

**STUDY ON CONSUMER BEHAVIOUR**  
(Only for Research Use)

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**PLEASE READ THE INSTRUCTIONS CAREFULLY BEFORE ANSWERING THE QUESTIONS.**

Research is being carried out to study the product attributes according to different consumers. We will be thankful for your co-operation in completing the questionnaire without omitting any of the items.

The information collected will be used only for research purposes. The identity of the respondent and the information provided will be kept in strict confidence. Therefore, you are requested to be frank in your answers.

The questionnaire consists of 4 parts. Please fill in the questionnaire in the same order as it is provided, i. e. start with the first item of Part I and end with the last item (105th) of Part IV.

**PLEASE ANSWER ALL THE QUESTIONS/ITEMS.**

Please turn the page for further instructions.

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- |               |               |               |                |
|---------------|---------------|---------------|----------------|
| 1. M - MH - U | 4. M - GU - U | 7. F - MH - U | 10. F - GU - U |
| 2. M - MH - M | 5. M - GU - M | 8. F - MH - M | 11. F - GU - M |
| 3. M - MH - L | 6. M - GU - L | 9. F - MH - L | 12. F - GU - L |

PART II1 a. DESIRABILITY SCALE

When an individual buys a product, considering various attributes / characteristics related to the particular product. It is expected that an individual will have desirability for different attributes at different degrees. Desirability represents the extent to which an attribute is valued by the consumer, while deciding an ideal brand of a product group.

Five product groups, along with 10 related attributes are listed in the next two pages. The 'Desirability Scale' is a five-point scale, starting from Most Desirable (5) to Least Desirable (1). You are requested to indicate your degree of desirability for each attribute with regard to the corresponding product group.

The value YOU ATTACH may vary not only for a particular attribute within a product group, but also between different product groups for the same attribute. Therefore, please remember that your ratings on the 5-point scale would reflect the extent of value YOU ATTACH to the attribute in deciding an ideal brand

For example 'Colour' is an attribute for the product group Toilet Soap. If you attach the maximum value for 'Colour' in a Toilet Soap, please encircle as follows :

	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	Least desirable
Colour	5	4	3	2	1

## DESIRABILITY SCALE

### Product Group I - Toilet Soap

Attributes	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	Lea desir
1. Foam/Lather	5	4	3	2	1
2. Imparts freshness	5	4	3	2	1
3. Germicidal/medicinal	5	4	3	2	1
4. Habit	5	4	3	2	1
5. Hardness of the soap	5	4	3	2	1
6. Lasts Longer	5	4	3	2	1
7. Newly introduced brand	5	4	3	2	1
8. Other's opinion	5	4	3	2	1
9. Price	5	4	3	2	1
10. Reaction/Sensitivity to skin	5	4	3	2	1

## DESIRABILITY SCALE

### Group II - Tooth Paste

ies	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	Least desirable
l Fresh	5	4	3	2	1
your	5	4	3	2	1
m/Lather	5	4	3	2	1
mula/Content	5	4	3	2	1
micidal/Medicinal	5	4	3	2	1
oit	5	4	3	2	1
wly introduced brand	5	4	3	2	1
er's opinion	5	4	3	2	1
ce	5	4	3	2	1
te	5	4	3	2	1

## DESIRABILITY SCALE

### Product Group III - Face/Talcum Powder

Attributes	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	L des
1. Attractive container	5	4	3	2	
2. Display of Brands	5	4	3	2	
3. Fragrance	5	4	3	2	
4. Imparts Freshness/ Refreshing	5	4	3	2	
5. Habit	5	4	3	2	
6. Naturality	5	4	3	2	
7. Newly Introduced Brand	5	4	3	2	
8. Other's Opinion	5	4	3	2	
9. Price	5	4	3	2	
10. Smoothness	5	4	3	2	

