To assess the present situation of information dissemination by Indian museums and its reach among the target people, various surveys are conducted among museum visitors, local public, students and teachers in different cities of India. Discussions are also made with large number of museum authorities throughout India while visiting those museums for research purpose. The Thesis is fully structured on the basis of the available results of these surveys.

The surveys have been done on the basis of the pre-planned questionnaires prepared for different target people. The groups of persons are categorised as follows:

A. Museum Personnel
B. Museum Visitors
C. General Public
D. Teachers
E. Students

The samples of questionnaires for taking interviews of the above groups of persons are given herewith.
QUESTIONNAIRE FOR MUSEUM PERSONNEL

[Done by Dhriti Ray, Senior Research Fellow, for Ph.D. Thesis on—"Museum Information Service—Its Management and Marketing for the survival of museums in India Today."]

1. Name of the Museum: ________________________________

2. Address: ______________________________________________________________________________________

3. Person Completing Interview: _____________________________________________________________

4. Designation-________________________________________

5. Date-___________________________________________

SECTION-A. MUSEUM'S PARTICULARS:

1. Date of Establishment of the museum:

2. Sponsor of the museum: Govt.:□; Private:□; Other:□

3. Category of the museum: General:□; Specialized:□

4. Subject content:

5. No. of Galleries in the museum:

6. Five most important & attractive objects of the museum:

i) 
ii) 
iii) 
iv) 
v)

7. Target people:

- General People □
- School Students □
- Research Fellows □
- Special Visitors □
- College/University Students □
- Children □

8. Types of Exhibits

i) 1-Dimensional □
ii) 2-Dimensional □
iii) 3-Dimensional □
iv) Visual-Aids □
v) Mock-Up Models □
vi) Participatory Exhibits □
vii) Models □
viii) Mannequin □
ix) Specimens □
xi) Period Room □

9. Services provided by the museum:

- Regular Docent (Guide) service—a) to every visitor □ b) to school group □
- Regular school visit in the museum □
- Spotlight talk/Popular lecture □
- Film Show in— a) Museum's auditorium, □ b) Inside the Gallery □
- Guide-O-Phone/Recorded Sound System □
- Publication on each gallery □
- Training facilities □
- Discovery/Activity Room □
- Modeling Unit □
- Library □
- Story-hour Program □
- Museum Games for Children □
- Summer Tour/Hobby Club Activity/Special Excursion □
- CD-ROM on galleries □
- School Loan Service □
- Mobile exhibition □
- Temporary exhibition □ in every month □
- Cultural Program □
- Museum Website □

10. Visitor's Amenities—

- Cloak Room □
- Drinking Water □
- Canteen □
- Toilets □
- Sales Counter □
- Garden □
- Sufficient seating arrangement □
SECTION-B: MUSEUM INFORMATION SERVICE

1. Does the Museum provide "Museum Information Service"— Yes □ No □

i) If Yes then—
   a) What kind of information does the museum provide—
      1) 
      2) 
      3) 
   b) Does the museum have any Information Management System? Yes □ No □
   c) Does the museum have any data preservation technique? Yes □ No □
      If Yes then, How?
      1) In form of catalogue □ 2) In form of Gallery Guide Book □
      3) In CD-ROM □ 4) Video-cassettes □
      5) Maintaining Computerized Documentation System □
   d) How does the information regarding each object being served to the target groups—
      1) 
      2) 
      3) 
   e) Does the target groups attracted by the MIS? □
   f) Does the number of visitor increased after the inauguration of the service? □

ii) If No then—Does the museum have any plan to develop "Museum Information Service" in near future? Yes □ No □

a) If Yes then—What services will be provided? And what are the problems you are facing to implement such service—

<table>
<thead>
<tr>
<th>Services</th>
<th>Problems</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>1.</td>
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<tr>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
<td>3.</td>
</tr>
</tbody>
</table>

b) If No then—1) Don’t you think that there are enormous information hidden in each and every object of the museum and the museum has the duty to disseminate those information to the people? Yes □ No □

2) Don’t you think that, present ways of communication of information are not sufficient to disseminate such information and attract people towards museum, because people want quick information? Yes □ No □

3) Do you think that today’s museums should utilize the Internet facility & modern technology, to disseminate all its information and to make it more attractive, accessible & dutiful among people. Yes □ No □

