

APPENDIX 2: QUESTIONNAIRE

BUSINESS INFORMATION NEEDS OF INDIAN CORPORATE SECTOR

1. Personal Profile

Name Mr/Ms

Age (in years)

Educational Qualifications (*Graduation Onwards*)

1

2

3

Career Information (Reverse chronology order)

Total Experience (in years): _____

1

2

3

4

2. Work Profile

Designation:

Experience (current position in years):

Mail id:

No. of employees reporting to you:

Present Role & Functions:

3. Organisational (current) Profile

Name

Address

Ph:

Fax:

E-mail:

Ownership:

Turnover:

Core Business:

Total employees:

(Attach Business Card)

4. Technology used at work

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

PC	1	2	3	4	5	Internet	1	2	3	4	5
Laptop	1	2	3	4	5	Mobile	1	2	3	4	5
Local Area Network (LAN)	1	2	3	4	5	Other(Kindly specify & rate)	1	2	3	4	5

5. Type of information you require at work

(Please Rate on a scale of 1 to 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Government & Environment											
Policies	1	2	3	4	5	Tenders / Notices	1	2	3	4	5
Projects / Programmes	1	2	3	4	5	Sociocultural	1	2	3	4	5
Procedures & documentation	1	2	3	4	5	Political Information	1	2	3	4	5
Regulatory/Monitoring Agencies	1	2	3	4	5	Demographic	1	2	3	4	5
Government Postings	1	2	3	4	5	Any other (Please specify & rate)	1	2	3	4	5

Administrative											
Health Care	1	2	3	4	5	Human Resources Information	1	2	3	4	5
Travel Information	1	2	3	4	5	Financial Information (exchange rates, etc)	1	2	3	4	5
Legal Information	1	2	3	4	5	Media Information (advertisement rates, etc)	1	2	3	4	5
Internal Office Memos	1	2	3	4	5	Any other (Please specify and rate)	1	2	3	4	5

Market											
Competitor Information	1	2	3	4	5	Technology Trends	1	2	3	4	5
Product Information	1	2	3	4	5	Patents and Standards	1	2	3	4	5
Customer Information	1	2	3	4	5	Mergers/Acquisitions	1	2	3	4	5
Consultants	1	2	3	4	5	Company News	1	2	3	4	5
Market trends	1	2	3	4	5	Executive Postings	1	2	3	4	5
Supplier/Buyer	1	2	3	4	5	Any other (Please specify & rate)	1	2	3	4	5

Sector Information											
Telecom	1	2	3	4	5	Consultancy	1	2	3	4	5
Oil & Gas	1	2	3	4	5	Banking & Financial Services	1	2	3	4	5
Chemical	1	2	3	4	5	Agribased	1	2	3	4	5
Cement	1	2	3	4	5	Information Technology	1	2	3	4	5
Power	1	2	3	4	5	Education & Training	1	2	3	4	5
Construction	1	2	3	4	5	Engineering	1	2	3	4	5
Media & Entertainment	1	2	3	4	5	Any other (please specify & rate)	1	2	3	4	5
Automobile	1	2	3	4	5						

6. Information Sources that you use

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Newspapers: Indian / Foreign	1	2	3	4	5
Magazines/ Newsletters / Bulletins	1	2	3	4	5
Subject Journals / Trade Journals	1	2	3	4	5
Handbooks / Manuals	1	2	3	4	5
Internal Office Memos, Circulars, etc	1	2	3	4	5
Own files and documents	1	2	3	4	5
Government Publications	1	2	3	4	5
Surveys / Reports	1	2	3	4	5
Annual Reports	1	2	3	4	5
Directories	1	2	3	4	5
Radio / TV programmes	1	2	3	4	5
Exhibitions / Conferences / Seminars	1	2	3	4	5
Internet / websites	1	2	3	4	5
Any Other (Please specify and rate)	1	2	3	4	5

7. Information Media that you deal with

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Printed	1	2	3	4	5
Electronic					
Online Services Databases (Intranet / Internet)	1	2	3	4	5
Offline Databases (CD's / DVDs / Floppies)	1	2	3	4	5
Oral					
Telephone	1	2	3	4	5
Face-face	1	2	3	4	5
Any other (please specify and rate it)	1	2	3	4	5

8. Information Search

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Information search done by

Self	1	2	3	4	5
Facilitated by others	1	2	3	4	5

Information gathered from

Chamber of Commerce	1	2	3	4	5
Trade Associations	1	2	3	4	5
Govt. Depts	1	2	3	4	5
Libraries	1	2	3	4	5
Institutes	1	2	3	4	5
Information Service Providers	1	2	3	4	5
Friends	1	2	3	4	5
Media (TV, Radio)	1	2	3	4	5
Consultants	1	2	3	4	5
Colleagues	1	2	3	4	5
Boss	1	2	3	4	5
Customers	1	2	3	4	5
Suppliers	1	2	3	4	5
Vendors	1	2	3	4	5
Any other (please specify & rate)	1	2	3	4	5

9. Purpose of information search

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Decision making for routine jobs	1	2	3	4	5	Help others (boss/colleagues) in organisation	1	2	3	4	5
Planning & strategy	1	2	3	4	5	Enhancement of Knowledge	1	2	3	4	5
Implementation & execution	1	2	3	4	5	Any other (Please Specify & rate)	1	2	3	4	5
Skill Development	1	2	3	4	5						

10. What is important for you in fulfilling your information needs?

(Please Rate on a scale of 5 by ticking on appropriate box)

SCALE: 1- Irrelevant, 2- Not Useful, 3-Somewhat Useful, 4 – Useful, 5 – Very Useful

Accessibility (Ease of Identifying and Acquiring)	1	2	3	4	5
Appropriate Amount of Information	1	2	3	4	5
Reliability / Credibility	1	2	3	4	5
Completeness	1	2	3	4	5
Concise representation of information	1	2	3	4	5
Current and updated information	1	2	3	4	5
Ease of Use or Manipulation	1	2	3	4	5
Accuracy	1	2	3	4	5
Provision in preferred Media like paper, digital, etc	1	2	3	4	5
Cost Effectiveness	1	2	3	4	5
Affordability	1	2	3	4	5
Timeliness	1	2	3	4	5
Professionalism of the provider / source	1	2	3	4	5
Relevant to Purpose that you Sought the Information	1	2	3	4	5
Discovered New Purpose by the Information you got	1	2	3	4	5
Refreshed memory of details or facts	1	2	3	4	5
Substantiated prior knowledge or belief	1	2	3	4	5