APPENDICES

I. QUESTIONNAIRES

A. Studio Owners
B. Studio Employees
C. Studio Artists
D. Studio Customers

II. BIBLIOGRAPHY
A QUESTIONNAIRE FOR THE OWNERS OF STUDIOS

Name of the studio and address of the same

1] What is the area of the studio?
   a] Less than 500 sq ft
   b] 500 to 1000 sq ft
   c] 1000 to 1500 sq ft
   d] More than 1500 sq ft

2] What type of studio do you own?
   a] Audio
   b] Audio Visual
   c] Animation and Special Effects

3] In which year was the Studio established?
   a] Before 1993
   b] 1993-2000
   c] After 2000
4. What is the type of organization structure?
   a] Sole proprietorship
   b] Partnership
   c] Government
   d] Cooperative
   e] Any other

5. What is the type of ownership?
   a] Private
   b] Government

6. What type of unit facilities exist in the Studio?
   a] Preproduction
   b] Post Production facilities

7. What are the facilities offered in the studios?
   a] Sound recording
   b] Video recording
   c] Telecine
   d] Animation
   e] Editing
   f] Dubbing
8] What Other facilities are present in the studio?
   a] Air-conditioning facilities
   b] Generator backup
   c] None of the above
   d] Both of the above

9] How much is the investment in technical equipments?
   a] Less than 5 lacs
   b] 5 lacs to 10 lacs
   c] More than 10 lacs

10] How are the equipments in the studio
    a] Owned
    b] Hired
    c] Hired out

11] What provision is provided for maintenance of the equipments?
    a] Depreciation provided annually
    b] Sinking fund
    c] Any other

12] How often is technical up gradation done?
    a] Once in 5 years
    a] As needed
13] **What is the number of assignments received per month?**
- a] Less than 5
- b] 5 to 10
- c] More than 10

14] **What is the average recording hours per month?**
- a] Less than 50
- b] 50 to 100
- c] More than 100 hours

15] **What are the type of assignments received?**
- a] Musicals
- b] Documentaries
- c] Serials
- d] Film
- e] Educational
- f] Training
- g] All of the above

16] **How much do advertising agencies contribute to the business of the studios?**
- a] Considerable share
- b] Moderate share
17] How profitable is the recording business?
   a] No significant profits
   b] Reasonable profits
   c] Good profits

18] Did you incur heavy losses at any time and for what reasons?
   a] Yes
   b] No
   Reasons if any, please specify

19] How would you compare the facilities in your studio with other studios in Maharashtra?
   a] On par
   b] Better equipped
   c] Less equipped

20] How would you compare the facilities in your studio with other studios in India?
   a] On par
   b] Better equipped
   c] Less equipped

21] What do you think is the most important element of a studio?
   a] Technical resources
   b] Human resources
   c] Both the resources.
22] What are the prospects of the studios in future?
   a] Bright
   b] Bleak
   c] Competitive
   d] Status quo

23] What is the total no of human resources employed in your studio?
   a] Less than 10
   b] 10 to 50
   c] More than 50

24] What is the number of technical staff?
   a] Less than 10
   b] More than 10

25] What is the number of office Staff?
   a] Less than 10
   b] More than 10

26] How are the staff appointed?
   a] Job basis
   b] Assignment basis
   c] Full time basis
27] On what basis is the selection of the technicians done?
   a] Academic qualification
   b] Experience
   c] On the job training
   d] Recommendations

28] Do you think that prior training is imperative?
   a] Yes
   b] No

29] What special efforts are taken for the staff for qualitative improvement
   a] Better technical equipments
   b] Training programs
   c] Lectures

30] What kind of incentives are given to employees?
   a] Monetary
   b] Non monetary such as promotions, rewards etc

31] Do you think that this business offers employment opportunities to those who are qualified and deserving artists
   a] Yes
   b] No
32] What is the percentage of employee turnover?

a] Less than 25% □

b] 25 to 50% □

c] More than 50% □

33] What measures would you suggest to reduce employee turnover. Specify
B  QUESTIONNAIRE FOR THE EMPLOYEE.

1) Name and address of the employee.

2) [a] Qualifications
   [b] Experience in years

3) What is the type of work done?
   a] Technical
   b] Administrative

4) Designation

5) What is the nature of employment?
   a] Permanent
   b] Assignment basis
   c] Contractual

6) What is the area of your specialization, if any?