4) Do your think museum can provide any other information along with conventional one, which has present cultural, corporate and business values e.g. ‘in search of indigenous technology’, ‘cultural life of any period/society’, ‘medicinal plants and its uses’, ‘past & present history of the city’, etc. Yes □ No □

5) Don’t you think that in today’s new demanding and competitive world, if museum can provide a service, in which information regarding each object present in the museum, and other relevant information related to the human interest, various activities of museum and live shows can be arranged then people will be benefited more and attracted towards museum. Yes □ No □
SECTION-C: MANAGEMENT

1. Total no. of staff in administrative work—________
2. Total no. of staff in technical work—Conservation ___ Display ___ Others ___
3. Total no. of staff in dissemination of information—
4. What is the Mission of your Museum—___________________________________
5. What strategies you have developed to fulfill the Mission—
   a) __________________________________________
   b) __________________________________________
   c) __________________________________________
6. What are the sources for raising funds—a) _______________________________________
   b) _______________________________________
   c) __________________________________________
7. If you “get more” grant then what will you do for the Museum?
   a) _______________________________________
   b) _______________________________________
   c) _______________________________________
8. Do you have any plan to raise more fund to develop the museum?
   a) _______________________________________
   b) _______________________________________
   c) _______________________________________
9. Are there any administrative problems regarding development of Information Service—Yes □ No □
   If Yes, then what are those—
   1) _______________________________________
   2) _______________________________________
   3) _______________________________________
10. According to you how can you overcome that problems—
    1) _______________________________________
    2) _______________________________________
    3) _______________________________________

SECTION-D: MARKETING & COMMUNICATION

1. How much your museum is popular in the city/country—Highly □ Medium □ Less □
2. How do the museum communicates with the target people—
   By giving advertisement in leading newspapers □, Televisions □, Journals □,
   Posters in public places □, Signboards throughout the city □ Others □
3. Does the museum contact with local Schools, Rehabilitation centres, Cultural Institutes, Tourist
   Groups of your city and give service according to their liking/benefit. □
4. Do you organize any popular/cultural program in any occasion in the museum in which general
   people participate. □
5. Do your museum participates in any public event organized by any other institutions? □
6. Does the museum have Sales Counter? □
7. Is your product selling is revenue earning? □
8. Do you have any other marketing strategies to earn revenue independently like, Sponsors □
   Consultancy Service □ Selling Replica’s of antique objects □
9. Don’t you think that today’s museums are in competition with—Entertainment Parks, Cyber-Pubs,
   Television Programs etc.—□
10. What Marketing Strategy do you want to take to popularize your Museum—
    1) _______________________________________
    2) _______________________________________
    3) _______________________________________

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SECTION-E: THREAT OF MUSEUM

1. Do you think museum has any threat from other entertaining institute / media / parks, because these attract much people towards them by their ever changing Marketing Strategy? □

2. Do you think, museum is lacking its importance /attraction due to other popularized entertainment parks, audio-visual media and Internet. □

3. Do you admit that the number of visitors in the museum is less than any other entertaining institutes? □

4. Why after 200 years from the inception of museum in India, till more than 70% of the people in India have no clear idea about the importance/activities of museum –
   1) □
   2) □
   3) □

5. Do you agree that, today’s Indians museums are lagging far behind other newly developed entertainment institutes, activities, services and popularity of foreign museums? □

6. If the condition persists, then it will raise a question on the survivability of more than 80%museums in India, because though they have huge objects, but they are not at all communicative with common people and very few people come to visit such museums. □

7. There are more than 70% museums in India suffering from financial crisis, will you agree that if these museums not improve their services and not attract people then will remain as a dead organization. □

8. In today’s trends of privatization, do you believe that if museum does not mould it into a highly informative, self-supported corporate institution, keeping intact its all-aesthetic values; then the existence of museums will be in danger? □

SECTION-F: FUTURE TRENDS

21st Century is the era of Information Technology. With the advent of modern technology, the entire world has come inside the small screen of a computer. To face these new challenge of globalization museum should develop their services accordingly. What is your opinion whether the following services will be possible/beneficial/attractive for the new generation or not—

