QUESTIONNAIRE
QUESTIONNAIRE

Title of Study: “A Study of Effective Marketing Strategies followed by Management Institutes in Pune”

1. Name of the Institute

2. Address / Phone / Fax / Email / Website

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
<th>E-mail</th>
<th>Website</th>
</tr>
</thead>
</table>

3. Name of the Director

4. Year of Establishment

5. Name of the affiliating University

6. Details about courses offered

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the course</th>
<th>Duration</th>
<th>Student intake</th>
<th>Residential Yes / No</th>
<th>Annual Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Specialization offered for MBA

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Please tick (Ö)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td></td>
</tr>
<tr>
<td>Financial Management</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management</td>
<td></td>
</tr>
<tr>
<td>Production Management</td>
<td></td>
</tr>
<tr>
<td>System Management</td>
<td></td>
</tr>
<tr>
<td>International Business Management</td>
<td></td>
</tr>
<tr>
<td>Any other</td>
<td></td>
</tr>
</tbody>
</table>
## Infrastructure

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Land</td>
<td>Acre</td>
</tr>
<tr>
<td>Built up area</td>
<td>Sqmt</td>
</tr>
<tr>
<td>Class room</td>
<td>nos</td>
</tr>
<tr>
<td>Auditorium</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Seminar Hall</td>
<td>nos</td>
</tr>
<tr>
<td>Placement room</td>
<td>nos</td>
</tr>
<tr>
<td>Computer Lab</td>
<td>nos</td>
</tr>
<tr>
<td>Language Lab</td>
<td>nos</td>
</tr>
<tr>
<td>Canteen</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Library area</td>
<td>sqmt</td>
</tr>
<tr>
<td>Boys common room</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Girls common room</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Staff room ( no of cabins)</td>
<td>Nos</td>
</tr>
<tr>
<td>Office area</td>
<td>sqmt</td>
</tr>
<tr>
<td>Amenities / Recreational facilities etc.</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Hostel for Boys</td>
<td></td>
</tr>
<tr>
<td>Girls hostel</td>
<td></td>
</tr>
<tr>
<td>Medical facility</td>
<td></td>
</tr>
<tr>
<td>Residence of Director</td>
<td></td>
</tr>
<tr>
<td>Residence for staff</td>
<td></td>
</tr>
<tr>
<td>Banking facility</td>
<td></td>
</tr>
<tr>
<td>Conveyance for students</td>
<td></td>
</tr>
<tr>
<td>Conveyance for staff</td>
<td></td>
</tr>
<tr>
<td>School facility for wards of staff</td>
<td></td>
</tr>
<tr>
<td>Amphitheater</td>
<td></td>
</tr>
<tr>
<td>Gymnasium</td>
<td></td>
</tr>
<tr>
<td>Swimming pool</td>
<td></td>
</tr>
<tr>
<td>Football ground</td>
<td></td>
</tr>
<tr>
<td>Basketball court</td>
<td></td>
</tr>
<tr>
<td>Tennis court</td>
<td></td>
</tr>
<tr>
<td>Squash court</td>
<td></td>
</tr>
<tr>
<td>Indoor sports</td>
<td></td>
</tr>
<tr>
<td>Pure Drinking water facility</td>
<td></td>
</tr>
<tr>
<td>LCD T.V. ( Business channels)</td>
<td></td>
</tr>
<tr>
<td>Wi-Fi</td>
<td></td>
</tr>
<tr>
<td>Badminton court</td>
<td></td>
</tr>
<tr>
<td>Are classroom fitted with LCD</td>
<td></td>
</tr>
<tr>
<td>Parking facility</td>
<td></td>
</tr>
</tbody>
</table>
**Library**

Books – (Nos)  
<table>
<thead>
<tr>
<th>Volumes</th>
<th>Titles</th>
</tr>
</thead>
</table>

Journals – (Nos)  
| National | International |

E – Library  
| Yes | No |

Magazines (Nos)  
| Yes | No |

Timing on week Days  
| Yes | No |

Seating capacity  
| Yes | No |

Does Library have Xerox machine for students  
| Yes | No |

Shelf life of books in the library i.e. outdated books are phased out in  
| Yes | No |

