Appendix
APPENDIX

Questionnaire

(Originally in Bangla)

Section 1

Respondent’s Background

101. Date and time of the interview

Date________________________ Time________________________

102. Interviewee is Male Female

103. What is your date of Birth?

Date _______ Month _______ Year _______

104. What is your Marital Status?

a) Bachelor b) Spinster c) Married d) Widow
e) Widower f) Divorced g) Separated

105. What is the course you are doing at the moment?

a) BBA b) B.Sc. in Computer Science
c) MBA (day) d) MBA (Evening) e) MBA (Executive)

106. Why are you studying in a private university?

(More than one answer possible)

a) Couldn’t get admitted in state universities

b) State universities have session jam
c) State universities are full of violence
d) Private universities provide quality education
e) It’s easy to get admitted in private universities
f) Others (please specify)

107. Among private universities, why did you choose Asian University of Bangladesh? (More than one answer possible)
   a) Quality of education is good
   b) There are more facilities than other private universities
   c) The tuition fee is comparatively less
   d) It is near my house
   e) Others (please specify)

108. What type of residence do you have in Dhaka?
   a) Own    b) Rented    c) Mess    d) Hostel
   f) Others (please specify)

109. For how many years have you been living in an urban area?
   a) Less than 5 years
   b) 5 – 9 years
   c) 10 – 14 years
   d) 15 years or more

110. For how many years have you been living in Dhaka city?
   a) Less than 5 years
   b) 5 – 9 years
   c) 10 – 14 years
   d) 15 years or more

111. Are you a permanent resident in Dhaka?
   a) Yes
   b) No
112. Is your father alive?
   a) Yes          b) No

113. If yes, then what is his profession and position?
   a) Profession    b) Position

114. What is the monthly income of your father?
   a) Less than 10 thousand b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand d) 30 – less than 50 thousand
   e) More than 50 thousand

115. If the answer to the question No. 112 is 'No' or if your father does not have any income, then what is the monthly income of the guardian who looks after your family?
   a) Less than 10 thousand b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand d) 30 – less than 50 thousand
   e) More than 50 thousand

116. What is the profession and position of your mother?
   a) Profession    b) Position

117. What is the monthly income of your mother if she has any income?
   a) Less than 10 thousand b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand d) 30 – less than 50 thousand
   e) More than 50 thousand

118. Do you have your own income?
   a) Yes          b) No
119. If yes, then what is the source of your income?
   a) Job           b) Business           c) House Rent
   d) Land Cultivation           e) Others (please specify)

120. If you have personal income, then how much is it per month?
   a) Less than 10 thousand       b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand  d) 30 – less than 50 thousand
   e) More than 50 thousand

121. How many brothers and sisters are you?
   a) Brothers       b) Sisters

122. Among them how many are living together?

123. Do you live in a joint family?
   a) Yes           b) No

124. What is your average monthly expenditure?
   a) Less than 5 thousand       b) 5 – less than 10 thousand
   c) 10 – less than 20 thousand  d) 20 – less than 30 thousand
   e) More than 30 thousand

125. What mode of vehicle do you generally use to come to the university?
   a) Own Car       b) Taxi       c) Baby Taxi      d) Bus
   e) Tempo / Human Hauler   f) Rickshaw
   g) Others (please specify)
Section 2

General Questions on Advertising

201. Do you watch TV?
   a) Yes       b) No

202. If yes, then how often do you watch TV?
   a) Everyday   b) At least thrice a week   c) Once a week

203. If you watch TV everyday, then how many hours do you watch on average?
   a) Less than 1 hour   b) From 1 hour – less than 3 hours
   c) From 3 hours – Less than 5 hours   d) More than 5 hours

204. Generally which time of the day do you watch TV?
   a) Morning (9-12)   b) Noon (2-5)   c) Afternoon (5-7)
   d) Evening (7-10)   e) After 10 pm

205. Do you have TV in your house?
   a) Yes       b) No

206. Can you watch satellite channels in your TV?
   a) Yes       b) No

207. If yes, then which channel do you watch most?
   a) BTV       b) ETV       c) Satellite Channels

208. Among the Bangla Channels which channel do you watch most?
   a) BTV       b) ETV       c) Channel I
209. Do you like watching advertisements in Bangladeshi TV channels?
   a) Yes  
   b) No