<table>
<thead>
<tr>
<th>Services</th>
<th>Possible</th>
<th>Beneficial</th>
<th>Attractive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A Museum Information Cell in the museum, which provides all information on every object in LAN.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Museum’s web page-containing information of like objects, so that people all over the world can access it.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Information on Phone Service, to tell about the activities of museum &amp; main attraction of the museum.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Scheduled film show /slide show/talk show/popular lecture/ within the gallery and auditorium.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Cultural tech, where every regional cultural group can perform.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Tourist Information Cell, to inform about city and local spots</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Training Centre for needy /interested people for making art objects.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Organizing Competitions e.g. Quiz, Dance, Sit &amp; Draw etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Research unit to explore the information from the museum objects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Expedition unit, inviting interested people with the museum professionals for adventure in the field.</td>
<td></td>
<td></td>
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</tbody>
</table>
QUESTIONNAIRE FOR MUSEUM VISITOR

(Done by Dkriti May, Senior Research Fellow of the Department of Museology, C. U. for Ph.D. Thesis on—
"Museum Information Service—Its Management and Marketing for the survival of museums in India
Today").

About the Museum

1. Name of the Museum: _____________________________________________
2. Address: __________________________________________________________________________
3. Category of the Museum: ________________________________________________
4. Date: _____________________________________________

About the Interviewing Person:

1. Person Completing Interview: _____________________________________________
2. Address: __________________________________________________________________________
3. Residential Location: Urban □ Semi urban □ Rural □
4. Age Group: 10-18 □ 19-25 □ 26-50 □ 51=< □
5. Sex: Male □ Female □
6. Occupation: Student □ Teacher □ Research Scholar □ Service holder □
   Doctors □ Housewife □ Businessman □ Retired □ Other □
8. Purpose of Visit: Holiday entertainment □ Time Spent □ Education purpose □
   As a tourist □ To see exhibition □ For Research □
   To meet with someone □ Other □

1. Have you been in this museum before? : Yes □ No □
   If YES then how many times— Once □ 2-4 times □ more □
   If more than 4 times then please mention the reason ______________________________

2. How did you come to know about this museum? : (Rank serially)
   Poster □ Leaflet □ Hoarding □ News Paper □ Advertisement □ Teachers □
   From School/ College Visit □ From Friends/Relatives □ Tourist Information □
   Saw it when passing away □ Internet □ After visiting other Museum □ Other □

3. Are you visiting this museum by yourself or with someone?
   Myself only □ With Family □ With Friends □
   With School Group and Teachers □ Club/ Institute □

4. How long have you spent in the museum?
   >1 hr □ 1-2 hr □ 2-4 hr □ 4< hr □

5. Which gallery/ section attracts you most? : _________________________________
   Why: _____________________________________________________________________________

6. Which exhibit(s) of the museum you like most? : _____________________________
   Why: _____________________________________________________________________________
7. Do you know museum provides the following service for visitors?
   i) An Information Kiosk that provides all information regarding exhibits and museum services.
   ii) Provides leaflet/brochure/gallery map
   iii) Film Show
   iv) Docent (Guide) Service
   v) Library facility
   vi) Story-hour Program
   vii) School Loan Service
   viii) Audio-visual/Recorded Sound System
   ix) Museum Games for Children
   x) Training Facilities
   xi) Modeling Unit
   xii) Temporary Exhibition
   xiii) Cultural Program
   xiv) Mobile Exhibition
   xv) Spotlight Talk/Popular Lecture
   xvi) Discovery/Activity Room
   xvii) Programme for Handicaps
   xviii) Publication on each gallery
   xix) Museum Website
   xx) Summer Tour/Hobby Club Activity/Special Excursion

8. What amenities do you get in this museum?
   i) Cloak Room
   ii) Drinking Water
   iii) Museum Shop
   iv) Sitting Arrangement
   v) Canteen
   vi) Toilets
   vii) Telephone/Fax Service
   viii) Internet Surfing
   ix) Xerox/Scanning Facility
   x) Baby Crash

