ANNEXURE

QUESTIONNAIRE

An analytical study of the marketing activities in creating brand of higher educational institutions of Uttarakhand

Note: This questionnaire is designed to complete my research work. The information thus received will be kept confidential and will not used for any other purpose.

Regards

Monika Bangari

Part - A

1. Name of the Institution/University you are associated with:

2. Type of institution:
   a. Central University
   b. Institute of National Importance
   c. State University
   d. State Self-financing University
   e. Deemed University
   f. Government Aided Institution
   g. Self financing Private Institution

3. What are the factors that you have considered while choosing institution for your course?
   a. Reputation of the Institution
   b. Accreditation and year of Establishment
   c. Innovative courses offered by Institution
   d. Modern Infrastructure
   e. Recommendations by family, friends and relatives
   f. Placement record of the Institution
   g. Advertisements on Newspapers, TV and Social Media
   h. Ease of Accessibility
   i. The only institution available in the city
   j. Any other, please specify ___________________________
4. What channels did you hear about your institution in creating awareness before applying?
   a. Advertisements on Newspapers and/or TV
   b. Social Media
   c. Family, friends or relatives
   d. Event
   e. Alumni
   f. Outdoor Media such as Banners and posters

5. What tool(s) your institution is using for marketing of its courses in particular and institution in general?
   a. Digital and Social Media advertising
   b. Measuring student satisfaction
   c. Participating in CSR activities
   d. Providing scholarships to meritorious and deprived section students
   e. Organizing Social activates like fest etc
   f. Engaging Celebrities
   g. Engaging Alumni
   h. usage of website and other SM Network sites
   i. promoting the brand through outside consultants
   j. Engaging various schools and coaching centers in brand promotion
   k. Organizing competitive examinations and contest
   l. Promoting institution across states and countries
   a. Any other, please specify ___________________________

6. To what extent various marketing activities of higher education institutions are able to create the awareness in your mind?
   • Not at all
   • To a little extent
   • To some extent
   • To considerable extent
   • To a great extent

7. To what extent various marketing activities of higher education institutions are able to create the brand image in your mind?
   • Not at all
   • To a little extent
   • To some extent
   • To considerable extent
   • To a great extent
Part - B

1. On the scale of 1 – 5, kindly rate the following parameters of the institution:
   5 – Strongly Agree     1 - Strongly Disagree

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Description</th>
<th>Before Admission</th>
<th>After Admission</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Image of Institution</td>
<td></td>
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<tr>
<td>2</td>
<td>Quality of Faculty Members</td>
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<tr>
<td>3</td>
<td>Teaching Learning Methodology</td>
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<td>4</td>
<td>Infrastructure and other facilities</td>
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<td>5</td>
<td>Student – Centric Procedures</td>
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<td>6</td>
<td>Course Curriculum and Evaluation System</td>
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<td>7</td>
<td>Proper Monitoring of academic Performance</td>
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<td>8</td>
<td>Industrial Visits and Guest Lectures</td>
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<tr>
<td>9</td>
<td>Developing Entrepreneurial Skills</td>
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<td>10</td>
<td>Learning Environment for better Understanding</td>
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</tbody>
</table>

2. On the scale of 1 – 5, kindly rate the following factors in order of your opinion.
   5 – Strongly Agree     1 - Strongly Disagree

<table>
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<tr>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I trust the quality of education offered by this University.</td>
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<td>2</td>
<td>The University has excellent features and orientation of becoming one of the reputed centers of higher</td>
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<td>3</td>
<td>My University is superior to other institutions offering same discipline.</td>
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<td>4</td>
<td>I can recognize this University quickly among other competing educational institutions.</td>
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<td>5</td>
<td>I am familiar with this University.</td>
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<td>6</td>
<td>This University has very unique brand image, compared to competing educational institutions.</td>
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<td>7</td>
<td>I respect and admire people who are associated with this University.</td>
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</tbody>
</table>
My University gives me a feeling of high status in my society.

I consider myself to be loyal to this University.

When thinking to pursue any other course, this University would be my first choice.

I still take admission in this University even if its fees would be a little higher than that of its competitors.

I would love to recommend this University to my friends and relatives.

This University is more than an education institution for me.