210. Do you have remote control with your TV?
   a) Yes  
   b) No

211. While watching a program in Bangladeshi channels, how often do you change channels during commercial breaks (in percentage)?
   a) Less than 50%  
   b) 50% - 80%  
   c) More than 80%

212. What is your overall impression about the TV advertisements of Bangladesh?
   a) Very Good  
   b) Good  
   c) Tolerable  
   d) Bad  
   e) Very bad

213. Do you feel the language of Bangladeshi TV advertisements soothing in the ear?
   a) Yes  
   b) No  
   c) Not Sure

214. How will you compare the Bangladeshi TV advertisements with the Indian ones?
   a) Similarly Good  
   b) Similarly Bad  
   c) Better than Indian Ads  
   d) Worse than Indian Ads  
   e) Others (please specify)

215. Do you listen to the radio?
   a) Yes  
   b) No

216. If yes, then how often do you listen to the radio?
217. If you listen to the radio everyday, then how many hours do you watch on average?
   a) Less than 1 hour   b) From 1 hour – less than 2 hours
   c) From 2 hours – Less than 3 hours   d) More than 3 hours

218. Generally which time of the day do you listen to the radio?
   a) Morning   b) Noon   c) Afternoon   d) Evening
   e) Night

219. Generally which type of program do you listen most in radio?
   a) Programs with Commercials   b) News   c) Sports
   d) Others (please specify)

220. Do you like listen to advertisements in radio?
   a) Yes   b) No

221. Do you change stations during commercial breaks?
   a) Yes   b) No

222. If yes, then how often do you change stations during commercial breaks (in percentage)?
   a) Less than 50%   b) 50% - 80%   c) More than 80%

223. What is your overall impression about the radio advertisements of Bangladesh?
   a) Very Good   b) Good   c) Tolerable   d) bad
   e) Very bad
224. Do you read newspapers and magazines?
   a) Yes          b) No

225. How often do you read newspapers and magazines?
   a) Every day     b) At least three days a week
   b) At least once a week

226. On average how many hours do you spend everyday in reading
   newspapers and magazines?
   a) Less than 1 hour     b) From 1 hour – less than 2 hours
   c) From 2 hour – less than 3 hours    d) More than 3 hours

227. Do you read advertisements in newspapers and magazines?
   a) Yes          b) No

228. If yes, then what type of advertisements do you read most?
   a) About Jobs   b) About Admissions   c) Entertainment
   d) Usable Items e) Personal Advertisements
   g) Others (please specify)

229. What is your overall impression about the advertisements in
   newspapers and magazines in Bangladesh?
   a) Very Good   b) Good   c) Tolerable   d) bad
   e) Very bad

230. While on the road, if you happen to see an advertisement in a
   banner or in a hoarding, what do you do?
   a) Stop and read it  b) Read as long as you can while moving
c) Avoid reading it  d) Others (please specify)

231. What is your overall impression about the advertisements in banners and hoardings in Bangladeshi roads?

a) Very Good  b) Good  c) Tolerable  d) bad  e) Very bad
Response to Questions on Explicit Advertisements

Now I will read out in front of you an advertisement of a brain tonic with side effects. I will read it only twice. Please listen carefully and try to answer the questions I ask you about it as correctly as possible.

Explicit Advertisement

‘Brano’ Brain Tonic

Are you silly? Your brain can’t think anything properly at a proper time?
You forget things quite often? Your brain doesn’t work properly in IQ tests or answering puzzles? People think that you are stupid?
Don’t worry -----------------
We’re the ones who have first brought a brain tonic called ‘Brano’. If you take it, you will find that your brain is opening up very fast. Then you can take the correct decision at the correct time. No one will consider you ‘stupid’ any more.
So, don’t delay -------------- Buy today

Intellect enhancing medicine

Brano Brain Tonic

The Key to Success
3 (A) 01. Below, there are some information based on the advertisement.

According to what you heard, please tick those that you feel have been mentioned in the advertisement:

a) Brano helps you to answer any puzzle properly.
b) Brano helps to increase the cells in your brain.
c) Brano helps you to forget the things you remember.
d) Brano helps you to remember the things you forget.
e) Brano helps you to take decisions quickly.
f) Brano helps to maturen your intellect.

3 (A) 02. What is your impression about the language of this advertisement?

