Annexure -10

QUESTIONNAIRE

I am pursuing my Ph.D at Sardar Patel University, Vallabh Vidyanagar. For this purpose, I have prepared a brief questionnaire. I solicit your help for the same. I assure you that the information provided by you will be used for academic purposes only and will not be divulged to anybody.

Thanking you for your valuable time

(Rajesh S Modi)

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<tr>
<th>Name of the Institute</th>
<th>Address</th>
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<th>Web site address</th>
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<tr>
<th>Q-1 In which year did your institute start M.B.A/P.G.D.M/ (equivalent to M.B.A programme)?</th>
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<th>Q-2 Is your institute a grant-in-aid or self financed institute? (Please tick from the option given below)</th>
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<td>A) Grant-in-aid □   B) Self-financed □</td>
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<th>Q-3 Which specializations are being offered by your institute? (Please tick mark from list given below)</th>
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<td>Marketing □ Production □ E-commerce □ Finance □ Personnel □ System □ Entrepreneurship □ Agriculture □ If other Specify □</td>
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<th>Q-4 How many full time faculties are there in your institute</th>
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<td>A) Up to 6 □ B) 7-12 □ C) 12-18 □ D) 18 and above □</td>
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<th>Q-5 What is your library budget per annum?</th>
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<td>A) Up to 50,000 □ B) Between 51,000 to 1 Lakh □</td>
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<td>C) Between 101000 to 1.5 Lakh □ D) 1,51,000 and above □</td>
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<th>Q-6 What is the intake capacity of M.B.A programme?</th>
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<td>A) Up to 50 □ B) 51-100 □ C) 101-150 □ D) 151 and above □</td>
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Q-7 What is the Mode of Admission Test followed by your institution / College
A) State Level Entrance Test □ B) M.A.T □
C) C.A.T □ D) Own Admission Test □
D) XAT □ F) GMAT □

Q-8 How many applications for admission did your Institute received last year?
No. of Boys _______ Number of girls _______

Q-9 Does your institute admit students of your state only?
Yes □ No □

Q-10 From how many other states did students come for admission last year?
A) Up to 2 □ B) 03-04 □ C) 4-06 □ D) 07 and above □

Q-11 Does your Institute have any Collaboration with the foreign University/universities?
Yes □ No □
If yes, Name the university/universities
A) ____________________________
B) ____________________________
C) ____________________________
D) ____________________________
E) ____________________________

Q-12 Which categories of fee structures does your institute have?
A) Normal fees □ B) Self Financed (Higher Fees) □
C) N.R.I (Fees in foreign currency) □ E) Others (if any) □
D) Management Quota □

Q-13 What is the punch line of your institute? (If any)
______________________________________________________________

Q-14 Does your institute have its own logo?
Yes □ No □
Q-15  Who decides the advertising budget for your institute?
   A) Board of governing body □  B) Placement officer □  
   C) Director □  D) If any other (Pl Specify) □  

Q-16  How much money does your institute spend on publicity/advertisement?
   A) Upto Rs. 50,000 □  B) 50,001 to 1,00,000 □  
   C) 1,00,001 – 1,50,000 □  D) 1,50,000 and above □  
   E) Fluctuating Every Year □  

Q-17  How many advertisements does your institute give in News Paper/Journal/ 
   Magazines etc per annum? (Select from the list given below)
   A) Up to 2 □  B) 3 to 5 □  
   C) 6 to 10 □  D) 11 and above □  

Q-18  Which advertising and publicity media does your institute normally prefer?
   Journal □  News paper (English/vernacular language) □  
   Magazine □  Brochure □  
   Souvenir □  Leaflets □  
   C.D □  Internet □  
   Others □  

Q-19  What kind of events/programme is organized by your institute? 
   (Select from the given below)
   A) Seminars □  B) Faculty Development programme □  
   C) Workshops □  D) Executive development Programmes □  
   E) Training programmes □  F) Conferences □  
   G) Others (if any, specify) □  

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Q-20 How many of each category does your institute organizes every year?

- Seminars
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Workshops
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Training Programmes
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Faculty Development Programmes
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Executive Development Programmes
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Conferences
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

- Others (if any)
  A) Up to 2 □  B) 3-4 □  C) 5 and above □

Q-21 Does your institute have accessories on which the name of the institute is printed/marked? (Please tick mark from the given list)

- T-shirt □
- Pen stand □
- Wallet □
- Shirt □
- Jackets □
- Stickers □
- Others (pl specify) □

Q-22 Does your institute organize various types of competitions?

- A) Best Business idea Competition □
- B) Creative programme □
Q-23 Does your institute give press note of the event?  
Yes □ No □

Which media does your institute use? (Tick mark from the list given below)

- Newspaper □
- Banner □
- Magazine □
- Poster □
- Others □

Q-24 Does your Institute participate in the survey of “Best Business School in India” (Tick mark against the name of the magazines)

- A)Business Today □
- B)Indian Management □
- C)Business World □
- D)Outlook □
- E)Other □

Q-25 Does your institution have In- house publications?  
Yes □ No □

If Yes, Name(Title) of publication ________________________________

Q-26 What is the frequency of in-house publication?  
- A) Weekly □
- B) Fortnightly □
- C) Quarterly □
- D) Half yearly □
- E) Yearly □

Q-27 Does your college/institute organize Alumni Association Meeting?  
Yes □ No □

If yes,  
Q-28 What is strength of your Alumni Association?  
- A) Up to 150 □
- B) 150-300 □
- C) 300-450 □
- D) Above 451 □
Q-29  Does your institute have full time placement officer?
Yes □  No □

Q-30  How many companies visited your institute for the campus interview last year?
A) Up to 10 □  B) 11-20 □  C) 21-40 □  D) 41 and above □

Q-31  Does your institute invite visiting faculty from corporate houses?
Yes □  No □
If yes,

Q-32  How many visiting faculty comes from corporate houses every year?
A) Up to 10 □  B) 11-20 □  C) 21-40 □  D) 41 and above □

Q-33  Does your faculty members offer consultancy to industries?
Yes □  No □
If yes,

Q-34  How many faculty members offers consultancy to industries?
A) Up to 2 □  B) 3-5 □  C) 6-8 □  D) 9 and above □

Q-35  In how many industries do they offer their consultancy?
A) Up to 2 □  B) 3-5 □  C) 6-8 □  D) 9 and above □

Q-36  Do you believe that marketing of education institute necessary?
Yes □  No □

Q-37  What is the uniqueness of your institute? Please write in a few Sentences

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

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What is the core competence of your institute? Please write in a few Sentences