9. What facilities are not present in this museum, which you would like to use?

10. Do you purchase anything from the museum shop?
    If No then, is the price of objects are affordable or not?

11. How do you rate “Museum Visit” in your preference in your free time? (Rank 1-12)
    1. Reading Books and Magazines
    2. Seeing Television
    3. Chatting with friends/other
    4. Visiting Relative’s House
    5. Visiting Amusement Parks
    6. Visiting Museum
    7. Visiting Health Club
    8. Listening Music
    9. Watching Movies in Cinema Hall
    10. Visiting Fairs
    11. Having food in the Restaurants
    12. Surfing Internet

12. Few statements are given below. Rate each statement in the following scale:
    Strongly Agree-1 Agree-2 Neutral-3 Disagree-4 Strongly Disagree-5
    i) Museum is loosing its interest to visitors day by day.
    ii) Museum visit is very boring.
    iii) Other edu-entertainment centres in private sector attract more people and people also like to visit
    such places.
    iv) Museum marketing is poor than other entertainment institutes.
    v) Popularity of private museums are more than the Govt. museums.
    vi) Museums need to advertise its activities to attract visitors.
    vii) It is very difficult to get any information about museum objects and its activity.
    viii) Museum should have an information service for all visitors.
    ix) Will you subscribe museum information booklet/journal in a nominal cost.
    x) Do you know, visiting museum, seeing/participating in its various programmes will help you in
    your daily life and give you enormous knowledge, which you hardly get from elsewhere.
SECTION-A: FOR SCHOOL STUDENTS

13. Is the content of this museum has any link with your syllabus? Yes □ No □
If YES then do you get any additional information regarding your topic? Yes □ No □
If YES then who provides you those information?____________________________________________
If NO, then do you want to get the help of museum for such information in future? Yes □ No □

14. If museum provides you nature camp and summer courses on different project works, cultural activity, heritage study, training on crafts/model making by experts in nominal charges, then will you want to participate in that programme? Yes □ No □

15. If museum arrange any programme on Indian mythological stories, folklore/folk tales, new scientific discoveries for you, in a specific holidays of a month and charge a nominal entry fee, will you like to participate in that programme? Yes □ No □

SECTION-B: FOR RESEARCH SCHOLARS

16. What type of facilities do you get from the museum?

1. ___________________________ 2. ___________________________ 3. ___________________________
4. ___________________________ 5. ___________________________ 6. ___________________________

17. What type of information do you want from the museum?

1. ___________________________ 2. ___________________________ 3. ___________________________
4. ___________________________ 5. ___________________________ 6. ___________________________

18. If an information service is present in the museum, which gives you full list of objects of the museum with its period / functioning / short history / significance and also detailed information about related books, museum guide book, journal, person who worked on that object etc. in a nominal charge then will you want to take the facility? Yes □ No □

SECTION-C: FOR WORKING PERSON

19. What you think about a museum?

i) It is a place for Holiday entertainment □ ii) Place to see the treasure of the country □
iii) Place from where many unknown information can be received □ iv) Educational Institution □

20. Will you bring your children/ family to the museum? Yes □ No □
If YES then why? ________________________________________________________________

21. If museum provides you nature camp and summer courses on different project works, cultural activity, heritage study, training on crafts/model making by experts in nominal charges, then will you want to participate in that programme? Yes □ No □
SECTION-D: FOR HOUSEWIVES

22. If your nearest museum provides training for you on crafts making, painting, textile fabrication, ethnic and Ayurvedic health care, traditional food making, classical music, drama etc. in a nominal charge and offer prizes in contests on these items, then will you want to participate on such training?

Yes □  No □

23. If you participate in above programmes then will you encourage your friends/relatives/neighbours to join such programmes?

Yes □  No □

24. Will you send your children in the museum to participate in the programme/courses/competitions/project works etc. in their holidays or vacations?

Yes □  No □

SECTION-E: FOR FOREIGNERS

25. What have you seen most interesting in this museum?

27. What facilities in this museum would help you very much?

28. What you want to see in Indian museums?

i) Indian Mythology, if museum arranges programmes with sculptures and popular lectures □

ii) Indian Spiritualism □  iii) Indian Heritage and Culture □  iv) Indian History □

v) Indian Cultural programme □  vi) Indigenous Science and Technology □

vii) Indian Sculptures with full information of its period, craftsmanship and history □  viii) Others □

SECTION-F: OTHERS (Retired persons, Artists, Politicians etc)

