Chapter 7: Annexure
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1: Questionnaire

Part I. Customers for FMCG Products

Part II. For Medium Planners of Company/ Agency
Chapter 7: Annexure

1: Questionnaire

Note: Through this questionnaire data are collected for Ph.D research work and other than this is no other objective. The personal details of the respondents will be kept confidential.

Part-1: Customers for FMCG Products

Personal Particulars:

Name  :
Age  :
Sex  :
Level of Income: Low/Medium/High

Q.1. Do you come across any advertisement regarding FMCG products?
   (a) Yes
   (b) No
   (c) Cannot Say

Q.2. If yes in Q.1 then through which medium does it reach to you?
   (a) News papers
   (b) Magazines & journals
   (c) Televisions
   (d) Radio
   (e) Others
Q.3. Which medium of advertising do you watch frequently? Rank them.

(a) Newspapers
(b) Magazines & journals
(c) Televisions
(d) Radios
(e) Others

Q.4. Why do you like the medium of advertising you come across frequently?

(a) Quality of audio
(b) Quality of audio-video
(c) Message clarity
(d) Effectiveness
(e) Cost involved
(f) All the above

Q.5. On which point does the advertiser give focus mainly in their message?

(a) Detailed information
(b) Functions or benefits of the product
(c) Price
(d) Availability
(e) Comparison with other products
(f) Others

Q.6. What are the messages conveyed by the advertiser to you regarding products?

(a) Kind of products
(b) People going to use the products
(c) Special attributes of products
(d) Occasions and methods of uses
(e) Products differentiation
(f) Consumer perception
(g) All the above

Q.7. What are the objectives of advertisers when communicating frequently?
(a) To create awareness
(b) To remind customers
(c) To persuade customers to buy
(d) To retain customers
(e) To neutralize competition effect
(f) All the above

Q.8. What types of messages are given for the customers generally?
(a) Favourable or one sided
(b) Unfavourable or two sided during off season
(c) No idea

Q.9. What are the main elements of the message on which focus is there in print media?
(a) Shape and size
(b) Body and headlines
(c) Colour and composition
(d) Illustration
(e) All the above

Q.10. When do you read newspaper or magazine generally?
(a) Morning
(b) Afternoon
(c) Evening
(d) At any time
Q.11. When do you watch TV or listen radio during the day?
   (a) 8 AM - 10 AM
   (b) 10 AM - 4 PM
   (c) 4 PM - 7 PM
   (d) 7 PM – 10 PM

Q.12. Where do you come across shorter and frequent advertisements in a day?
   (a) Print media
   (b) Electronic media
   (c) Trade fairs & exhibition
   (d) All the above

Q.13. Where do you see longer but not frequent advertisement in a day?
   (a) TV and radio
   (b) Newspapers
   (c) Hoardings
   (d) Posters
   (e) All the above

Q.14 Which medium of advertising is more effective to communicate the consumers as per your perception?
   (a) Televisions
   (b) Radios
   (c) Newspapers and advertising
   (d) All the above

Q.15 Which medium does play more important role in advertising? Rank them (1 to 5).
   (a) Television
   (b) Radio
   (c) Newspapers
   (d) Magazines
   (e) Hoardings
Part – II: For Medium Planners of Company/ Agency

Personal Particulars

Name   :
Designation  :
Experience   :

Q.16. Do you feel tough competition in advertising in FMCG sector?
   (a) Yes
   (b) No
   (c) Cannot Say

Q.17. How do you neutralize the competition effect or be more effective in advertising campaign in the market?
   (a) Competition does not matter
   (b) Sending as per affordability
   (c) Strategic planning for competition
   (d) All the above

Q.18. What are the main tasks of the advertising manager of the company?
   (a) Setting advertising objectives
   (b) Advertising budget decision
   (c) Media planning
   (d) Advertising timing decision
   (e) Advertising research
Q.19. What is the advertising objective of your strategic planning?
   (a) To create awareness
   (b) To remind customers
   (c) To persuade customers to buy
   (d) To retain customers
   (e) All the above

Q.20. What points do you keep in mind in preparing message for target audience?
   (a) Understanding target audience
   (b) Making meaningful message, promise and supporting promise
   (c) Uniqueness of product
   (d) Thinking ahead of advertisement
   (e) All the above

Q.21. Which factor do you focus in designing message for advertisement?
   (a) Language of audience
   (b) Unique and strong ideas
   (c) Contents
   (d) Colour and composition
   (e) All the above

Q.22. Which medium do you prefer for advertising purpose?
   (a) TV
   (b) Radio
   (c) Newspaper & magazines
   (d) Hoardings
   (e) Tradefairs & exhibition
   (f) Any other
Q.23. Which factor do you considered in choosing the medium for advertising as part of your strategic media planning?
(a) Cost involved
(b) Medium coverage
(c) Medium availability
(d) Medium acceptance
(e) Effectiveness
(f) All the above

Q24. What types of schedules are used in strategic media planning?
(a) Steady pulse
(b) Seasonal pulse
(c) Period pulse
(d) Irregular pulse
(e) Promotional pulse

Q.25. What factors do you consider for selection of advertising schedule?
(a) Reach
(b) Frequency
(c) Continuity
(d) Cost
(e) All the above

Q.26. What type of media plan do you use in your strategic media planning?
(a) National plan
(b) Key market plan
(c) Skim plan
(d) All the above

Q.27. What are main elements of your media strategy?
(a) Media mix
(b) Use of media
(c) Geographic allocation  
(d) Scheduling strategy

Q.28. What are the bases for fixing the advertising budget as part of your strategic planning?  
(a) Affordable method  
(b) Percentage of sales  
(c) Competition parity  
(d) Objectives and tasks method

Q.29. How do you measure the effectiveness of advertising under your strategy?  
(a) DAGMAR approach  
(b) Post testing techniques  
(c) Pre-test advertising techniques  
(d) All the above

Q.30. On the basis of your knowledge and experience, which company is leader in the market in advertising? Rank them  
(a) HUL  
(b) P&G  
(c) Colgate  
(d) Nastle  
(e) Emami  
(f) Nirma

Q.31. How do you evaluate the effectiveness of strategic planning for advertisement of company?  
(a) Excellent  
(b) Very good  
(c) Good  
(d) Average  
(e) Poor