



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**Date: 13-01-2024**

**Workshop on Questionnaire Designing by Dr. Jiganshu Yagnik**

<b>Name of the Organizing Institution:</b>	Faculty of Commerce and Management, UTU
<b>Participants:</b>	Faculty Members of Commerce and Management
<b>Date:</b>	13.01.2024
<b>Time &amp; Duration:</b>	11:00 am to 03:00 pm
<b>Venue:</b>	C-105, SRIMCA-MBA
<b>Category:</b>	Staff Development

Faculty of Commerce and Management organized a Skilling and re-skilling seminar on “Questionnaire Designing”, by Dr. Jignasu Yagnik. A Renowned statistician and data analyst, Dr. Jignasu Yagnik, formerly associated with L.J University, dived deep into the depths of the topic emphasizing its broader scope. The session primarily focused on three crucial aspects of questionnaire design: the flow of the research process, types of scales, and the various facets of designing an effective questionnaire.

Dr. Yagnik commenced the session by elucidating the fundamental structure and flow of the research process. He emphasized the importance of a systematic approach, starting from problem identification and literature review to hypothesis formulation, data collection, analysis, and conclusion. The faculty members gained insights into the significance of a well-structured research process in producing meaningful and reliable results.

Moving forward, the presentation delved into the different types of scales commonly employed in research. Dr. Yagnik provided a comprehensive overview of nominal, ordinal, interval, and ratio scales, elucidating their distinctive characteristics and applications. Practical examples and his own experience were shared to facilitate a better understanding among the faculty. The interactive

nature of the session allowed faculty members to clarify doubts and engage in discussions. Dr. Yagnik used the tone of humor to make the content delivery interesting.



The heart of the session centered around the art and science of questionnaire design. Dr. Yagnik emphasized the need for clarity, simplicity, and relevance in formulating questions. He discussed the intricacies of closed-ended and open-ended questions, offering valuable tips on phrasing and sequencing. Attention was given to the importance of pilot testing to identify potential issues and refine the questionnaire before widespread distribution. He also emphasized on how to use predetermined scales in existing research studies.



Dr. Jignasu Yagnik's teaching style encouraged active participation from the faculty members. He employed real-world examples and encouraged questions, making the session engaging and relevant. The faculty members were actively involved in discussions, fostering a collaborative learning environment.



Along with putting forth different perspectives, the session was open to questions from faculty members, who displayed a great deal of enthusiasm as the speaker answered all their questions and provided live examples to prove their point. To conclude the session, Dr. Krunal Patel proposed a vote of thanks to the speaker of the day.