

**ANNEXURE-I**  
**Questionnaires for Management**

**Part –I**

**MANAGEMENT INSTITUTE PROFILE:**

<b>Name of the College/ University/Institution:</b>	
<b>Year of Establishment:</b>	
<b>Nature of Management:</b>	<b>State (1) / Central (2)/ Private (3)</b>
<b>UGC Affiliation</b>	<b>2(f) (1), 12B( 2)</b>
<b>Year of Accrediation</b>	
<b>Grade Value :</b>	<b>A++, (1), A+,(2), B++,(3), B+,(4) , C (5)</b>
<b>AICTE Accrediation Approved</b>	<b>Yes (1), No (2)</b>
<b>No. of Teaching Faculty:</b>	
<b>No. of Non- Teaching Employees:</b>	
<b>No. of Male Teaching Faculties</b>	
<b>No. of Female Teaching Faculties:</b>	
<b>No. of Guest Teaching Faculties</b>	
<b>No. of Professor:</b>	
<b>No. of Associate Professor:</b>	
<b>No. of Assistant Professor:</b>	
<b>No of Ph.D holders:</b>	
<b>Salary:</b>	<b>6<sup>th</sup> Pay/Consolidate</b>
<b>Working Hours/ Class to be taken</b>	
<b>Email ID</b>	

**Organization Performance (Management)****(Response Code Key: Tick the appropriate)**

S.No	Statement	Yes	No
16.1	Curriculum Designed and Developed as per the requirement of the students and society.		
16.2	Organization adopts academic flexibility.		
16.3	Organization entertains feedback on curriculum from teachers and experts.		
16.4	Curriculums are timely updated.		
16.5	Organization adopts systematic admission procedure.		
16.6	Organization provides better catering facilities.		
16.8	Organization adopted best teaching –learning process.		
16.9	Organization adopted best evaluation process.		
16.10	Organization promotes research.		
16.11	Organization encourages teachers to involve research and publication works.		
16.12	Organization provides consultancy service.		
16.13	Organization collaborates with other institute to promote education.		
16.14	Organization work for students’ progress.		
16.15	Organization support to carry students’ activities.		
16.16	Organization provides necessary physical facilities.		
16.17	Organization maintains good physical infrastructure		
16.18	Organization has best library facilities.		
16.19	Organization has IQAC		
16.20	Organization has adopted best management practices		

## ANNEXURE-II

### Questionnaires for Internal Customers

#### Part I – DEMOGRAPHIC PROFILE:

<b>Name (optional)</b>	
<b>Name of the College/ University/Institution:</b>	
<b>Sex:</b>	<b>Male (1)                  Female (2)</b>
<b>Age:</b>	<b>..... in completed years</b>
<b>Present Designation:</b>	<b>Lecturer(1),                  Sr.Lecture(2) Asst.Professor(3),          Associate.Prof.(4) Professor(5)                  Others (6)</b>
<b>Educational Qualification:</b>	<b>PG(1), P.G, NET (2) PG,Ph.D(3), PG,P.hD,NET(4), PG, Ph.D, NET, Exp(5) Others(6)</b>
<b>Nature of Service:</b>	<b>Full-Time (1)                  Part-Time (2)</b>
<b>Length of Service:</b>	<b>..... in completed years</b>
<b>Salary:</b>	<b>Same as suggested by 6<sup>th</sup> Pay Commission of UGC (1) Consolidated (2) Neither consolidated nor the 6<sup>th</sup> pay (3)</b>
<b>Experience</b>	<b>0-5 years(1), 6-10years(2), 10above(3)</b>
<b>Working Hours/ Class to be taken per week</b>	
<b>Email ID</b>	

#### Participation in Management

**Scale to measure degree of participation in participation in management by teachers as perceived by teachers**

(Response Code Key: SA=> Strongly Agree: A=> Agree:NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.N o.	Statement	SA	A	NAD	D	SD
1.1	Employees are consulted in formation of strategic decisions for implementations					
1.2	Employees are consulted while constructing tactical decisions.					
1.3	Employees are consulted in implementing tactical decisions.					
1.4	Employees' involvement in day to-day activities implementation is consulted.					
1.5	Employees 'collective demands to management are properly addressed.					
1.6	Employees participation in Organization's Management are encouraged					
1.7	Employees' participation in the Board of Studies is encouraged.					
1.8	Employees participation in Departmental Meetings are encouraged					
1.9	Decisions are clearly and timely communicated between employees and management.					
1.10	Decisions are clearly and timely communicated between departments.					
1.11	Decisions are clearly and timely communicated between employees.					

**Employees Participation in Management Satisfaction to Internal Customers (Teacher)**

Scale to measure degree of satisfaction in participation in management as perceived by teachers

(Response Code Key: SA=> Strongly Agree: A=> Agree:NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
2.1	Employees' are happy to contribute towards formation of strategic decisions for implementations					
2.2	Employees' are happy to contribute in making tactical decisions.					