**DESIRABILITY SCALE****Group IV – Dress Material/Cloth**

Items	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	Least desirable
Dark Colour	5	4	3	2	1
Different types for different weather conditions	5	4	3	2	1
Not too heavy while wearing	5	4	3	2	1
Softness of the cloth	5	4	3	2	1
Latest/new type of material	5	4	3	2	1
Mother's opinion	5	4	3	2	1
Price	5	4	3	2	1
Dark/Light colour	5	4	3	2	1
Pattern design/Plain	5	4	3	2	1
Type of Fabric	5	4	3	2	1

## DESIRABILITY SCALE

### Product Group V – Movies

	Most desirable	Mode- rately desirable	Some- what desirable	Mode- rately not desirable	I de
1. Adventurous	5	4	3	2	
2. Educational	5	4	3	2	
3. Entertaining	5	4	3	2	
4. Reality/Close to life	5	4	3	2	
5. Social	5	4	3	2	
6. Spy/Detective	5	4	3	2	
7. Suspense	5	4	3	2	
8. Story	5	4	3	2	
9. War	5	4	3	2	
10. Western	5	4	3	2	

### **b. DISTINCTION SCALE**

individual perceives his/her own brand to be distinct or different from the competitive brands. Further this distinction is perceived at varying degrees ending on a particular attribute or characteristic within a product group.

The 'Distinction Scale' also has five-point scale, starting from Very Much distinct (5) to not at all Distinct (1). You are requested to encircle one of these numbers according to the 'distinction' / 'difference' YOU PERCEIVE YOUR BRAND as compared to the alternate/'other' brands, with regard to a particular attribute of the same product group.

For example, if you think/feel that the attribute 'Colour' of your brand of Toilet Soap is not very distinct/different (or only somewhat distinct) as compared to the colour in 'Other brands', please encircle as follows.

	Very much distinct	Much distinct	Distinct	Some- what distinct	Not at all distinct
Colour	5	4	3	2	1



## **DISTINCTION SCALE**

### Product Group I - Toilet Soap

Attributes	Very much distinct	Much distinct	Distinct	Some- what distinct	Not at all distinct
1. Foam/Lather	5	4	3	2	1
2. Imparts freshness	5	4	3	2	1
3. Germicidal/Medicinal	5	4	3	2	1
4. Habit	5	4	3	2	1
5. Hardness of the soap	5	4	3	2	1
6. Lasts Longer	5	4	3	2	1
7. Newly introduced brand	5	4	3	2	1
8. Other's opinion	5	4	3	2	1
9. Price	5	4	3	2	1
10. Reaction/Sensitivity to skin	5	4	3	2	1

**DISTINCTION SCALE****Group II - Tooth Paste**

	Very much distinct	Much distinct	Distinct	Some- what distinct	Not at all distinct
el Fresh	5	4	3	2	1
avour	5	4	3	2	1
am/Lather	5	4	3	2	1
rmula/Content	5	4	3	2	1
rmicidal/Medicinal	5	4	3	2	1
.bit	5	4	3	2	1
awly introduced brand	5	4	3	2	1
her's opinion	5	4	3	2	1
lce	5	4	3	2	1
ste.	5	4	3	2	1

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## DISTINCTION SCALE

### Product Group III - Face/Talcum Powder

	Very much distinct	Much distinct	Distinct	Some- what distinct	No d
1. Attractive container	5	4	3	2	
2. Display of Brands	5	4	3	2	
3. Fragrance	5	4	3	2	
4. Imparts Freshness/ Refreshing	5	4	3	2	
5. Habit	5	4	3	2	
6. Naturality	5	4	3	2	
7. Newly Introduced Brand	5	4	3	2	
8. Other's Opinion	5	4	3	2	
9. Price	5	4	3	2	
10. Smoothness	5	4	3	2	

**DISTINCTION SCALE****Product Group IV – Dress Material/Cloth**

tributes	Very much distinct	Much distinct	Distinct	Some- what distinct	Not at all distinct
Dark Colour	5	4	3	2	1
Different types for different weather conditions	5	4	3	2	1
Feel heavy while wearing	5	4	3	2	1
Feel of the cloth	5	4	3	2	1
Latest/new type of material	5	4	3	2	1
Other's opinion	5	4	3	2	1
Price	5	4	3	2	1
Sober/Light colour	5	4	3	2	1
Sober design/Plain	5	4	3	2	1
Type of Fabric	5	4	3	2	1