29. What Information you expect from this museum?

30. What services you want from this Museum?

31. Do you want to involve with this museum's activities as a volunteer in following purpose?

i) Tale stories/popular lectures in story hours for children/other visitors in a specific day in the museum □

ii) Give training on crafts making, taking classes on drawing, painting, dance, music etc. □

iii) Generating fund, collecting advertisement for museums functioning. □

iv) Generate interest among schools, local people, friends etc. to visit museum and participate in its activities. □

v) Search the thrust areas where people can involve with museum. □

32. Do you want to give any suggestion to fulfill your expectation from museum?

1. □

2. □

3. □
PUBLIC OPINION ON MUSEUM SERVICES

[Done by Dkriti Ray, Senior Research Fellow for the Ph.D. thesis on-“Museum Information Service—Its Management and Marketing for the survival of museums in India Today”]

1. What is your idea about a museum—
   1) Museum is an institute that stores and display antique, decorative art objects, dead specimen etc. □
   2) Museum is an institute for the service of the society. □
   3) Museum preserves our history, cultural and natural heritage. □
   4) Museum is the institute, which connects between our past and present. □
   5) Museum is an educational as well as entertainment institute, from which we can get various information related to our history, culture, architecture, fashion, indigenous technology etc. □

2. Name the museum which you have visited in your city / other than your city—

<table>
<thead>
<tr>
<th>Museums in your city</th>
<th>Museums outside your city</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
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<td>4)</td>
<td>4)</td>
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<tr>
<td>5)</td>
<td>5)</td>
</tr>
</tbody>
</table>

3. Purpose of visit —
   1) Holiday entertainment □
   2) To see the museum □
   3) For time-pass □
   4) Study purpose □
   5) With teachers in school group □
   6) For particular purpose □

4. According to you, which of the above Museums are—
   Best—i) Name—
       ii) Reasons—
   Very Good—i) Name—
       ii) Reasons—
   Good—i) Name—
       ii) Reasons—
   Poor—i) Name—
       ii) Reasons—

5. What you have achieved in the above museums—
   a)
   b)
   c)
6. According to you a museum should be like these—
   a) A place where we can get information about the history of objects, scientific reasons, technology etc. □
   b) We can handle some objects, can do experiment and can discover new things ourselves. □
   c) A place where we can entertain ourselves and get some knowledge. □
   d) Your special opinion -i) __________________________________________
       ii) __________________________________________

7. If a museum provides following services then will you take the benefits of that—
   a) Museum on Internet, having information about the activities of museum and its objects. □
   b) Museum Information Cell within the museum, providing detail information about the objects as well as other information on history of your city, tourist spots, culture, indigenous technology, designing etc. □
   c) Information on Phone Service for quick knowledge on activities of museum, history of any period, tourism etc. □
   d) Cultural programmes, documentary shows, exhibitions, training on various events etc. □
   e) Quizzes and competitions arranged by your local museum. □

8. Opinion regarding educational role of museum—
   a) Did you ever go to museums for your study purpose? □
   b) Did you ever get any help in your study from museums? □
   c) Are the objects displayed in museums have increased your general knowledge? □
   d) Have you visit any museum when you were in school? □
   e) At that time was the museum help in your study and increasing general knowledge? □
   f) According to you which one is more attractive and informative— Science Museums □
       or General Museums? □

9. Opinion regarding usefulness of museum other than educational purpose—
   a) Did you ever use museum for your personal / business purpose. □
   b) Is the museum fulfilling your purpose? □ If no, then why __________________________
   c) Did you go to museum to see any cultural programme, exhibition, film show etc. □
   d) Did you take your children to museum for entertainment and to show them the real objects related to their study and tell them the importance of it. □
   e) According to you which one is more useful— Museum □ Cinema Hall □ Entertainment /Amusement Parks □ Surfing Internet □ □ (Rank serially)

10. Full Signature—_________________________________________
## QUESTIONNAIRE FOR TEACHERS

[Done by Dhrili Ray, Senior Research Fellow for the Ph.D. thesis on "Museum Information Service—Its Management and Marketing for the survival of museums in India Today"]

| 1. Name: |  |
| 2. Name of the School with Address: |  |
| 3. Subject of Teaching: |  |
| 4. Date: |  |