Number of books student can borrow at one time  
| Yes | No |

Is there a bibliography club  
| Yes | No |

Do you have utilization ratio of magazines  
| Yes | No |

**Teaching Faculty (Write Y for Yes: N for No)**

<table>
<thead>
<tr>
<th>Number of Professors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Associate Professors</td>
</tr>
<tr>
<td>Number of Assistant Professors</td>
</tr>
<tr>
<td>Number of Phd’s</td>
</tr>
<tr>
<td>Number of pursuing Phd</td>
</tr>
<tr>
<td>Number of faculty who have participated in national conferences during 2009-10</td>
</tr>
<tr>
<td>Category</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Number of faculty who have participated in International conferences</td>
</tr>
<tr>
<td>Number of publications in National Journals during 2010-11</td>
</tr>
<tr>
<td>Number of publications in International Journals during 2010-11</td>
</tr>
<tr>
<td>Number of faculty members on corporate boards</td>
</tr>
<tr>
<td>Number of faculty who conducted FDP / MDP during 2010-11</td>
</tr>
<tr>
<td>Number of faculty who gave presentations in seminars during 2010 – 11</td>
</tr>
<tr>
<td>Number of faculty who have chaired sessions in conferences during 2010-11</td>
</tr>
<tr>
<td>Number of faculty who have published books during 2010 -11</td>
</tr>
<tr>
<td>Number of faculty who have published cases during 2010 -11</td>
</tr>
<tr>
<td>No of faculty who have presented papers in National conferences during 2010 – 11</td>
</tr>
<tr>
<td>Number of faculty who have presented papers in International conferences during 2010 – 11</td>
</tr>
<tr>
<td>Number of faculty having institutions / Association membership of National / International bodies</td>
</tr>
<tr>
<td>Number of faculty involved in consultancy to corporate stroke industry</td>
</tr>
<tr>
<td>Number of industry experts among guest faculty</td>
</tr>
<tr>
<td>Number of industry experts among visiting faculty</td>
</tr>
<tr>
<td>Number of International guest faculty</td>
</tr>
<tr>
<td>Is there a feedback mechanism for evaluation of faculty</td>
</tr>
<tr>
<td>Are there any faculty who have received recognition / awards</td>
</tr>
<tr>
<td>Are there any faculty who have been offered fellowship from International Universities</td>
</tr>
<tr>
<td>Are the faculty competent to use ICT unable teaching methods efficiently</td>
</tr>
<tr>
<td>Are there faculty who have had enough industrial / consulting exposure</td>
</tr>
</tbody>
</table>
Alumni

Is there an alumni association

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Is the association registered

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Is there a website for the association

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Number of members of the association

Number of meetings of the association held till date

Few star Alumni (leading and distinguished in society)

<table>
<thead>
<tr>
<th>Name of the company</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do the alumni help in arranging guest lectures

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Do the alumni help in arranging workshops

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Do the alumni help in arranging speakers for seminar

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Do the alumni help in placements

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Number of alumni who conduct guest lectures

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Number of alumni who participate and present papers during conferences / seminars

Number of alumni who conduct workshops

Do the alumni donate in cash / kind  Yes  No

Placement (Please Y for Yes: N for No)

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have a placement officer</td>
<td></td>
</tr>
<tr>
<td>Is he / she also a regular faculty</td>
<td></td>
</tr>
<tr>
<td>Do you have a placement Committee</td>
<td></td>
</tr>
<tr>
<td>Number of companies who visited the campus for placement during 2009-10</td>
<td></td>
</tr>
<tr>
<td>Number of companies who selected students during 2009-10</td>
<td></td>
</tr>
<tr>
<td>Percentage of students placed during 2009-10</td>
<td></td>
</tr>
<tr>
<td>Number of National placements</td>
<td></td>
</tr>
<tr>
<td>Number of International placements</td>
<td></td>
</tr>
<tr>
<td>Highest Salary</td>
<td></td>
</tr>
<tr>
<td>Lowest Salary</td>
<td></td>
</tr>
<tr>
<td>Average Salary</td>
<td></td>
</tr>
<tr>
<td>How many companies visited for summer placements</td>
<td></td>
</tr>
<tr>
<td>How many students selected for summer placement</td>
<td></td>
</tr>
</tbody>
</table>