3. On the scale of 1 – 5, kindly rate the following dimension of brand building or effective branding:

5 – Strongly Agree 1 - Strongly Disagree

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<th>4</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>The infrastructures of the Institution are visually appealing and attractive.</td>
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<td>2</td>
<td>My institution provides modern facilities to enhance students learning.</td>
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<td>3</td>
<td>Institute has conducive learning environment for students.</td>
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<td>4</td>
<td>Sufficient/modern equipment’s’ and support services like library, computer labs are functional and of good quality.</td>
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<td>5</td>
<td>Industry relevant programs are offered by the Institution.</td>
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<td>6</td>
<td>The course curriculum is innovative and updated to improve the employability of the students.</td>
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<td>7</td>
<td>The institution undertakes curriculum revision on a regular basis.</td>
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<td>8</td>
<td>My institution regularly introduce new courses, syllabi and programs which are relevant and in demand.</td>
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<td>9</td>
<td>Courses in Soft Skills/Personality Development Programs are also offered by the Institution for students.</td>
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<td>10</td>
<td>Course/syllabus instills entrepreneurial spirit among students.</td>
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<td>11</td>
<td>Faculty members in my Institution are qualified and competent.</td>
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<td>12</td>
<td>Faculty members have sufficient exposure and knowledge to respond my queries.</td>
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<td>13</td>
<td>Faculty members from top ranking institutions of India and abroad also visit my institutions to provide global exposure.</td>
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<td>14</td>
<td>Guest lectures of industry experts and practitioners are organized.</td>
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<td>15</td>
<td>The learning experiences are followed by feedback, reflection and follow-up.</td>
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<td></td>
<td>Description</td>
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<tr>
<td>16</td>
<td>Innovative teaching-learning methodologies and conventional as well as audiovisual &amp; computer based instructional resource materials are used by faculty members</td>
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<td>17</td>
<td>The Institution helps for students in undertaking projects/internship in reputed companies.</td>
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<td>18</td>
<td>Past Placement records of the Institution is commendable.</td>
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<td>19</td>
<td>Campus recruitment, Internship programs, pre-placement talks and workshops carried out in the Institution for increasing the possibilities of students’ placements.</td>
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<td>20</td>
<td>Institution has well managed support services cell in getting educational loans in Banks.</td>
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<td>21</td>
<td>My institution regularly intimates parents regarding students' academic performance.</td>
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<td>22</td>
<td>Reputation of the Institution among public is excellent.</td>
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<td>23</td>
<td>Overall Ranking &amp; Rating of the Institution presented by Rating agencies and indicated in various magazines and newspapers is creditable.</td>
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<td>24</td>
<td>Institute delivers promised service on time.</td>
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<td>25</td>
<td>University does not charge inappropriate fees in terms of fines etc.</td>
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<td>26</td>
<td>Scholarships offered by my Institution for Meritorious and economically weak students.</td>
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<td>27</td>
<td>My institute effectively promotes the courses to students.</td>
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<td>28</td>
<td>Promotional strategies of the institution is properly designed and executed.</td>
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<td>29</td>
<td>University adequately uses social media for attracting, contacting and informing students about various courses.</td>
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<td>30</td>
<td>Website of the University is informative, student friendly and well designed.</td>
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<td>31</td>
<td>My Institution/University is well known to students, parents, corporate professionals.</td>
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<td>32</td>
<td>My institution also contributes towards social welfare and community services.</td>
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4. On the basis of above statements, kindly rate your University/Institution as a Brand:

   a. Excellent  b. Good  c. Satisfactory  d. Average  e. Fair
Part –C

1. Name: (Optional) __________________________________________________________

   Age
   a. Less than 20 Years
   b. 21 - 30 Years
   c. 31 - 40 Years
   d. 41 - 50 Years
   e. More than 50 Years

3. Gender
   a. Male
   b. Female

4. How are you associated with this Institution?
   a. Student
   b. Alumni
   c. Parents
   d. Others,
   Specify _____

5. What is your monthly family income?
   a. Less than 25000
   b. 25001- 50000
   c. 50001-75000
   d. more than 75000

6. What is your highest academic qualification?
   a. Graduation
   b. Post Graduation
   c. Professional, Specify_______________
   d. Others,
   Specify______________

Thanks for Participation.
QUESTIONNAIRE

An analytical study of the marketing activities in creating brand of higher educational institutions of Uttarakhand

Note: This questionnaire is designed to complete my research work. The information thus received will be kept confidential and will not be used for any other purpose. Kindly tick mark any appropriate.