## DISTINCTION SCALE

### Product Group V - Movies

Attributes	Very much distinct	Much distinct	Distinct	Some- what distinct	Not at all distinct
1. Adventurous	5	4	3	2	1
2. Educational	5	4	3	2	1
3. Entertaining	5	4	3	2	1
4. Reality/Close to life	5	4	3	2	1
5. Social	5	4	3	2	1
6. Spy/Detective	5	4	3	2	1
7. Suspense	5	4	3	2	1
8. Story	5	4	3	2	1
9. War	5	4	3	2	1
10. Western	5	4	3	2	1

Kindly answer the following questions for the three Product groups – Toilet Soap, Tooth Paste and Face/Talcum Powder-separately and make the answers in the grid provided below. Please answer all the questions for one product group and then go to the next product group.

1. Please write the brand name of (a) Toilet Soap (b) Tooth Paste, (c) Face/Talcum Powder that you are using currently.
2. Since when you are using this current brand ?
3. Are you aware of any other brand ?
4. If 'yes' please write the brand names that you are aware of.
5. Do you generally buy newly introduced brands ?
6. Have you tried any of the newly introduced brands that are available in these 3 Product groups ?
7. If 'yes' what are the newly introduced brands that you have tried ?
8. If answer is 'No' to Question 6, please answer why you have not tried it so far ? (Please write your reasons at the end of this page).
9. Given an opportunity which specified brand you would prefer to choose as an ideal brand ?

Product Groups	Q. 1 Current Brand	Q. 2 Period of usage	Q. 3 Awareness		Q. 4 Brands Aware of	Q. 5 Buy new brands		Q. 6 Tried new brands		Q. 7 New Brands tried	Q. 9 Ideal Brand
			Yes	No		Yes	No	Yes	No		
A. Toilet Soap											
B. Tooth Paste											
C. Face/Talc Powder											

Q. 8. Reasons for not trying a newly introduced brand

A. Toilet Soap	B. Tooth Paste	C. Face/Talcum Powder

**PART IV**  
**THIS IS NOT A TEST**

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This schedule consists of a number of pairs of statements about things that you may or may not like about ways in which you may or may not feel. You have to choose one of the two statements which is more characteristic of what you like or how you feel. **Your choice in each instance should be in terms of what you like or how you feel at present, and not in terms of what you should like or how you should feel.**

If two statements are equally acceptable to you, choose the one which is slightly more acceptable than the other. If the two statements are equally unacceptable to you, choose the one which you dislike less. Please, make a choice for every pair of statements; do not mark "both".

Please circle ( **a** ) or ( **b** ) the one which you choose.

- |         |  |     |
|---------|--|-----|
| 12/1    | (a) I would like to accomplish something of great significance.<br>(b) I like to find out what great men have thought about various problems in which I am interested.                             | a b |
| 23/2    | (a) I like to find out what great men have thought about various problems in which I am interested.<br>(b) If I have to take a trip, I like to have things planned in advance.                     | a b |
| 34/3    | (a) I like to have my life so arranged that it runs smoothly and without much change in my plans.<br>(b) I like to tell other people about adventures and strange things that have happened to me. | a b |
| 45/4    | (a) I like to ask questions which I know no one will be able to answer.<br>(b) I like to criticise people who are in a position of authority.  | a b |
| 56/5    | (a) I like to be able to come and go as I want to.<br>(b) I like to share things with my friends.  | a b |
| 67/6    | (a) I like to make as many friends as I can.<br>(b) I like to analyse my own motives and feelings.   | a b |
| 78/7    | (a) I like to judge people by why they do something not by what actually they do.<br>(b) I like my friends to show a great deal of affection towards me.   | a b |
| 89/8    | (a) I like my friends to do many small favours for me cheerfully.<br>(b) I like to be called upon to settle arguments and disputes between others.   | a b |
| 910/9   | (a) I like to be able to persuade and influence others to do what I want.<br>(b) I feel depressed by my own inability to handle various situations.  | a b |
| 1011/10 | (a) When things go wrong for me, I feel that I am more to blame than any one else.<br>(b) I like to show a great deal of affection toward my friends.  | a b |
| 1112/11 | (a) I like to treat other people with kindness and sympathy.<br>(b) I like to travel and to see the country.   | a b |
| 1213/12 | (a) I like to experience novelty and change in my daily routine.<br>(b) I like to work hard at any job I undertake.  | a b |
| 1314/13 | (a) I like to complete a single job or task before taking up other jobs.<br>(b) I like to be in love with some one of the opposite sex.  | a b |

