



ROHINI COLLEGE OF ENGINEERING AND TECHNOLOGY PALKULAM BUSINESS RESEARCH METHODS

UNIT III Construction of questionnaire and instrument

QUESTIONNAIRE

A questionnaire is te sheets of paper containing questions relating to certain specific aspect regarding which the researcher collects the data. The questionnaire is given to the informant or respondent to be fitted up. This method of data collection is quite popular, particularly in case of big enquiries.

Merits :

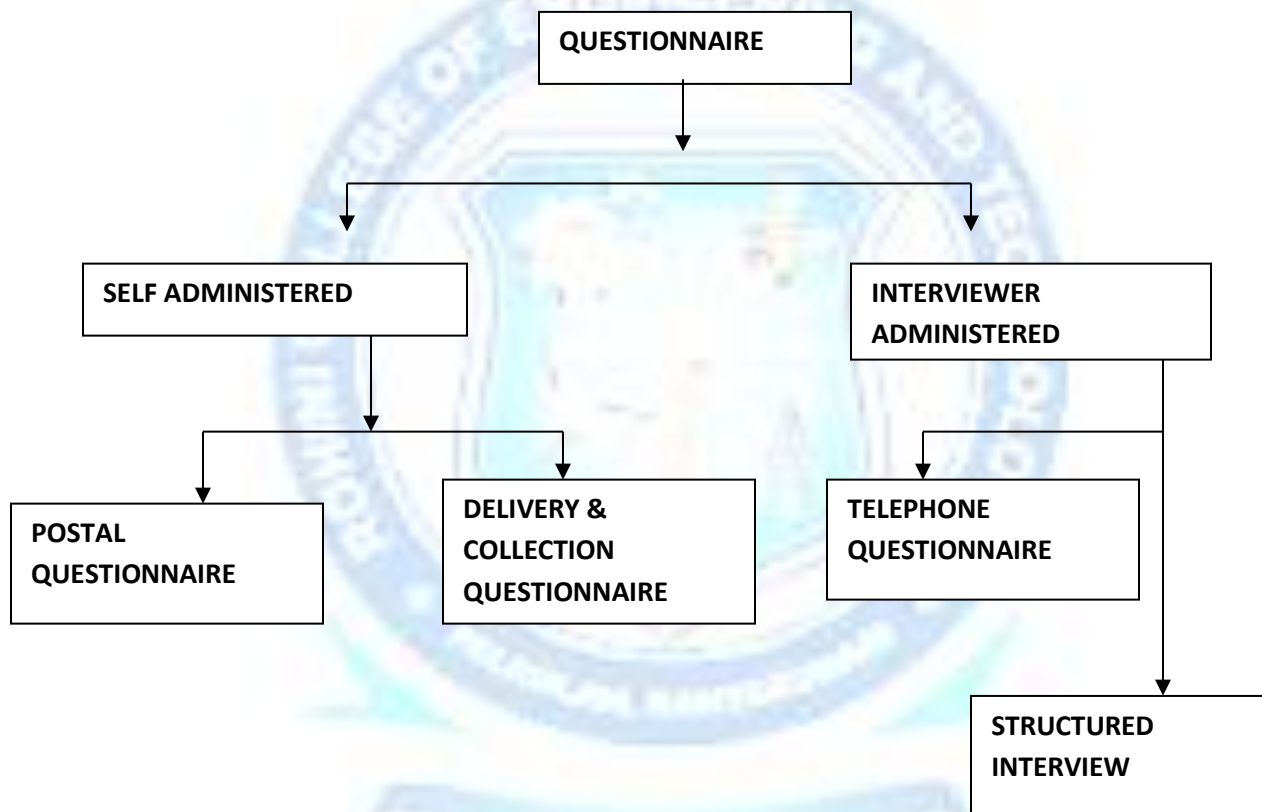
- It involves lesser cost as questionnaire could be send by post to a wide area.
- It does not interfere with the respondent while answering the question.
- The bias of the investigator is completely eliminated.
- Respondents are given sufficient time to fill up the questionnaire.
- If respondents cannot be reached personally, questionnaire is the alternative method available.
- This method is useful when the sample size is very large.
- if the questionnaire is designed properly with instructions then the training, supervising and controlling the investigators is saved.
- Confidentiality is ensured as the respondents directly send the filled up questionnaire to the researcher.

