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Practical session on Questionnaire Preparation

The students of SYBBA were assigned a task of preparing questionnaire on consumer attitude towards the cosmetic product. This assignment gave them insight about how to frame questionnaire, which are the major factors students have to consider during the preparation of questionnaire. It also helped them in determining how to frame a effective objective for the questionnaire.

The very good side of these project was that the project was assigned not only between one class but the both SYBBA classes were combined so that students learn about how to co-ordinate with the persons with whom they never worked before. Students also learn about how questionnaire help in getting customer review. With the help of this assignment students got an opportunity to explore their knowledge. Students get knowledge about how multinational and national companies frame questionnaire for their product, on which factors they focus more, what is the importance of preparing questionnaires, how they get solution about their problem with the help of questionnaire. Overall the experience of doing something new was excellent. Students also write the feedback about framing the group, if there were more than 4 person in a group they may get different opinions and the questionnaire may prepared more effectively.