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|---------|--|---|---|
| 1415/14 | (a) I like to listen to or to tell jokes in which sex plays a major part.                                | a | b |
|         | (b) I feel like getting revenge when some one has insulted me.   |   |   |
| 13/15   | (a) I would like to be recognised authority in some job, profession or field of specialisation.          | a | b |
|         | (b) Any written work that I do I like to have precise, neat and well organized.                          |   |   |
| 24/15   | (a) I like to read about the lives of great men.   | a | b |
|         | (b) I like people to notice and to comment upon my appearance when I am out in public.                   |   |   |
| 35/17   | (a) I like to keep my things neat and orderly on my desk or work-space.                                  | a | b |
|         | (b) I like to be independent of others in deciding what I want to do.                                    |   |   |
| 46/18   | (a) I like to say things that are regarded as witty and clever by other people.                          | a | b |
|         | (b) I like to have strong attachments with my friends.   |   |   |
| 57/19   | (a) I like to do things that other people regard as unconventional.                                      | a | b |
|         | (b) I like to study and to analyse the behaviour of others.  |   |   |
| 68/20   | (a) I like my friends to help me when I am in trouble.   | a | b |
|         | (b) I like to do things for my friends.  |   |   |
| 79/21   | (a) I like to predict how my friends will act, in various situations.                                    | a | b |
|         | (b) When with a group of people, I like to make the decisions about what we are going to do.             |   |   |
| 810/22  | (a) I like my friends to sympathise with me and to cheer me up when I am depressed.                      | a | b |
|         | (b) I feel that I should confess in the things that I have done that I regard as wrong.                  |   |   |
| 911/23  | (a) I like to be one of the leaders in the organizations and groups to which I belong.                   | a | b |
|         | (b) I like to sympathise with my friends when they are hurt or sick.                                     |   |   |
| 1012/24 | (a) If I do something that is wrong, I feel that I should be punished for it.                            | a | b |
|         | (b) I like to move about the country and to live in different countries.                                 |   |   |
| 1113/25 | (a) I like to help other people who are less fortunate than I am.  | a | b |
|         | (b) When I have some assignment to do, I like to start on and keep working on it until it is completed.  |   |   |
| 1214/26 | (a) I like to meet new people.   | a | b |
|         | (b) I like to kiss attractive persons of the opposite sex.   |   |   |
| 1315/27 | (a) I like to avoid being interrupted while I am at my work.   | a | b |
|         | (b) I feel like telling other people off when I disagree with them.                                      |   |   |
| 14/28   | (a) I like to be able to do things better than other people can.   | a | b |
|         | (b) I like to tell amusing stories and jokes at parties.   |   |   |
| 25/29   | (a) I like to read about the lives of great men.   | a | b |
|         | (b) I like to avoid situations where I am expected to do things in a conventional way.                   |   |   |
| 36/30   | (a) Any written work that I do, I like to have precise, neat and well organized.                         | a | b |
|         | (b) I like to make as many friends as I can.   |   |   |
| 47/31   | (a) I like to say things that are regarded as witty and clever by other people.                          | a | b |
|         | (b) I like to put myself in some one else's place and to imagine how I would feel in the same situation. |   |   |



