APPENDIX
APPENDIX - I

QUESTIONNAIRE FOR SPORTS PERSONS
(Please tick [✓] against the appropriate item)

1. Name

2. University

3. Sex  Age

4. Sports discipline
(Individual event like Athletics Swimming etc. Please may be specify)

5. Place of domicile  Urban [ ] Semi urban [ ] Rural [ ]

6. Social Group  Religion Cast (please specify)

7. Family particulars  (Please specify)

<table>
<thead>
<tr>
<th>Relationship</th>
<th>To</th>
<th>Age</th>
<th>Qualification</th>
<th>Occupation</th>
<th>Income Per Month</th>
<th>Sports Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self</td>
<td></td>
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<tr>
<td>Father</td>
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<tr>
<td>Mother</td>
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<td>3)</td>
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<tr>
<td>Sister</td>
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<td>3)</td>
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</tr>
</tbody>
</table>

8. When did you start your sports career?
   1) Primary school [ ]
   2) Higher primary [ ]
   3) High school [ ]
   4) Pre-university [ ]
What is the level of your sports participation?
1) National School Games  [ ]  2) Junior State [ ]
3) Inter-university [ ]  4) Inter State [ ]
5) International [ ]

10 What are your achievements?

<table>
<thead>
<tr>
<th>Level</th>
<th>Medallist</th>
<th>Semifinal</th>
<th>Quarter finalist</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>National School Games</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior State</td>
<td></td>
<td></td>
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<tr>
<td>Inter University</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Inter State</td>
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</tr>
<tr>
<td>International</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11 If you are a medallist how often have you won medals?

<table>
<thead>
<tr>
<th>Level</th>
<th>Medals Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td>National School Games</td>
<td>One</td>
</tr>
<tr>
<td>Junior State</td>
<td>Two</td>
</tr>
<tr>
<td>Inter University</td>
<td>Three</td>
</tr>
<tr>
<td>Inter State</td>
<td>Above Three</td>
</tr>
<tr>
<td>International</td>
<td></td>
</tr>
</tbody>
</table>

ENCOURAGEMENT FOR SPORTS

12 What are the motivations that helped you to reach this level?
1) Trainer motivation [ ]
2) Institutional motivation [ ]
3) Friends motivation [ ]
4) Individual motivation [ ]
5) Others (if any please specify)

13 a) Do you get encouragement for your sports participation from parents, relatives etc?
a) Yes [ ]
b) No [ ]
13 b) If yes, please indicate

<table>
<thead>
<tr>
<th>Relation to the Respondent</th>
<th>Type of encouragement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Financial Rs Per month</td>
</tr>
<tr>
<td>Parents</td>
<td></td>
</tr>
<tr>
<td>Brothers and Sisters</td>
<td></td>
</tr>
<tr>
<td>Relatives</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td></td>
</tr>
</tbody>
</table>

13 c) If No, do you have any restrictions? Please mention

14 a) Does your university institution help you in your sporting activity?
   a) Yes [ ] b) No [ ]

14 b) If yes, mention the nature of help and encouragement

<table>
<thead>
<tr>
<th>Nature of Encouragement</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>University Institution</td>
</tr>
<tr>
<td></td>
<td>Hs S Ad Us Hus Hs S Ad Us Hus</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
</tr>
<tr>
<td>Uniforms</td>
<td></td>
</tr>
<tr>
<td>Incentives &amp; Awards</td>
<td></td>
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<tr>
<td>Grace marks</td>
<td></td>
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<tr>
<td>Expert coaching</td>
<td></td>
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<tr>
<td>Attendance</td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
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<tr>
<td>Diet</td>
<td></td>
</tr>
</tbody>
</table>

Hs - Highly satisfactory S - Satisfactory Ad - Adequate
Us - Unsatisfactory     Hus - Highly unsatisfactory