Teaching / Pedagogy / Development of student (Please Y for Yes: N for No)

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there a specific teaching academic calendar</td>
<td></td>
</tr>
<tr>
<td>Any optional relevant courses / subjects apart from the syllabus is being taught</td>
<td></td>
</tr>
<tr>
<td>Is there a student exchange program</td>
<td></td>
</tr>
<tr>
<td>Is there an emphasis on case study method of teaching</td>
<td></td>
</tr>
<tr>
<td>Are role plays conducted</td>
<td></td>
</tr>
<tr>
<td>Is there an emphasis on assignments</td>
<td></td>
</tr>
<tr>
<td>Are group discussions regularly held</td>
<td></td>
</tr>
<tr>
<td>Are presentations by students regularly conducted</td>
<td></td>
</tr>
<tr>
<td>Are the students trained in extempore speaking</td>
<td></td>
</tr>
<tr>
<td>Are the winter projects / live projects given to students</td>
<td></td>
</tr>
<tr>
<td>Are students made aware of latest relevant knowledge</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Are industrial visits arranged for students</td>
<td></td>
</tr>
<tr>
<td>Are language training / communication skill lectures / workshops</td>
<td></td>
</tr>
<tr>
<td>Are weak students – academic / personality wise being given extra attention for bringing them on par with other students</td>
<td></td>
</tr>
<tr>
<td>Do you have remedial teaching</td>
<td></td>
</tr>
<tr>
<td>If so for which subjects remedial teaching is essential</td>
<td></td>
</tr>
<tr>
<td>Do you offer special facilities for handicapped students</td>
<td></td>
</tr>
<tr>
<td>Are such students satisfied?</td>
<td></td>
</tr>
<tr>
<td>Do you have an evaluation system?</td>
<td></td>
</tr>
<tr>
<td>How do you handle grievances of students</td>
<td></td>
</tr>
<tr>
<td>Are the faculty involved in the curriculum update at university level</td>
<td></td>
</tr>
</tbody>
</table>