- 132 (a) I like to avoid situations where I am expected to do things in a conventional way.  
(b) I like my friends to sympathise with me and to cheer me up when I am depressed.
- 133 (a) I like to do things with my friends rather than by myself.  
(b) I like to argue for my point of view when it is attacked by others.
- 134 (a) I like to analyse the feelings and motives of others.  
(b) I feel better when I give in and avoid a fight than I would if I tried to have my own way.
- 035 (a) I like my friends to help me when I am in trouble.  
(b) I like to treat other people with kindness and sympathy.
- 236 (a) I like to argue for my point of view when it is attacked by others.  
(b) I like to experience novelty and change in my daily routine.
- 113/37 (a) I feel that the pain and misery that I have suffered has done me more good than harm.  
(b) I like to stick at a job or problem even when it may seem as if I am not getting anywhere with it.
- 114/38 (a) I like to do small favours for my friends.  
(b) I like to engage in social activities with persons of the opposite sex.
- 215/39 (a) I like to participate in new fads and fashions.  
(b) I feel like criticising someone publicly if he/she deserves it.
- 5/40 (a) I like to be able to say that I have done a difficult job well.  
(b) I like to be able to come and go as I want to.
- 6/41 (a) When planning something, I like to get suggestions from other people whose opinions I respect.  
(b) I like to do things for my friends.
- 7/42 (a) If I have to take a trip, I like to have things planned in advance.  
(b) I like to understand how my friends feel about various problems they have to face.
- 8/43 (a) I like to be the centre of attention in a group.  
(b) I like my friends to make a fuss over me when I am hurt or sick.
- 9/44 (a) I like to do things in my own way without regard to what others may think.  
(b) I like to supervise and to direct the actions of other people whenever I can.
- 610/45 (a) I like to have strong attachments with my friends.  
(b) I feel guilty whenever I have done something I know is wrong.
- 711/46 (a) I like to analyse my own motives and feelings.  
(b) I like to sympathize with friends when they are hurt or sick.
- 812/47 (a) I like my friends to be sympathetic and understanding when I have problems.  
(b) I like to meet new people.
- 913/48 (a) I like to be able to persuade and influence others to do what I want  
(b) I like to finish any job or task that I begin.
- 1014/49 (a) I feel depressed by my own inability to handle various situations.  
(b) I like to read books and plays in which sex plays a major part.

a b

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|---------|--|-----|
| 1115/50 | (a) I like my friends to confide in me to tell their troubles.   | a b |
|         | (b) I like to attack points of view that are contrary to mine.   |     |
| 16/51   | (a) I like to be successful in things undertaken.  | a b |
|         | (b) I like to form new friendships.  |     |
| 27/52   | (a) I like to accept the leadership of people I admire.  | a b |
|         | (b) I like to understand how my friends feel about various problems they have to face.                       |     |
| 38/53   | (a) I like to have my life so arranged that it runs smoothly and without much change in my plans.            | a b |
|         | (b) I like my friends to feel sorry for me when I am sick.   |     |
| 4954    | (a) I like to ask questions which I know no one will be able to answer                                       | a b |
|         | (b) I like to tell other people how to do their jobs.  |     |
| 510/55  | (a) I like to avoid responsibilities and obligations.  | a b |
|         | (b) I feel that I am inferior to others in most respects.  |     |
| 611/56  | (a) I like to participate in groups in which the members have warm and friendly feelings toward one another. | a b |
|         | (b) I like to help my friends when they are in trouble.  |     |
| 712/57  | (a) I like to put myself in some one else's place and to imagine how I would feel in the same situation.     | a b |
|         | (b) I like to eat in new and strange restaurants.  |     |
| 813/58  | (a) I like my friends to do many small favours for me cheerfully.  | a b |
|         | (b) I like to stay up late working in order to get a job done.   |     |
| 914/59  | (a) When with a group of people, I like to make the decisions about what we are going to do.                 | a b |
|         | (b) I like to engage in social activities with persons of the opposite sex.                                  |     |
| 1015/60 | (a) I feel that I am inferior to others in most respects.  | a b |
|         | (b) I feel like blaming others when things go wrong for me.  |     |
| 17/61   | (a) I like to solve puzzles and problems that other people have difficulty with.                             | a b |
|         | (b) I like to judge people by why they do something not by what actually they do.                            |     |
| 28/62   | (a) When planning something, I like to get suggestions from other people whose opinions I respect.           | a b |
|         | (b) I like my friends to treat me kindly.  |     |
| 39/63   | (a) I like to keep my letters, bills and other papers neatly arranged and filed according to some system.    | a b |
|         | (b) I like to be one of the leaders in the organisations and groups to which I belong.                       |     |
| 410/64  | (a) I like to use words which other people often do not know the meaning of.                                 | a b |
|         | (b) I feel that I am inferior to others in most respects.  |     |
| 511/65  | (a) I like to say what I think about things.   | a b |
|         | (b) I like to forgive my friends who may sometimes hurt me.  |     |
| 612/66  | (a) I like to do things with my friends rather than by myself.   | a b |
|         | (b) I like to experiment and to try new things.  |     |
| 713/67  | (a) I like to analyse the motives of others.   | a b |
|         | (b) I like to avoid being interrupted while at my work.  |     |