(More than one answer possible)

a) Offensive b) Explicit & Offensive c) Direct
d) Appealing e) Attractive f) Unattractive
g) Others (please specify)

3 (A) 03. What impression do you get about the advertisement after hearing it?

a) Very Useful b) Useful c) Useless
d) Extremely Useless e) Not Sure f) Others (please specify)

3 (A) 04. After hearing the advertisement, do feel interested to buy the product?
3(A)05. From your impression about the advertisement, tick one answer from each set of comments below that is nearest to your feelings:

a-1) Believable
b-1) Realistic
c-1) Logical
d-1) You heard something which

a-2) Not Believable
b-2) Unrealistic
c-2) Illogical
d-2) You heard something which

you wanted to know. you didn’t want to know.

e-1) Informative
e-2) Not that informative

f-1) Enjoyed hearing it
f-2) Didn’t enjoy hearing it.
Section 3 – B

Response to Questions on Advertisement with Hidden Persuaders

Now I will read out in front of you an advertisement of a brain tonic with side effects. I will read it only twice. Please listen carefully and try to answer the questions I ask you about it as correctly as possible.

Advertisement with Hidden Persuaders

‘Brano’ Brain Tonic

Tanvir Ahmed! Topper of all Bangladesh Civil Service Exam! An extraordinarily talented person! A pride to the nation!

But exactly one year from now, his situation was different. He had very ordinary intellectual power. He just managed to pass the B.A. (Pass) exam in second division. Suddenly, he decided to appear in BCS. He thought that as everyone tries for it, he will also appear. He started his preparation. But the inevitable happened. He couldn’t remember anything. Everything started to become confusing to him.

Right at that time ‘Brano’ appeared in the market. Thinking about its side effect, he thought of not using it initially. At last he thought, “Why don’t I try it once?” He used it for only one week. Let’s listen from Tanvir himself what he has to say about it---- “It’s amazing! I couldn’t believe it! In one week I started to realize that my brain has started to open up.”
Many get worried about its side effect. But think, where do you not find side effects? Is there any place where there is no danger? When you go out on the road everyday, are you safe? Not at all! Then? To get something, you also lose something.

**Brano Brain Tonic**

**The Key to Success**

3 (B) 01. Below, there are some information based on the advertisement. According to what you heard, please tick those that you feel have been mentioned in the advertisement:

a) Brano helps you to answer any puzzle properly.
b) Brano helps to increase the cells in your brain.
c) Brano helps you to forget the things you remember.
d) Brano helps you to remember the things you forget.
e) Brano helps you to take decisions quickly.
f) Brano helps to maturen your intellect.

3(B)02. What is your impression about the language of this advertisement?

(More than one answer possible)
a) Offensive    b) Explicit & Offensive    c) Direct
d) Appealing    e) Attractive    f) Unattractive
g) Others (please specify)
3(B) 03. What impression do you get about the advertisement after hearing it?

a) Very Useful   b) Useful   c) Useless
   d) Extremely Useless   e) Not Sure   f) Others (please specify)

3(B)04. After hearing the advertisement, do you feel interested to buy the product?

a) Yes   b) No

3(B)05. From your impression about the advertisement, tick one answer from each set of comments below that is nearest to your feelings:

a-1) Believable   a-2) Not Believable
   b-1) Realistic   b-2) Unrealistic
   c-1) Logical   c-2) Ilogical
   d-1) You heard something which you wanted to know.   d-2) You heard something which you didn’t want to know.
   e-1) Informative   e-2) Not that informative
   f-1) Enjoyed hearing it   f-2) Didn’t enjoy hearing it.
Section 3 – C

Response to Questions without any Advertisement

A brain tonic named 'Brano' has appeared in the market. It is a drug which enhances your intellect. The company that produced it claim that if one uses it, his power to use his intellect will increase sharply. But the drug has some side effects. Now I am asking you some questions about it. Please try to answer as accurately as possible.

3(C)01. How much interested are you to increase your intellect by taking a drug?
   a) Very interested   b) Reasonably interested
   b) Less interested   d) Not interested at all

3(C)02. If you use Brano, your intellect will be sharpened. But it has some side effects. In this situation how much interested are you to use Brano?
   a) Very interested   b) Reasonably interested
   b) Less interested   d) Not interested at all