Appendix I – Questionnaire

A Study on Modes and Prospects of Advertisement in Tribal Area with reference to Nandurbar District (MS)

Questionnaire for the Respondents

1) Demographic Particulars

a. Name (Optional) : 

b. Age : □ 18-30 Years □ 31-40 Years □ 41-50 Years □ Above 50 Years

c. Income : □ High □ Low □ Middle

d. Education : □ Graduate □ H.S.C. □ S.S.C. □ Below S.S.C.

e. Gender : □ Male □ Female

f. Occupation : □ Service □ Business □ Agriculturist □ Labour
2) Did you observe commercial advertisement?  
Yes ☐ / No ☐

3) Describe the media / mode in which you observe advertisement quite frequently.  
   a) Print Modes ☐
   b) Electronic Modes ☐
   c) Digital Modes ☐
   d) All Modes ☐

4) Do you think good environment for Advertisement in Tribal Area such as Nandurbar District, Maharashtra?  
Yes ☐ / No ☐

5) What is your Best Format Choice for Advertisement.  
   a) Traditional Modes ☐
   b) Modern Modes ☐
   c) Both Format ☐

6) Do you think Advertisement appears in all media are understandable to majority of common people?  
Yes ☐ / No ☐

7) Do you think that requirement about Modes of Modern Advertisement in Tribal Area?  
   a) Highly Favorable ☐
   b) Favorable ☐
   c) Neutral ☐
   d) Unfavorable ☐
   e) Highly Unfavorable ☐

8) Do you think Advertisement affects moral values in your life?  
Yes ☐ / No ☐
9) Listed below are a number of factors which influence you to observe an advertisement. Please assign appropriate number to these according to the code shown below to indicate the importance of these factors to you.

i) Extremely important 1
ii) Important 2
iii) Not important 3

Items:

a) Theme
b) Technical sophistication
(c) Popular Words
d) Sense of humour
e) Contexts/Location
f) Free Offers
g) Presentation
h) Natural Beauty
(i) Actors/Actresses
j) Others Specify

10) Are you comfortable with available facility for Advertisement?
Yes ☐ / No ☐

11) Do you think that electronic and digital advertisement improve the business environment?
Yes ☐ / No ☐

If Yes, what is your awareness level?
a) Very High
b) High
c) Neutral
d) Low
e) Very Low
12) Digital Modes successfully focus on consumer and improved purchasing concepts?
   - Strongly Agree
   - Agree
   - Undecided
   - Disagree
   - Strongly Disagree

13) Do you agree Digital Modes should promote for best practices than that of Electronic media?
   - Very Large Extent
   - Large Extent
   - Medium Extent
   - Some Extent
   - Not at All

14) How do you term the benefits of Digital Modes in Modern Electronic Age?
   - Highly Productive
   - Productive
   - Difficult to say
   - Unproductive
   - Highly Unproductive

15) What extent better quality advertisement provided in Tribal Area through all modes or media?
   - Very Large Extent
   - Large Extent
   - Medium Extent
   - Some Extent
   - Not at All

16) Do you thank purchasing would be easier through advertisement?
   - Yes / No
17) Social Advertisement has encourage us to be active participants in society?

Yes ☐ / No ☐

18) What is your satisfaction level regarding the Commercial Advertisement in your district?

- Excellent ☐
- Good ☐
- Difficult to say ☐
- Poor ☐
- Very Poor ☐

19) What do you feel Prospects of Advertisement in Tribal Area?

- Irritatingly bad ☐
- Not Satisfactory ☐
- Neutral ☐
- Fairly Good ☐
- Very Good ☐

20) How much you confidence and trust about Advertisement?

- Full confidence ☐
- Some what ☐
- Low ☐
- Very Low ☐
- Not at all ☐

21) Do you think that observing advertisement helps you to development socio-economic condition?

Yes ☐ / No ☐

22) Do you feel that Modern Advertisement will help the social & economic development of the district?

Yes ☐ / No ☐
23) What do you feel about Modes of Advertisement in Modern Age?

- Irritatingly bad
- Not Satisfactory
- Neutral
- Fairly Good
- Very Good

24) How do you rate the following development factor in the Development Prospect of Advertisement in Tribal Area on the Likert five point scale 1 to 5?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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<th>A 2</th>
<th>N 3</th>
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25) What is your agreement level regarding Advertisement in India?
   - Excellent  
   - Good  
   - Difficult to say  
   - Poor  
   - Very Poor

26) Presentation and effects is highly significant in the development of advertisement?
   - Strongly Agree  
   - Agree  
   - Undecided  
   - Disagree  
   - Strongly Disagree

27) Any other important in this regard?
   ……………………………………………………………………………
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Appendix II – Resume

❖ Name :- Ashok Pandurang Nikam
   Currently Working as Assistant Professor and HOD
   at Arts and Commerce College, Akkalkuwa Dist. Nandurbar 425415.

❖ Teaching Experience
   22 Years experience at graduate level teaching.

❖ Educational Qualifications
   1) B.Com. from University of Pune, Pune in 1985 with First Class.
   2) M.Com. from University of Pune, Pune in 1987 with First Class.

❖ Conference
   Participated number of National and International conference across the country.

❖ Paper Published
Appendix III – Participation in Conferences during the study

- Participated in International Conference on Advances in Business, Management, Engineering, Technology and Social Sciences at Pune on 16th January 2013 and presented a research paper entitled “A Conceptual Study on Role and Modes of Advertisement”.

- Participated in International Interdisciplinary Conference on Recent Trends in Commerce Management, Engineering, Technology and Social Sciences at Pune on 25th February 2013 and presented a research paper entitled “Benefit, Dimension & Functions of Advertising in Modern era”.

- Participated in International Research Conference on Recent Trends and Issues in Commerce, Management, Engg., I.T., Mathematics, Statistics, Humanities & Social Sciences at Barshi Dist.Solapur on 17th October 2013 and presented a research paper entitled “A Study on Advertisement in Tribal Area with special reference to Nandurbar District (MS)”.

- Participated in National Conference on Redefining Management Practices and Marketing in Modern Age at Shirpur Dist.Dhule on 5th January 2014 and presented a research paper entitled “Impact of Modern Advertisement on Buyer Behaviour”.

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Appendix IV – Publication