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|-------|---|---|---|
| 4/68  | (a) I like my friends to show a great deal of affection towards me.   | a | b |
|       | (b) I like to be regarded as physically attractive by those of the opposite sex.                                |   |   |
| 5/69  | (a) I like to tell other people how to do their jobs.   | a | b |
|       | (b) I feel like getting revenge when someone has insulted me.   |   |   |
| 70    | (a) I like to accomplish tasks that others recognize as requiring skill and effort.                             | a | b |
|       | (b) I like my friends to encourage me when I meet with failure.   |   |   |
| 71    | (a) When I am in a group I like to accept leadership of someone else in deciding what the group is going to do. | a | b |
|       | (b) I like to supervise and to direct the actions of other people whenever I can.                               |   |   |
| 0/72  | (a) I like to plan and organise the details of any work that I have to undertake.                               | a | b |
|       | (b) When things go wrong for me, I feel that I am more to blame than anyone else.                               |   |   |
| 1/73  | (a) I like to tell other people about adventures and strange things that have happened to me.                   | a | b |
|       | (b) I like my friends to confide in me and to tell me their troubles.   |   |   |
| 2/74  | (a) I like to be independent of others in deciding what I want to do.   | a | b |
|       | (b) I like to do new and different things.  |   |   |
| 3/75  | (a) I like to participate in groups in which members have warm and friendly feelings toward one another.        | a | b |
|       | (b) When I have some assignment to do, I like to start in and keep working on it until it is completed.         |   |   |
| 4/76  | (a) I like to predict how my friends will act in various situations.  | a | b |
|       | (b) I like to participate in discussions about sex and sexual activities.                                       |   |   |
| 5/77  | (a) I like my friends to make a fuss over me when I am hurt or sick.  | a | b |
|       | (b) I feel like blaming others when things go wrong for me.   |   |   |
| 78    | (a) I like to be able to do things better than other people can.  | a | b |
|       | (b) I like to be one of the leaders in the organisations and groups to which I belong.                          |   |   |
| 0/79  | (a) I like to read about the lives of great men.  | a | b |
|       | (b) I feel that I should confess the things that I have done that I regard as wrong.                            |   |   |
| 1/80  | (a) I like to make a plan before starting in to do something difficult.   | a | b |
|       | (b) I like to do small favours for my friends.  |   |   |
| 2/81  | (a) I like people to notice and to comment upon my appearance when I am out in public.                          | a | b |
|       | (b) I like to move about the country and to live in different places.   |   |   |
| 13/82 | (a) I like to feel free to do what I want to do.  | a | b |
|       | (b) I like to complete a single job or task at a time before taking up other jobs.                              |   |   |
| 14/83 | (a) I like to make as many friends as I can.  | a | b |
|       | (b) I like to go out with attractive persons of the opposite sex.   |   |   |
| 15/84 | (a) I like to predict how my friends will act in various situations.  | a | b |
|       | (b) I like to attack points of view that are contrary to mine.  |   |   |