1. **What is your idea about a museum—**
   1) Museum is an institute that stores and displays antiquities, decorative art objects & dead specimens etc. [ ]
   2) Museum is an institute for the service of society. [ ]
   3) Museum preserves our history, cultural and natural heritage. [ ]
   4) Museum serves as a connecting links between our past and present. [ ]
   5) Museum is an educational as well as entertainment institute, from which we can get various information related to our history, culture, architecture, fashion, indigenous technology etc. [ ]

2. **Name the museums, which you have visited in your city and other than your city—**
   1)  
   2)  
   3)  
   4)  
   5)  

3. **Purpose of visit—**
   1) Holiday entertainment [ ]
   2) Study purpose [ ]
   3) To see museum [ ]
   4) With teachers, from school [ ]
   5) Other purposes [ ] Specify the purpose ____________________________

4. **Do you know museum provides following services?**
   1) An information kiosk provides all information regarding museum functioning. [ ]
   2) Provides leaflets/brochure/gallery map before entry into the museum. [ ]
   3) Guide Service [ ]  4) Film Shows [ ]  5) Library Facility [ ]
   6) Story Hour Programmes [ ]  7) School Loan Service [ ]
   8) Audio-Visual/Recorded Sound System [ ]  9) Games for Children [ ]
   10) Training Facility [ ]  11) Modeling Unit [ ]
   12) Cultural Programmes [ ]  13) Temporary Exhibition [ ]
   14) Mobile Exhibition [ ]  15) Spotlight Talk/Popular Lecture [ ]
   16) Discovery/Activity Room [ ]  17) Publication on each Gallery [ ]
   18) Museum Website [ ]  19) Summer Tour/Hobby Club Activity/Special Excursion [ ]
   20) Programme for Handicaps [ ]  21) Photocopy/Scanning Facility [ ]  22) Internet Surfing [ ]

5. **Did you take your students in nearby museums and guide them to enjoy the above services?**
   Yes [ ]  No [ ]
   If YES then what was the main purpose of that tour
   1) Holiday entertainment [ ]  2) Study purpose [ ]
   3) To see the museum [ ]  4) Other, please specify ____________________________

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6. What more facility you want from museums?

7. Is the content of museums you have visited has any link to your teaching area?  
   Yes □ No □  
   If YES, then did you get any additional information from the museum regarding your topic?  
   Yes □ No □  
   If YES, then have you taken your students in that museum to inform them more? Yes □ No □  
   If NO, then will you insist your students to visit that museum? Yes □ No □

8. Do you know museum provides Loan Kits like Historical objects, science models, specimens etc. for teaching assistance?  
   Yes □ No □  
   If YES then did you get such facility from your nearby museums? Yes □ No □

9. If museum provides any summer courses on different project works, cultural activities, heritage study, trainings on craft/model making, by experts or celebrates in nominal charges, then will you send your students to participate in that programmes?  
   Yes □ No □

10. How do you rate “museum visit” in your preference in your free time? (Rank 1—12)  
    1. Reading Books and Magazines □  
    2. Seeing Television □  
    3. Chatting with Friends/others □  
    4. Visiting Relative’s House □  
    5. Visiting Amusement Parks □  
    6. Visiting Museum □  
    7. Shopping □  
    8. Listening Music □  
    9. Watching Movies in Cinema Hall □  
    10. Visiting Fairs □  
   11. Having food in the Restaurants □  
    12. Surfing Internet □

11. Few statements are given below. Rate each statement in the following scale:  
    Strongly Agree- 1  Agree-2  Neutral-3  Disagree-4  Strongly Disagree-5  
    i) Teaching inside a museum gallery with historical/natural history specimen is much more attractive and informative than the teaching within the classroom only with books. 1 2 3 4 5  
    ii) Though museum serves education but it hardly contacts with schools. 1 2 3 4 5  
    iii) Museum visit is very boring, it requires lots of initiatives from museums side to make exhibits more communicative to students. 1 2 3 4 5  
    iv) Museums are not at all popular like other entertainment institutes, though sometimes it gives advertisement about its activities, but it fails to attract visitors. 1 2 3 4 5  
    v) It is very difficult to get any information about museum objects and its activities. 1 2 3 4 5  
    vi) Visiting museum, serving/participating in its various programmes, help in daily life and give enormous knowledge, which hardly available from elsewhere. 1 2 3 4 5