7) What are the present emoluments approx pm?
   a] Less than 5000 Rs pm
   b] 5000 to 10000 Rs pm
   c] 10000 to 15000 Rs pm
   d] More than 15000 Rs pm
8] Are you satisfied with the present scale of earnings?
   a) Yes  
   b) No

9] What motivated you to take up this job?
   a) Monetary benefits  
   b) Creative satisfaction  
   c) Artistic endeavours  
   d) Any other

10] Would you opt for a career change if given a chance?
   a) No I am satisfied with my job  
   b) Yes if opportunity prevails

11] Have you undergone any professional training for the job
   a) Yes  
   b) No

12] Is there a need for such formal training?
   a) Yes  
   b) No  
   c) On the job training is sufficient

13] How long have you been in this field?
   a) Less than one year  
   b) 1 to 5 years  
   c) 5 to 10 years  
   d) More than 10 years
14] How long are you associated with this studio?

a] Less than one year
b] 1 to 5 years
c] 5 to 10 years
d] More than 10 years

15] Have you worked with any other studio prior to this one?

a] Yes
b] No

16] If yes state the reasons for change of studios?

a] Monetary benefits
b] Creative independence
c] Any other

17] How would you compare the facilities of recording in this studio to other studios in Maharashtra?

a] On par
b] Better
c] Less equipped

18] What incentives are offered to you on job?

a] Monetary
b] Non financial
c] None of the above
d] Both of the above
19] Do the artists recognize your work and talent?
   a] Yes □
   b] No □

20] What according to you is the most important element in a studio?
   a] Technical resources □
   b] Human resources □
   c] Both □

21] Has computer technology changed your job perspective?
   a] Improved the quality of recording □
   b] Reduced the creativity etc □

22] How high is the employee turnover in this field?
   a] Less than 25% □
   b] 25 to 50% □
   c] 50 to 75% □
   d] More than 75% □

23] Are you a member of any association of technicians, if such an association exists?
   a] Yes □
   b] No □

24] Does the association work for the betterment of the employees?
   a] Yes □
   b] No □

25] What suggestions could you offer for better employment prospects and working conditions in this field?
C QUESTIONNAIRE FOR THE ARTISTS

1] Name of the artist

2] Type of artist
   a] Singer
   b] Dubbing artist
   c] Musician
   d] Narrator
   e] Presenter

3] What is the number of recordings done per month?
   a] Less than five per month
   b] Five to ten per month
   c] More than ten per month

4] Do you prefer a particular recording studio to record?
   a] Yes
   b] No

5] If yes, which studio do you prefer and why?
   a] Better equipments
   b] Accessibility
   c] Better technicians
   d] Better rapport
   e] All of the above
6] Are you given a choice to select a particular recording studio?
   a] Yes
   b] No

7] How would you rate the studios here as compared to other studios in Maharashtra?
   a] On par
   b] Better equipped
   c] Less equipped

8] Can you grade the studios in the cities of Maharashtra, namely Pune, Mumbai and Kolhapur?
   a] Pune
   b] Mumbai
   c] Kolhapur

9] Have you recorded in any studios outside Maharashtra or outside India?
   a] Yes
   b] No

10] If yes, how would you compare the studios in Maharashtra with them?
    a] On par
    b] Better
    c] Less equipped
11] Do you think that technology has made recording more sophisticated and better?
   a] Yes
   b] No

12] Do you think recording in an acoustic environment is more desirable than on location recording?
   a] Yes
   b] No

13] Would knowledge of recording techniques benefit artistic endeavour?
   a] Most definitely
   b] Not directly
   c] To some extent

14] Do you think that artists should possess their own recording studios
   a] Yes
   b] No

15] Do you think that the scope of recording studios is on the rise in Maharashtra
   a] Yes
   b] No
D  QUESTIONNAIRE FOR THE CUSTOMERS.

1] Name of the studio

2] What type of recording is undertaken?
   a] Musical
   b] Serial
   c] Film
   d] Documentary
   e] Educational
   f] Advertisement

3] How many studios do you visit, if necessary

4] How frequently do you visit a studio?
   a] Once in 3 months
   b] Once in 6 months
   c] Once a month
   d] Once in a year

5] What is the basis of selection of a particular studio?
   a] Location
   b] Technical facilities
   c] Human resources
   d] Familiarity and Rapport
   e] All of the above
6] Have you visited any other studios than the present one?
A] Yes
B] No

7] How would you compare the frequented studio with others in your city?
   a] On par
   b] Better

8] How would you compare the frequented studio with others in Maharashtra?
   a] Less equipped
   b] Better equipped
   c] On par

9] What are the factors that have made you constantly prefer a particular studio?
   If not on what grounds do you change the studio.
   a] Technical impediments
   b] Lack of experienced technicians
   c] Lack of artists of the concerned skill or as per availability
   d] Charges
   e] Any other reason, please specify

10] Would you recommend this studio?
   a] Yes
   b] No
11] How would you rank the present studio in comparison with others you have visited?

a] Best  

b] Average  

c] Needs improvement  

12] Do you think that the studios in Maharashtra are on par with recording studios in rest of India?

a] Yes  

b] No  

13] Do you think the scope of the studios is on the rise?

a] Yes  

b] No  

14] Which aspect is the most important factor in a recording studio?

a] Human aspect  

b] Technical aspect  

c] Both