SPONSORSHIP

Do you think Sponsorship is good or bad?
If good please answer from question number ONE to TLE
If bad please answer from question number ELEVEN to SIXTEEN
1. Do you think sponsorship is a must to promote sports in the university?
   a) Yes [ ]   b) No [ ]

2. If yes, mention the type of sponsorship required by the university.
   a) Individual sponsorship [ ]
   b) Sports clubs sponsorship [ ]
   c) Social clubs sponsorship [ ]
   d) Local Bodies sponsorship [ ]
   e) Sports Academics [ ]
   f) Industrialists (Corporate Bodies) sponsorship [ ]
   g) Collective sponsorship [ ]

3. Do you support sponsorship based programmes for the promotion of sports?
   a) Yes [ ]   b) No [ ]

4. If yes, mention for which you need sponsorship?
   1) Basic coaching [ ]
   2) Advanced coaching [ ]
   3) Participation [ ]

5. Do you think local clubs (Lions club, sports clubs etc.) play major role in the promotion of sports?
   a) Yes [ ]   b) No [ ]

6. Have you noticed any difference in performance after receiving sponsorship?
   a) Yes [ ]   b) No [ ]

7. How did you feel after taking up sponsorship?
   1) It is moral best [ ]
   2) Gained lot of confidence [ ]
   3) Motivated [ ]
   4) Encouraged [ ]

8. What type of encouragement / support do you expect from the Institute / University? (Please specify)

9. Is sponsorship linked with your career after education?
   a) Yes [ ]   b) No [ ]
10 Do you think sponsorship is the best mode of promoting sports in our country?
   a) Yes [ ] b) No [ ]
   If yes, please specify

11 Do you think that the sponsorship is a hindrance for the promotion of sports?
   a) Yes [ ] b) No [ ]
   If yes, give reason

12 Do you feel sportsman spirit will be lost gradually because of sponsors?
   a) Yes [ ] b) No [ ]
   If yes, please specify

13 Do you agree that the huge money invested by the sponsors will lead to develop anti-social qualities?
   a) Yes [ ] b) No [ ]
   If yes, give reason

14 As a sports person do you give lame excuses to the sponsor on your bad performance?
   a) Yes [ ] b) No [ ]
   If yes, are you afraid that you may loose sponsorship?
   a) Yes [ ] b) No [ ]

15 Are you ready to take up extra burden, if sponsorship?
   a) Yes [ ] b) No [ ]
   If yes, don't you think you are inviting danger to your personal life?
   a) Yes [ ] b) No [ ]
   If you are sure that you are not inviting danger in doing so please justify with your reasons

16 If any thing else you would like to mention about sports sponsorship?

Place ____________________________
Signature of the Sports Person
Date ____________________________
APPENDIX - II

QUESTIONNAIRE FOR THE DIRECTORS OF PHYSICAL EDUCATION

1. Name
2. University
3. Position held
4. Educational qualifications
5. Age and Sex (M  F)
6. Area of specialisation
7. Years of experience
8. Location of the university Urban / Semi Urban / Rural

ADMINISTRATION

9. Please furnish the sports fee structure of the university.

10. Is there any grants or financial assistance from your university?
    a) Yes
    b) No
    If yes, how much per year (approximately) please specify.

11. Is the department getting any grants from the UGC for sports?
    a) Yes
    b) No

12. Do you have sponsored coaches or trainers?
    a) Yes
    b) No

13. Kindly mention the staff pattern in your department.
14 Facilities provided for the sports persons
   a) Very good [ ]
   b) Good [ ]
   c) Adequate [ ]
   d) Poor [ ]
   e) Very poor [ ]

15 Did you come across any objection from your university authorities to sports?
   a) Yes [ ]
   b) No [ ]

16 If yes, how did you convince them? Please specify

SPONSORSHIP

17 Did you ever find out the reason for low participation of students in sports?
   a) Yes [ ]
   b) No [ ]
   a) If yes, do you feel that lack of financial assistance is the main reason
      a) Yes [ ]
      b) No [ ]
   b) If yes, do you think that sponsorship to the university sports will solve the above said problem?
      a) Yes [ ]
      b) No [ ]