12. What more you want from a museum?  
   ____________________________________________________________

   Signature with Date

Thank you very much for your valuable comments

Dhriti Ray

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**QUESTIONNAIRE FOR STUDENTS**

*Done by Dhruti Ray, Senior Research Fellow for the Ph.D. thesis on "Museum Information Service—Its Management and Marketing for the survival of museums in India Today"*

1. Name: ________________________
2. Name of the School with Address: ____________________________________________
3. Class: ________________________
4. Date: ________________________

1. What is your idea about a museum—
   1) Museum is an institution that stores and display antiquities, decorative art objects, dead specimens etc. □
   2) Museum provides education in form of entertainment. □
   3) Museum preserves our history, culture and natural heritage. □
   4) Museum serves as a connecting link between our past and present □
   3) Museum provides information about history, cultural and natural heritage, indigenous science and technology etc. □

2. Name the museums, which you visited in your city and other than your city—
   1) ____________________________________________
   2) ____________________________________________
   3) ____________________________________________
   4) ____________________________________________
   5) ____________________________________________

3. Purpose of visit—
   1) Holiday entertainment □ 2) Study purpose □
   3) To see the museum □ 4) With teachers, from school □
   5) Other purposes □ Specify the purpose ________________________

4. Do you know museum provides following services?
   1) An information kiosk provides all information regarding museum functioning. □
   2) Provides leaflets/brochure/gallery map before entry into the museum. □
   3) Guide Service □ 4) Film Shows □ 5) Library Facility □
   6) Story Hour Programmes □ 7) School Loan Service □
   8) Audio-Visual/Recorded Sound System □ 9) Games for Children □
   10) Training Facility □ 11) Modeling Unit □
   12) Cultural Programmes □ 13) Temporary Exhibition □
   14) Mobile Exhibition □ 15) Spotlight Talk/Popular Lecture □
   16) Discovery/Activity Room □ 17) Publication on each Gallery □
   18) Museum Website □ 19) Summer Tour/Hobby Club Activity/Special Excursion □
   20) Programme for Handicaps □ 21) Photocopy/Scanning Facility □ 22) Internet Surfing □

5. What more facility you want from museums?
6. Do you purchase anything from the museum shop? Yes □ No □
If NO then, is the price of objects is affordable or not/ Yes □ No □

7. How do you rate “museum visit” in your preference in your free time? (Rank 1—12)

1. Reading Books and Magazines □
2. Seeing Television □
3. Chatting with Friends/others □
4. Visiting Relative’s House □
5. Visiting Amusement Parks □
6. Visiting Museum □
7. Shopping □
8. Listening Music □
9. Watching Movies in Cinema Hall □
10. Visiting Fairs □
11. Having food in Restaurants □
12. Surfing Internet □

8. Few statements are given below. Rate each statement in the following scale:
Strongly Agree-1  Agree-2  Neutral-3  Disagree-4  Strongly Disagree-5

i) Museum visit is boring. 1 2 3 4 5

ii) Other edu-entertaining centres/ amusement parks attracts more than museums and people also like to visit such places. 1 2 3 4 5

iii) Museums sometimes give advertisement about its activities, but it fails to attract visitors. 1 2 3 4 5

iv) It is very difficult to get any information about museum objects and its activities. 1 2 3 4 5

v) Visiting museums, participating in its various programmes, help in daily life and give enormous knowledge, which hardly available from elsewhere. 1 2 3 4 5

vi) Museum should have an information service for all visitors. 1 2 3 4 5

vii) Museums should display those objects that are related to the academic curriculum of students along with its other objects. 1 2 3 4 5

9. Is the content of museum you have visited has any link to your school syllabus? Yes □ No □

10. If museum provides you any summer course on project works, cultural activity, heritage study, training on craft/model making, by experts or celebrities and lends CDs on various topics in nominal charges, then will you want to participate in that programmes? Yes □ No □

11. If museum arranges any programme on Indian mythological stories, folklores/folk tales, new scientific discoveries for you, in holidays or vacations and charge nominal entry fee, will you like to see that programme? Yes □ No □

______________________________
Signature with Date

Thank you very much for your valuable comments

Dhriti Ray