Demerits :

1. It is always found that the response rate in questionnaire is very poor compared to using schedules.
2. Bias of the respondent cannot be determined easily.
3. Only if the respondent is educated questionnaire could be used for collecting information.
4. Follow up of non-response or unfilled questionnaire only adds to the cost and time.

5. There is no scope for giving any clarification to the respondent in case of need.
6. Accuracy of response cannot be ensured.
7. A lot of care is required to design and structure a questionnaire. Hence unless a scholar is good at drafting a questionnaire, this method cannot be adopted for data collection.

TYPES OF QUESTIONNAIRES



Structured Questionnaire

It pose definite , concrete and preordained questions. Additional questions may be thought of and asked only when some clarification is needed or additional information is sought from the respondent. Answers to these question are normally very precise without any vagueness & ambiguity.

Closed Form Questionnaire

Questions are set in such a manner that leaves only a few alternatives answers.

Open Ended Questionnaire

Here the respondent has the choice of using his own style. Diction, expression of language, length and perception. The respondent are not restricted, his replies to the questions, and his answers may be free and spontaneous.

Unstructured Questionnaire

These contain a set of questions that are not structured in advance. It gives sufficient scope for a variety of answers. It is used mainly for conduction interview. Its merit is flexibility. It aims to secure the maximum possible information from the respondent.

Pictorial Questionnaire

In a pictorial questionnaire alternative answer in the form of pictures are given and the respondent is required to tick the picture concerned to indicate his selection. This type of questionnaire is useful for illiterate and less knowledgeable respondent.

MAIN ASPECT OF QUESTIONNAIRE

The questionnaire is considered as the heart of a survey operation. Hence it should be very carefully constructed. If it is not properly set up then the survey is bound to fail. This fact requires us to study the main aspect of a questionnaire.

General Form

The questionnaire can either be structured or unstructured questionnaire. The form of the question may be either closed or open, but should be stated in advance and not constructed during questioning. The question is presented with exactly the same wording and in the same order to all respondents.

Question Sequence

The question-sequence must be clear and smoothly moving meaning thereby that the relation of one question to another should be readily apparent to the respondent with question that are easiest to answer being put in the beginning. The opening questions should be such to arouse human interest after that questions that are really vital to the research problem and a connecting thread should run through successive questions.

Question formulation and Wording :

Questions should be constructed with a view to their forming a logical plan. The questions can be of any forms like :-

Multiple Choice

It refers to one which provides several set alternatives for its answer.

Dichotomous

It refers to one which offers the respondent a choice between only two alternatives, and reduces the issue to its simplest terms.

Close End Question :

It refers to those question in which the respondent is given a limited number of alternative responses from which he is to select the one that most closely matches his/ her opinion or attitude.

Open Ended Question

It refers to a question that has no fixed alternatives to which the answer must conform.

Direct Question

They explicitly ask for the desired data.

Indirect Data

It refers to those whose responses are used to indicate or suggest data about the respondent other than the actual facts given in the answer.

Checklists

It is simply a statement on a problem followed by a series of answers from which the respondent can choose. A single questionnaire may contain all types of questions. Researchers must pay proper attention to the wordings of questions since reliable and meaningful returns depend on it to a large extent. Simple words which are familiar to all respondents should be employed. Words with ambiguous meanings must be avoided.

ESSENTIALS OF A GOOD QUESTIONNAIRE :

- It should be comparatively short and simple.
- Questions should proceed in logical sequence moving from easy to more difficult questions.
- Personal and intimate questions should be left to the end.
- Technical terms and vague expressions capable of different interpretations should be avoided in a questionnaire.
- Questions affecting the sentiments should be avoided.
- Adequate space for answers should be provided in the questionnaire to help editing and tabulation.
- It should be attractive looking.
- The quality of the paper, along with its colour, must be good so that it may attract the attention of recipients.
- The first part of the questionnaire should specify the object or purpose for which the information is required.
- It should not force the respondent to recall from his memory anything to answer.
- If there is an instruction, it should be given separately specifying the question number and the related instructions.
- It should not require any referencing before replying.

- Repetition of questions should be eliminated.
- could be built in to the questionnaire .Questions which cross check the response,