- 110/85 (a) I would like to be a recognised authority in some job, profession, or field of specialisation. a
- (b) I feel guilty whenever I have done something I know is wrong.
- 211/86 (a) I like to find out what great men thought about various problems in which I am interested. a
- (b) I like to be generous with my friends.
- 312/87 (a) I like to have my work organised and planned before beginning it. a b
- (b) I like to travel and to see the country.
- 413/88 (a) I like people to notice and to comment upon my appearance when I am out in public. a b
- (b) I like to stick at a job or problem even when it may seem as if I am not getting anywhere with it.
- 514/89 (a) I like to do things in my own way without regard to what others may think. a b
- (b) I like to participate in discussion about sex and sexual activities.
- 615/90 (a) I like to write letters to my friends. a b
- (b) I like to attack points of view that are contrary to mine.
- 111/91 (a) I like to do my very best in whatever I undertake. a b
- (b) I like to help other people who are less fortunate than I am.
- 212/92 (a) I like to conform to custom and to avoid doing things that people I respect might consider unconventional. a b
- (b) I like to participate in new fads and fashions.
- 313/93 (a) If I have to take a trip, I like to have things planned in advance. a b
- (b) I like to keep working at a puzzle or problem until it is solved.
- 414/94 (a) I like to be the centre of attention in a group. a b
- (b) I like to read books and plays in which sex plays a major part.
- 515/95 (a) I like to avoid responsibilities and obligations. a b
- (b) I get so angry that I feel like throwing & breaking things.
- 112/96 (a) I like to be able to do things better than other people can. a b
- (b) I like to eat in new and strange restaurants.
- 213/97 (a) I like to praise someone I admire. a b
- (b) I like to stay up late working in order to get a job done.
- 314/98 (a) I like to keep my things neat and orderly on my desk or work-space. a b
- (b) I like to be in love with someone of the opposite sex.
- 415/99 (a) I like to ask questions which I know no one will be able to answer. a b
- (b) I like to tell other people what I think of them.
- 1113/100 (a) I would like to accomplish something of great significance. a b
- (b) I like to work hard at any job I undertake.
- 214/101 (a) I like to praise someone I admire. a b
- (b) I like to be regarded as physically attractive by those of the opposite sex.
- 315/102 (a) I like to have my meals organised and a definite time set aside for eating. a b
- (b) I like to tell other people what I think of them.
- 114/103 (a) I would like to accomplish something of great significance. a b
- (b) I like to kiss attractive persons of the opposite sex.
- 215/004 (a) When I am in a group, I like to accept the leadership of someone else in deciding what the group is going to do. a b
- (b) I feel like getting revenge when someone has insulted me.
- 115/105 (a) I would like to write a great novel or play. a b
- (b) I like to attack points of view that are contrary to mine.

PLEASE FILL IN THE FOLLOWING CLASSIFICATION DATA

Since when you are staying in a hostel ?

\_\_\_\_\_ years \_\_\_\_\_ months

Married/Single :

Mother Tongue :

Age :

Sex

Class of Study :

Name &

College :

Address

(Hostel)

Subjects :

Average Monthly income of your Family

(1) ☐ Below Rs. 500/- (2) ☐ Rs. 500 to Rs. 999 (3) ☐ Rs. 1,000 & over

Are you a Scholarship Holder ?

(Government, Merit or Private)

Yes

1

No

2

Date of Interview :

Time of Interview From \_\_\_\_\_ to \_\_\_\_\_

Place of Interview

Group No.

No. of Respondents in the group

Investigated by