18 Do you have any restrictions from your university to accept sponsorship for organisation of sports and games?
   a) Yes [ ]
   b) No [ ]

19 Has the lack of money come in the way of promoting sports in the university?
   a) Yes [ ]
   b) No [ ]
20. From your experience kindly mention how can we bring more and more sponsorship to the university for the promotion of sports. Is it by
   a) Motivation  
   b) Publicity  
   c) Advertising

21. Are you getting any sponsorship for Inter collegiate sports?
   a) Yes  
   b) No  
   a) If yes please mention the type of sponsor

<table>
<thead>
<tr>
<th>Level</th>
<th>Individual</th>
<th>Local</th>
<th>Industries</th>
<th>Collective</th>
<th>Voluntary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter</td>
<td>College</td>
<td></td>
<td></td>
<td></td>
<td>Organisation</td>
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<tr>
<td></td>
<td>Inter</td>
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<tr>
<td>University</td>
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</tbody>
</table>

22. In which stage do you suggest sponsorship is a must for the sports person.
   a) Primary school  
   b) High school  
   c) College  
   d) University

23. Do you think that sports sponsorship has an adverse effect on his/her performance
   a) Yes  
   b) No  
   a) Why?

24. Did you ever face any problem with sponsors?
   a) Yes  
   b) No  
   a) If yes please specify

25. Do you think sponsorship is a must to promote sports in the university?
   a) Yes  
   b) No
A) If yes, please mention the type of sponsorship required by the university.
   a) Individual
   b) Sports club
   c) Social clubs
   d) Local clubs
   e) Industries
   f) Collective sponsorship
   g) All

26. Please mention the need of sponsorship for any of the below said.
   a) Organisation of sports
   b) Coaching camp
   c) Participation
   d) Maintenance
   e) All

27. Do you think that voluntary organisations like Lions clubs, sports clubs etc. play a major role in promotion of sports?
   a) Yes
   b) No

28. Have you ever thought of taking assistance from sponsors to organise coaching camp or the sports activities?
   a) Yes
   b) No
   a) If so, did the sponsors voluntarily come forward to sponsor or you approached them. Kindly mention.

29. Is there any agreement between you and sponsor?
   a) Yes
   b) No
   a) If yes, what type of agreement is between you and sponsor? Please specify.

30. "Sponsorship is not everything but is something to motivate sports person". Do you agree with this statement?
   a) Yes
   b) No
ENCOURAGEMENT TO THE SPORTS PERSON

31. Do you or your university encourage sports persons by allotting grace marks?
   a) Yes
   b) No

32. Do you keep track with sports persons and their achievements after they leave your university?
   a) Yes
   b) No

33. Have you taken any steps to encourage sports in your university?
   a) Yes
   b) No
   a) If yes, please mention it in brief

34. How do you succeed in encouraging sports? Please specify.

35. Is there any encouragement from local people?
   a) Yes
   b) No
   a) If yes, kindly mention the type of encouragement.

36. What is your ultimate aim of encouraging sports?
   a) for healthy leaving
   b) for winning laurels to institution
   c) to produce outstanding athletes
   d) any other ______________

37. Is sports a safety value which gives material reward?
   a) Yes
   b) No

38. Do you receive any encouragement from your beloved university to sports?
   a) Yes
   b) No
a) If yes, what type of encouragement do you receive from your university to sports?
   a) Financial
   b) Grace marks
   c) Motivation
   d) Job opportunity
   e) Reservation of seats for higher studies

SUGGESTIONS

39. In advanced countries sponsorship plays a major role in the promotion of sports in the universities. why not in Indian universities? Specify please.

40. Do you think sponsorship is the best mode of promoting sports in our country?
   a) Yes
   b) No

41. In your opinion what kind of sponsorship is likely to reach large number of sports persons in the universities? Please specify.

