APPENDIX: I

QUESTIONNAIRE

Please think of an ideal job, disregarding your present job, if you have one.

In choosing an ideal job, how important would it be to you to ... (please circle one answer in each line across):

1 = of utmost importance
2 = very important
3 = of moderate importance
4 = of little importance
5 = of very little or no importance

1. have sufficient time for your personal or family life
   1 2 3 4 5

2. have good physical working conditions (good ventilation and lighting, adequate work space, etc.)
   1 2 3 4 5

3. have a good working relationship with your direct superior
   1 2 3 4 5

4. have security of employment
   1 2 3 4 5

5. work with people who cooperate well with one another
   1 2 3 4 5

6. be consulted by your direct superior in his/her decisions
   1 2 3 4 5

7. have an opportunity for advancement to higher level jobs
   1 2 3 4 5

8. have an element of variety and adventure in the job
   1 2 3 4 5

In your private life, how important is each of the following to you? (please circle one answer in each line across):

9. Personal steadiness and stability
   1 2 3 4 5

10. Thrift (Economy in spending)
    1 2 3 4 5

11. Persistence (perseverance)
    1 2 3 4 5

12. Respect for tradition
    1 2 3 4 5
13. How often do you feel nervous or tense at work?
   1. never
   2. seldom
   3. sometimes
   4. usually
   5. always

14. How frequently, in your experience, are subordinates afraid to express disagreement with their superiors?
   1. very seldom
   2. seldom
   3. sometimes
   4. frequently
   5. very frequently

To what extent do you agree or disagree with each of the following statements? (please circle one answer in each line across):

   1 = strongly agree
   2 = agree
   3 = undecided
   4 = disagree
   5 = strongly disagree

15. Most people can be trusted
   1 2 3 4 5

16. One can be a good manager without having precise answers to most questions that subordinates may raise about their work
   1 2 3 4 5

17. An organization structure in which certain subordinates have two bosses should be avoided at all costs
   1 2 3 4 5

18. Competition between employees usually does more harm than good
   1 2 3 4 5

19. A company's or organization's rules should not be broken - not even when the employee thinks it is in the company's best interest
   1 2 3 4 5

20. When people have failed in life it is often their own fault
   1 2 3 4 5
21. How often do you consume beer/liquor? (circle)
   1 = Never
   2 = Rarely
   3 = Once a month
   4 = Once a fortnight
   5 = Regularly

22. How often do you visit a fast food restaurant?
   1 = Never
   2 = Rarely
   3 = Once a month
   4 = Once a fortnight
   5 = Regularly

23. How often do you have / prepare frozen food?
   1 = Never use
   2 = Rarely
   3 = Once a month
   4 = Once a fortnight
   5 = Regularly

24. Which clothes do you prefer
   1 = Branded Readymade
   2 = Unbranded readymade
   3 = Tailor stitched
   4 = Both readymade and tailor stitched
   5 = Any type

25. Do you own a car?
   1 = Yes
   2 = No

26. Which car do you own? _______________________

27. In your opinion which is a better method of Medicine?
   1. Allopathy
   2. Ayurveda
   3. Homeopathy
   4. Yoga
   5. Any other (Please specify) _______________________

28. What do you think is the best tool for investment
   1 = Shares/Bonds
   2 = Gold
   3 = Real Estate
   4 = Bank Fixed Deposits
   5 = Post Office Saving Schemes

29. Do you have a cellular phone?
   1 = Yes
   2 = No
30. What are the things that you consider in buying a cell phone?
   1=Company/Brand
   2=Features
   3=Price
   4=Brand Ambassador
   5=Any other (Please Specify) ______________

31. How old are you?
   1. Under 25
   2. 26-30
   3. 31-35
   4. 36-40
   5. 41-50
   6. 51 and above

32. Your Educational Qualifications
   1. 10+2
   2. Graduation
   3. Post Graduation
   4. Professional
   5. Any other (Please Specify) ______________

33. Your Total Work Experience

34. Your Work Experience in this organization
   Your present designation?

35. Which state do you belong to?

36. Which state were you born (if different)?
   Your Telephone Contact No

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