? If possible attached questionnaire in indexes for understanding and knowledge of readers. Again, The presentation of results is rather “raw”, as no intervention on SPSS outputs has taken place. Kindly include SPSS result,(table) as it is with all information instead of simple output.	1. The data was collected from SMEs in general (including all the sectors) without any specification of sector. The objective of study is focused on Business Performance of SMEs and it is not targeted on any particular sector. Hence, the response received was the response of the respondents from SMEs (in general). 2. Section 1, 2, 3 etc is used for measuring of each variable.... Corrected 3. SPSS result Output (table)....included