INTERVIEW SCHEDULE

1. Serial number
2. Caste
3. Age
4. Level of education
5. Marital Status
6. Rural/Urban background
7. Housing status
8. Family structure
9. Occupational structure
10. How much time approximately do you watch television programme? 1. Less than one hour
    2. One hour. 3. Two hours. 4. More than two hours.
11. Has television become commercial in nature?
    1. Yes 2. No.
12. Do you watch doordarshan advertisements?
13. If you are not interested state reason.
    1. Time consuming.
    2. Repetitive.
    3. Interference in household work.
    4. Interference in studies.
    5. Any other.
14. Do you think that the number of advertisements are?
   1. More than required.
   2. Sufficient.
   3. Less than required.

15. What type of advertisements do you like to watch most?
   1. Advertisements related to government plans and policies.
   2. Advertisements by government undertakings.
   3. Advertisements by multinational companies.
   4. Advertisements by other companies.

16. Which of the following government advertisements revealing its plans and policies seem to have highest impact on you?
   1. Women and child welfare.
   2. Social security.
   3. Finance, Economics, and commerce.
   5. Family planning and welfare.
   7. Economy of petroleum, water, electricity etc.
   8. Registration of birth and death.
   9. Literacy mission.
17. Do you think that Doordarshan advertisements have an impact on your selection of cosmetics? 1. Yes  2. No.  3. Not sure.

18. Do you think that Doordarshan advertisements have an impact on your selection of household articles? 1. Yes.  2. No.  3. Not sure.


20. Do you think that the content of advertisement have an impact on the purchasing pattern? 1. Yes  2. No.  3. Not sure.


22. Do you think that Doordarshan advertisements 1. elevate  2. degenerate.  3. misrepresent the real portrait of womanhood?

24. Do you think that Doordarshan advertisements present the real image of Indian women? 1. Yes 2. No. 3. Not sure.
27. Do you think that Doordarshan advertisements have any impact on price-rise? 1. Yes 2. No. 3. Not sure.