42. What type of sports is more popular in your university?
   a) Indigenous
   b) International
   c) Both

43. What is your final assessment on participation of students in sports?
   a) Is it by compulsion
   b) By voluntary approach

44. Have you noticed any difference in performance of sports persons after receiving sponsorship?
   a) Yes
   b) No

45. What percentage of students population is actively involving in sports?
   a) 5-10
   b) 10-20
   c) 20-30
   d) 30-40
   e) 40-50
   f) 50-60
   g) 60-70
   h) 70-80
   i) 80-90
   j) 90-100
46. What is level of performance of your university in south zone and All India level?

47. Do you organise sponsored sports meets, coaching camps or any other sports activities?
   a) Yes  
   b) No 

48. What is your experience after receiving sponsorship? Kindly mention.

49. Have you taken any steps to get more and more sponsorship to the university for the promotion of sports?
   a) Yes  
   b) No 

50. What is the role of sponsors in promotion of sports in India please specify?

Place: 
Date: 

Signature and Designation
APPENDIX - III

QUESTIONNAIRE FOR THE SPONSORS

1. Name and address of the company

2. Type of management
   a) Government undertaking
   b) Multinational company
   c) Public limited company
   d) Sole trading
   e) Cooperative organisation
   f) Others (specify)

3. Size and nature of business
   a) Size
      1) Large scale
      2) Medium scale
      3) Small scale
   b) Nature of business
      1) Banking and Insurance
      2) Manufacturing
      3) Trading
      4) Hotel
      5) Transportation
      6) Others (specify)

4. Kindly mention the product / service of the organisation.

5. Mention the annual financial turnover of the organisation.

6. How do you promote / advertise your product / service
   a) T. V.
   b) Radio
   c) News papers
   d) Magazine Sponsorship
   e) Other forms of Sponsorship (specify)

7. What is your annual sponsorship budget? Please specify.

8. Are you a regular sponsor for sports?
   a) Yes
   b) No
9. If yes, since how many years have you been sponsoring sports and games?

10. Which are the events generally sponsored by you?
   a) Sports and games
   b) Cultural activities
   c) Educational activities

11. If you are sponsoring sports and games, please specify your budget towards these activities.

12. Is there any particular event which your organisation sponsors?
   a) Yes
   b) No

13. Is there any reason for restricting your sponsorship for that particular event? Please specify.

14. What is your main objective in sponsoring sports and games?
   a) To advertise the company's product/service
   b) To get tax concession
   c) To promote sports
   d) Trade extension
   e) Good public relationship
   f) Financial benefit
   f) Others (please specify)

15. Do you run any sports academy?
   a) Yes
   b) No

16. Are you interested to sponsor university sports and games?
   a) Yes
   b) No

17. If yes, at which level would you like to sponsor?
   a) College level
   b) Inter-collegiate level
   c) Inter-university level
18. Have you at any time sponsored university sports and games?
   a) Yes [ ]
   b) No [ ]

19. If yes, at which level have you sponsored?
   a) College level [ ]
   b) Inter-collegiate level [ ]
   c) Inter-university level [ ]

20. Have you ever faced any problem by sponsoring university sports and games?
   a) Yes [ ]
   b) No [ ]
   If yes, please give details

21. Kindly mention the type of sponsorship offered by your company/organisation.
   a) Kind (please specify) [ ]
   b) Cash [ ]
   c) Both [ ]

22. Does your company offer any scholarship / incentive to the outstanding sports personality?
   a) Yes [ ]
   b) No [ ]

23. Do you sponsor directly or through agencies?
   a) Directly [ ]
   b) Through agency (please specify) [ ]

24. Is there any agreement between the sponsor and the recipient?
   a) Yes [ ]
   b) No [ ]

25. What do you think would be the future of university sports and games?

Place:
Date:
Signature and Designation