Dear Respondent,

I am a research scholar of Department of Communication, Management and Technology, GJUS&T, Hisar, Haryana (India). My research title is **Communication Effectiveness of ‘Incredible India’ Campaign**. For research purpose, data is to be collated from tourists with the help of questionnaire. You are requested to fill up the questionnaire giving accurate information. I ensure you that the data collated through this questionnaire will be kept confidential and used for research purpose only. I shall be thankful to you for your kind cooperation.

(KAVITA)
Research Scholar, Deptt. of CM&T, GJUS&T, Hisar.
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**SECTION-A (Demographic Information)**

1. **Name (Optional)** : ......................................
2. **Gender (Please Tick)**
   : Male [    ]
   : Female [    ]
3. **Age**
   : 20 years and below [    ]
   : 21-30 years [    ]
   : 31-40 years [    ]
   : 41-50 years [    ]
   : 51-60 years [    ]
   : 61 years and above [    ]
4. **Nationality** : ......................................
5. **Profession (Please Tick)**
   : Student(Not in part/full time job) [    ]
   : Business-person [    ]
   : Service in private sector [    ]
   : Service in public sector [    ]
   : Others (Please Specify) .................
6. **Educational qualification**
   : Matriculation [    ]
   : Pre-University [    ]
   : Graduate [    ]
   : Post-Graduate [    ]
   : Doctorate [    ]
   : Others (Please Specify) .................
7. **Purpose of visiting this place**
   : Travelling [    ]
   : Business [    ]
   : Study [    ]
   : Visiting Relatives [    ]
   : Others (Please Specify) .................
SECTION-B (About ‘Incredible India’ Campaign)

1. Have you seen ‘Incredible India’ campaign advertisements?  
   : Yes [ ] No [ ]

2. In which language, message of campaign ads is received? (You can choose more than one) 
   English [ ] Hindi [ ] Other (mention) ..................

3. What has been shown through the advertisements? (You can choose more than one) 
   Landscapes of India [ ] Monuments of India [ ] Palaces of India [ ] 
   Lakes and Ponds [ ] Festivals & Fairs [ ] Spirituality & Yoga [ ] 
   Experiences in India [ ] Indian culture [ ] Diversity of India [ ]

4. Are you able to understand the content of advertisements? 

5. Did you receive sufficient information through the campaign? 

6. Was there any attitudinal shift for India after watching the Incredible India campaign? 

7. Does the brand ambassador enhance the message effectiveness of campaign? 

8. I watch Incredible India campaign ads keeping in mind to explore more about India. 

9. I pay full attention when I watch Incredible India campaign advertisements. 

10. Where have you seen ads more frequently? Rank the mediums accordingly. 

<table>
<thead>
<tr>
<th>TV</th>
<th>Outdoor(billboard/hoardings)</th>
<th>Brochure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other websites</td>
<td>Radio</td>
<td>E-mail</td>
</tr>
<tr>
<td>Magazine</td>
<td>Newspaper</td>
<td>Cinema</td>
</tr>
<tr>
<td>Tourism fair/ exhibition</td>
<td>Airport</td>
<td>Indian govt. website</td>
</tr>
<tr>
<td>Leaflets</td>
<td>Local India tourism office</td>
<td>Other(mention)</td>
</tr>
</tbody>
</table>

11. I got more interested in tourist places of India after watching this campaign. 

12. My perception about India got changed after watching the campaign. 

13. I felt connected with ___(You can select more than one) 
   Theme of campaign [ ] Visuals [ ] Brand Ambassador [ ] Content of the ads [ ] None [ ]

14. I find incredible India campaign ___(You can select more than one) 
   Entertaining [ ] Unique [ ] Lively [ ] Informative [ ] Relevant [ ] None [ ]
15. Have you been to ‘India Tourism’ office?
   Yes [ ]   No [ ]

16. ‘India Tourism’ offices are good source of information.
   Strongly Agree [ ]   Agree [ ]   Neutral [ ]   Disagree [ ]   Strongly Disagree [ ]

17. India is a perfect vacations destination for you.
   Strongly Agree [ ]   Agree [ ]   Neutral [ ]   Disagree [ ]   Strongly Disagree [ ]

18. I find India after visiting here as alluring as represented in Incredible India campaign.
   Strongly Agree [ ]   Agree [ ]   Neutral [ ]   Disagree [ ]   Strongly Disagree [ ]

19. India is known for__ (You can select more than one)
   Diversity [ ]   Cultural heritage [ ]   Scenic beauty [ ]
   Variety of Food [ ]   Hospitality [ ]   Recreation place [ ]
   Religious & Spiritual interest [ ]   Yoga & Meditation [ ]   Ayurveda [ ]   Rich wildlife [ ]
   None of these [ ]   Something else (Mention)______________