**Marketing strategies / Branding (Please Y for Yes: N for No)**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the institute have a Phd center</td>
<td></td>
</tr>
<tr>
<td>Number of Phd guides among faculty of the institute</td>
<td></td>
</tr>
<tr>
<td>Number of students registered for Phd in the center</td>
<td></td>
</tr>
<tr>
<td>Is there an in-house journal / Magazine published</td>
<td></td>
</tr>
<tr>
<td>Number of faculty on the editorial board</td>
<td></td>
</tr>
<tr>
<td>Number of MDP’s conducted during 2009 -10</td>
<td></td>
</tr>
<tr>
<td>Number of FDP’s conducted during 2009-10</td>
<td></td>
</tr>
<tr>
<td>Number of National conferences conducted during 2009 – 10</td>
<td></td>
</tr>
<tr>
<td>Number of International conferences conducted during 2009 – 10</td>
<td></td>
</tr>
<tr>
<td>Is the institute NBA accredited</td>
<td></td>
</tr>
<tr>
<td>Any other accreditations</td>
<td></td>
</tr>
<tr>
<td>Highest CET score 2010 – 11</td>
<td></td>
</tr>
<tr>
<td>Lowest CET score 2010 – 11</td>
<td></td>
</tr>
<tr>
<td>How many times have your students been ranked in the University</td>
<td></td>
</tr>
<tr>
<td>Is there a distant education program?</td>
<td></td>
</tr>
<tr>
<td>Is there any International collaboration?</td>
<td></td>
</tr>
<tr>
<td>Does the institution have membership of 0professional bodies?</td>
<td></td>
</tr>
<tr>
<td>Is there faculty exchange program / student exchange program?</td>
<td></td>
</tr>
<tr>
<td>Is there any corporate funding for research projects?</td>
<td></td>
</tr>
<tr>
<td>Do you have a corporate chair for any subject?</td>
<td></td>
</tr>
<tr>
<td>How many corporate sponsor your events?</td>
<td></td>
</tr>
<tr>
<td>Is any of your faculty sent on deputation to industries</td>
<td></td>
</tr>
<tr>
<td>Are industry personnel deputed to your institute for a minimum period of 3 to 6 months for teaching a subject ?</td>
<td></td>
</tr>
<tr>
<td>How many corporate personnel are on your governing body</td>
<td></td>
</tr>
<tr>
<td>Do you organize social / community development programs</td>
<td></td>
</tr>
<tr>
<td>Are you or your faculty registered on the face book, linked in , orkut etc.</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Is your website used for admissions?</td>
<td></td>
</tr>
<tr>
<td>How frequently do you advertise in a year?</td>
<td></td>
</tr>
<tr>
<td>Do you advertise in local newspapers?</td>
<td></td>
</tr>
<tr>
<td>Do you advertise in National newspapers?</td>
<td></td>
</tr>
<tr>
<td>Do you advertise in Magazines?</td>
<td></td>
</tr>
<tr>
<td>Do you advertise on television?</td>
<td></td>
</tr>
<tr>
<td>Do you have an annual sports / cultural / quiz / meet where all institutes are invited?</td>
<td></td>
</tr>
<tr>
<td>Do you have the policy of attracting and retaining highly qualified and deserving faculty by offering them higher salaries than the norms?</td>
<td></td>
</tr>
<tr>
<td>What are your pricing of fees for Local students?</td>
<td></td>
</tr>
<tr>
<td>OMS students</td>
<td></td>
</tr>
<tr>
<td>Foreign students</td>
<td></td>
</tr>
<tr>
<td>What is the frequency of change in fees (no of years)?</td>
<td></td>
</tr>
<tr>
<td>Is your fees regulated and justified?</td>
<td></td>
</tr>
<tr>
<td>If so what are the main compensatory offers for increase in fees as compared with other low charging institutions?</td>
<td></td>
</tr>
<tr>
<td>Do you offer any installments or any other waiver in fees, concessions or scholarships?</td>
<td></td>
</tr>
<tr>
<td>If so is it out of A] Government scheme B] Managements concern C] Directors discretion</td>
<td></td>
</tr>
<tr>
<td>Does your institution lack patronage due to high pricing? Yes / No</td>
<td></td>
</tr>
<tr>
<td>What are your concerns to it.</td>
<td></td>
</tr>
<tr>
<td>Do you feel that the program / Programs offered by you is worth the fees paid by the students? Yes / No</td>
<td></td>
</tr>
<tr>
<td>Mention any four justifications- 1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>Do you feel that your institutes programs are appreciated by the industry / Business houses Yes / No</td>
<td></td>
</tr>
<tr>
<td>What is the drop out rate in your institution program wise</td>
<td></td>
</tr>
<tr>
<td>What is the percentage of rejection of applications for admission in your institute yes / no</td>
<td></td>
</tr>
<tr>
<td>Do you have a market segmentation policy?</td>
<td></td>
</tr>
<tr>
<td>What are the five basic market segmentation considerations 1.</td>
<td></td>
</tr>
</tbody>
</table>
2. How do you rate your institution on factors from 1 to 10

<table>
<thead>
<tr>
<th>Question</th>
<th>Score Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the brand image of your organization?</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>V. good</td>
</tr>
<tr>
<td></td>
<td>good</td>
</tr>
<tr>
<td></td>
<td>fair</td>
</tr>
</tbody>
</table>

3. What is your stakeholders perception of your organization

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Excellent</th>
<th>V. good</th>
<th>good</th>
<th>fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>students</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>society</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Seal

Signature & Name

Thanks for the co-operation