Regards
Monika Bangari

Part - A

5. Name of the Institution/University you are associated with: __________________________

   Type of institution:
   a) Central University
   b) Institute of National Importance
   c) State University
   d) State Self-financing University
   e) Deemed University
   f) Government Aided Institution
   g) Self financing Private Institution

6. Year of Establishment:   a. Less than 5 Years   b. 5-10 Years
c. 11-15 Years   d. 15-20 Years   e. More than 20 Years

7. No. of Courses Offered:   a. Less than 5   b. 5-10   c. More than 10

8. No. of Faculty members and other supporting staff:
   a. Less than 100   b. 101-200   c. 201-300   d. More than 300

9. No. of Students Presently Enrolled:

10. What tool(s) your institution is using for marketing of its courses in particular and institution in general?

    a. Advertising in newspaper, TV, Digital and Social Media
    b. Students satisfaction measurement
c. Participating in social causes like blood donation, Marathon etc.
d. Scholarship to meritorious and poor students
e. Organizing fest and exhibition
f. Using celebrity endorsement
g. Recommendation by alumni
h. Efficient and effective usage of website and social media
i. External consultants and experts for promoting the brand
j. Contacting and promoting institution to various schools and coaching centers
k. Arranging competitive examinations and contest
l. Promoting institution in neighboring states and countries
m. Any other, please specify ___________________________

11. To what extent various marketing activities of higher education institutions are able to create the awareness in your mind?

- Not at all
- To a little extent
- To some extent
- To considerable extent
- To a great extent

12. To what extent various marketing activities of higher education institutions are able to create the brand image in your mind?

- Not at all
- To a little extent
- To some extent
- To considerable extent
- To a great extent

13. On the scale of 1 – 5, kindly rate the following dimension of brand building or effective branding:

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5 Industry relevant programs are offered by the Institution.

6 The course curriculum is innovative and updated to improve the employability of the students.

7 The institution undertakes curriculum revision on a regular basis.

8 My institution regularly introduce new courses, syllabi and programs which are relevant and in demand.

9 Courses in Soft Skills/Personality Development Programs are also offered by the Institution for students.

10 Course/syllabus instills entrepreneurial spirit among students.

11 Faculty members in my Institution are qualified and competent.

12 Faculty members have sufficient exposure and knowledge to respond my queries.

13 Faculty members from top ranking institutions of India and abroad also visit my institutions to provide global exposure.

14 Guest lectures of industry experts and practitioners are organized.

15 The learning experiences are followed by feedback, reflection and follow-up.

16 Innovative teaching-learning methodologies and conventional as well as audiovisual & computer based instructional resource materials are used by faculty members to impart knowledge.

17 The Institution helps for students in undertaking projects/internship in reputed companies.

18 Past Placement records of the Institution is commendable.

19 Campus recruitment, Internship programs, pre-placement talks and workshops carried out in the Institution for increasing the possibilities of students’ placements.

20 Institution has well managed support services cell in getting educational loans in Banks.

21 My institution regularly intimates parents regarding students’ academic performance.

22 Reputation of the Institution among public is excellent.

23 Overall Ranking & Rating of the Institution presented by Rating agencies and indicated in various magazines and newspapers is creditable.

24 Institute delivers promised service on time.

25 University does not charge inappropriate fees in terms of fines etc.

26 Scholarships offered by my Institution for Meritorious and economically weak students.

27 My institute effectively promotes the courses to students.

28 Promotional strategies of the institution is properly designed and executed.
29. University adequately uses social media for attracting, contacting and informing students about various courses.

30. Website of the University is informative, student friendly and well designed.

31. My Institution/University is well known to students, parents, corporate professionals.

32. My institution also contributes towards social welfare and community services.

11. In your opinion, what are the factors listed below make a good brand?
   a. Logo to differentiate the offerings
   b. Promise of quality and features
   c. Reliability & functionality of the service
   d. Status in the society
   e. Acceptance & Goodwill in the society
   f. Quality of outcomes and Usage
   g. Value for Money
   h. Consistency in performance
   i. Any other, please specify _____________

12. On the basis of above statements, kindly rate your University/Institution as a Brand:
    a. Excellent   b. Good   c. Satisfactory   d. Average   e. Fair
Part –C

13. Name: (Optional) ________________________________________________________

14. Age
   Less than 20 Years
   21 - 30 Years
   31- 40 Years
   41 - 50 Years
   More than 50 Years

15. Gender a. Male b. Female

16. How are you associated with this Institution?
   a. Student b. Alumni c. Parents d. Others, Specify _____

17. What is your monthly family income?
   a. Less than 25000  b. 25001- 50000  c. 50001-75000  d. more than 75000

18. What is your highest academic qualification?
   a. Graduation b. Post Graduation
   c. Professional, Specify__________________ d. Others, Specify______________

19. How many years have you been associated with this Institution?
   a. Less than 2 Years  b. 2-4 Years  c. 5-10 Years  d. More than 10 Years

Thanks for Participation.