20. For a tourist India is__ (You can choose more than one)
   Safe and Secure [ ]   Clean and Hygienic [ ]   Something for every age [ ]
   Affordable [ ]   Soothing experience [ ]   Unique [ ]
   None of these [ ]   Something else (Mention)______________

21. My experience of visiting Indian tourist places is:
   Excellent [ ]   Good [ ]   Neutral [ ]   Bad [ ]   Very Bad [ ]

22. I have seen following places in Incredible India campaign ads__ (You can select more than one)
   Taj Mahal, Agra [ ]   Humayun Tomb, Delhi [ ]   Sun Temple, Konark [ ]
   Golden Temple, Amritsar [ ]   Ruins of Hampi [ ]   Gateway of India, Bombay [ ]
   I haven’t seen any of these [ ]   I have seen ________________

23. Which mass media do you use most of time? Rank these media accordingly.
   TV [ ]   Newspaper [ ]   Magazine [ ]   Radio [ ]   Internet (other than social media) [ ]
   Social media [ ]   Something else______________

24. Have you seen ‘Incredible India Campaign’ website?
   : Yes [ ]   No [ ]

SECTION-C (Campaign Advertisements for Foreign Tourist only)

25 (a) Logo recognition: Yes [ ]   No [ ]
   : Interesting _____________ Boring
   : Meaningful _____________ Meaningless
   : Vibrant _____________ Dull
26(a) Advertisement_1_ Recognition: Yes [ ] No [ ]
:Interesting________,______ Boring
:Meaningful________,______ Meaningless
:Vibrant________,______ Dull

(Print advertisement aired in 2004 and 2005)

Headline: Incredible India,
Body copy: ‘an ode to eternal love, crafted in the finest marble known to man. Also, the most photographed monument on this planet. Do come for an experience that’s truly incredible.’
Description used in thesis: Advertisement of Taj Mahal for foreign nationals.

27(a) Advertisement_2_ Recognition: Yes [ ] No [ ]
:Interesting________,______ Boring
:Meaningful________,______ Meaningless
:Vibrant________,______ Dull
(Print and outdoor advertisement appeared in the year 2006 and 2007)

**Headline:** ‘Just how do you paint a canvas that’s ten feet high, weighs over four tons and does not stand still.’

**Body copy:** ‘With hundreds of religious and cultural festivals round the year, the first thing that strikes you about India is the abundance of art. Visit the biggest gallery on earth. Your pickup service is waiting.’

**Description used in thesis:** Festival and fair scene having folks riding elephants.

28(a) Advertisement 3  Recognition: Yes [ ]  No [ ]

:Interesting ____________  Boring
:Meaningful ____________  Meaningless
:Vibrant ____________  Dull

(Print advertisement appeared in 2007)

**Headline:** A step-by-step guide to salvation.

**Body copy:** ‘Having attained enlightenment, Buddha toured several of the ancient world’s most important cities. Over time, Gaya, Sanchi and Nalanda have attracted millions of visitors from all parts of the planet. You will come too. It’s in your Karma.’
Description used in thesis: Monk climbing stairs of a historical structure

29(a) Advertisement_4 Recognition: Yes [ ] No [ ]
:Interesting ____________ Boring
:Meaningful ____________ Meaningless
:Vibrant ________________ Dull

(Print and outdoor advertisement appeared in 2004)

Headline: Incredible India’
Body copy: ‘The Indian Himalayas. Highly recommended for mountaineering, Rock climbing, Rafting, Skiing, Honeymooning. Do come for an experience that’s truly incredible.’
Description used in thesis: Portraying mountains of India.

30(a) Advertisement_5 Recognition: Yes [ ] No [ ]
:Interesting _______________ Boring
:Meaningful _______________ Meaningless
:Vibrant ______________ Dull

(Print and outdoor advertisement appeared in the year 2007)
**Headline:** Technicolor

**Body copy:** For centuries Indian spices were traded and smuggled over dangerous waters and routes. Now easily available in 50g, 100g and 500g packets.

**Description used in thesis:** Showcasing spices of India.

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31(a) Advertisement 6 Recognition: Yes [ ] No [ ]

:Interesting [ ] [ ] [ ] Boring

:Meaningful [ ] [ ] [ ] Meaningless

:Vibrant [ ] [ ] [ ] Dull

(Print, Outdoor and Transit advertisement appeared in 2006)

**Headline:** It's bit like a Bollywood dream sequence. Only, you are in it.

**Body copy:** In India real life is larger than 70 mm. And more colorful. Do come. You will be left asking for an encore.

**Description used in thesis:** Sand dunes and rural folk females.

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**SECTION-D (For Indian Tourist only)**

25. Have you seen ‘Atithi Devo Bhavah’ campaign advertisements? : Yes [ ] No [ ]

26. Where have you seen ‘Atithi Devo Bhavah’ campaign advertisements? Rank these.
   
   Newspaper [ ] Internet [ ] Campaign Website [ ] Television [ ]

27. What has been conveyed through the advertisements?

   About behavioral change [ ] [ ] [ ] [ ] Respect the tourist [ ] [ ] [ ] [ ] Bad habits of few Indians [ ] [ ] [ ] [ ]

   Appeal to be hospitable [ ] [ ] [ ] [ ] Appeal to be honest [ ] [ ] [ ] [ ] Maintain cleanliness [ ] [ ] [ ] [ ]

   Preserve our monuments [ ] [ ] [ ] [ ]

28. Logo Recognition: Yes [ ] No [ ]

   :Interesting [ ] [ ] [ ] [ ] Boring

   :Meaningful [ ] [ ] [ ] [ ] Meaningless

   :Vibrant [ ] [ ] [ ] [ ] Dull
(Correct logo of ‘Incredible India’ is placed at the left hand side and an incorrect logo is placed on the right hand side.)

29. Advertisement_1_ Recognition: Yes [   ]   No [   ]
   :Interesting __________ Boring
   :Meaningful __________ Meaningless
   :Vibrant __________ Dull

(Print and TV advertisement of ‘Atithi Devo Bhavah’ Campaign aired in February 2009)

   Description: Celebrity model Aamir Khan stopping an irresponsible/cocky citizen who is defacing a monument by scratching some text over the walls of the architecture.

   Description used in thesis: First TV advertisement of ‘Atithi Devo Bhavah’ Campaign, stretching monument.

30. Advertisement_2_ Recognition: Yes [   ]   No [   ]
   :Interesting __________ Boring
   :Meaningful __________ Meaningless
   :Vibrant __________ Dull
(Print and TV advertisement of ‘Atithi Devo Bhavah’ Campaign aired in from 2010 to 2013)

Description: Wandering in Himalayas Myoko could not catch bus for her way back but then she got help extended by a local woman Kunzuk aunty and finally Myoko cherish her time with Kunzuk aunt’s family and return back to her country happily.


31. Advertisement_3_ Recognition: Yes [ ] No [ ]
:Interesting _______,_____,_____,_____,_____, Boring
:Meaningful _______,_____,_____,_____,_____, Meaningless
:Vibrant _______,_____,_____,_____,_____, Dull

(Print and outdoor advertisement appeared in the year 2004 and 2005)

Headline: Incredible India

Body copy: Ride the camel safari into a history of imposing forts, intriguing palaces and the fascinating royalties in the most colorful place on earth. Do come for an experience that is truly incredible.
Description used in thesis: Sand dunes and a lady with pitcher.

32. Advertisement_4_ Recognition: Yes [ ] No [ ]
:Interesting ______,_____,____,____,____ Boring
:Meaningful ______,_____,____,____,____ Meaningless
:Vibrant ______,_____,____,____,____ Dull

(Print and Outdoor advertisement appeared in the year 2006 and 2007)

**Headline:** Doors are open in all four directions. All are truly welcome

**Body copy:** Amongst Sikhism’s holiest shrines, Harmandir Sahib, also known as the Golden Temple, is a symbol of unity. With its foundation stone laid by a Muslim saint in 1588 and hymns penned by Sikh, Hindu and Muslim saints wafting in the atmosphere, a visit to the Golden Temple, set amidst the pool of nectar, leave the heart soothed.

Description used in thesis: Advertisement of Golden Temple of Amritsar.

33. Advertisement_5_ Recognition: Yes [ ] No [ ]
:Interesting ______,_____,____,____,____ Boring
:Meaningful ______,_____,____,____,____ Meaningless
:Vibrant ______,_____,____,____,____ Dull
(Print and Outdoor advertisement appeared in the year 2004 and 2005)

**Headline:** Incredible India

**Body copy:** Magic of immortals, art of the common, delight of moonlight, wonder of the world, cure of the monument, million glimpses.

**Description used in thesis:** Advertisement showcasing *Taj Mahal* in background and folk females drying cloths in traditional way.

34. Advertisement_6 Recognition: Recognition: Yes [ ] No [ ]
   :Interesting _______ Boring
   :Meaningful_______ Meaningless
   :Vibrant_________ Dull

(Print and Outdoor advertisement appeared in 2006 & 2007 and displayed at tourism festivals such as ITB, Berlin (2007) and New York (2007))

**Headline:** With probably as many festivals as days on the calendar, its tough deciding on the time to visit.

**Body copy:** 365 days, 365 festivals. Incredible India. Come celebrate.

**Description used in thesis:** *Onam* festival of India.
35. Your E-mail Address (optional):.........................................................................................................................
You can contribute by giving your valuable suggestions.
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Thank you for your generosity.