2.3	Employees' are happy to contribute in implementing tactical decisions.					
2.4	Employees' involvement in implementation of day to-day activities is satisfactory.					
2.5	Employees' participation in Organization's Management is satisfactory.					
2.6	Employees' participation in the Board of Studies are satisfactory.					
2.7	Employees' participation in Departmental Meetings are satisfactory					
2.8	Employees are happy in taking part as a member in the Board of Governors.					
2.9	Employees' hard work is recognized by the management					
2.10	Employees are provided growth opportunities by the management.					
2.11	Employees are happy with the job security.					
2.12	Employees are happy with the training provided to them.					
2.13	Employees are happy with the salary structure.					
2.14	Employees are happy with the fringe benefit provided by the management.					
2.15	Employees' relationship with the management is satisfactory.					
2.16	Employees' relationship with in the employees is satisfactory.					

**Quality of Internal Customers (Teachers) (Response Code Key: Tick the appropriate)**  
**After joining my present work place:-**

S.No	Statement	Yes	No
4.1	I have presented more research papers in the national seminars/conference.		
4.2	I have presented more research papers in the International seminars/conference		
4.3	I have published research papers in the ISBN national journals		

4.4	I have published research papers in the ISSN international journals		
4.5	I have published research papers in the ISBN international journals with impact factor		
4.6	I have published research papers in the ISSN international journals with impact factor		
4.7	I have guided more master scholars.		
4.8	I have guided more M.Phil scholars.		
4.9	I have guided more Ph.D scholars.		
4.10	I have received award of apperception from the institute.		
4.11	I have obtained Ph.D.		
4.12	I have received sufficient training to teach.		
4.13	I have attended FDP/Refresher courses/Workshop.		

### Internal Branding (Teachers)

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
17.1	Institution is known for its salary.					
17.2	Institution is known for its fringe benefits.					
17.3	Institution is known for providing opportunities for employees' growth.					
17.4	Institution is known for its employees career planning.					
17.5	Institution is known for its reputation in education industry.					
17.6	Institution is known for its target based service.					
17.7	Institution is known for its experienced service in the industry.					
17.8	Institution is known for its additional benefits for additional services.					
17.9	Institution is known for recognizing individual branding.					

### 1. Product in the form of Service Pack

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
8.1	Organization considers employees as supplier of services.					
8.2	Organization considers employees as supplier of individual branding.					
8.3	Organization considers employees as supplier of having different type of services capabilities.					
8.4	Organization considers employees individual as suppliers of having different depth of services.					

## 2. Pricing of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree:NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
9.1	Organization considers employees as supplier of services who are paid based on full cost pricing.					
9.2	Organization considers employees as supplier of services who are paid based on variable cost pricing.					
9.3	Organization considers employees as supplier of services who are paid based on individual brand pricing.					
9.4	Organization considers employees as supplier of services who are paid based on risk reward structure.					

## 3. Promotion of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
10.1	Organization considers employees as a channel partner.					
10.2	Employees' supply of service is visible.					
10.3	Organization considers employees as a promoter of the supply chain management.					
10.4	Organization considers employees as participant in promoting the supplier of services.					
10.5	Employees Promotes Services					

	through attending seminars, workshops and conferences.					
10.6	Employees Promotes Services by educating the students in best way.					

#### 4. Place of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
11.1	Organization recognizes suppliers of services in the work place.					
11.2	Organization recognizes suppliers of services off the work place.					
11.3	Organization recognizes suppliers of services from a distance without face to face contact.					
11.4	Organization recognizes suppliers of services at the place of organization's customer.					

#### 5. People of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
12.1	Organization considers employees supply services connected with ultimate consumers.					
12.2	Organization considers employees supply services coordinated with ultimate consumers.					
12.3	Organization considers employees as a relationship management practitioner.					
12.4	Organization reciprocate service provider using appropriate serve culture.					

#### 6. Process of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
13.1	Organization consider employees services as supplier of 'value addition services' to the external customers					
13.2	Organization considers employees as supplier who fulfills the requirement					



	of external customers.					
13.3	Organization considers employees' approach to flexible process.					
13.4	Organization consider employees as supplier as suppliers of interactive marketing effort to the external customers					

### 7. Physical Evidence of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No	Statement	SA	A	NAD	D	SD
14.1	Organization provides appropriate physical infrastructure to the employees who supplies the service to external customers					
14.2	Organization provides service flow infrastructure to the employees who supplies the service to external customers					
14.3	Organization provides organization structure to the employees who supply the service to external customers.					

### 8. Participation of Services

(Response Code Key: SA=> Strongly Agree: A=> Agree: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
15.1	Organization consider employees as internal customer in the procure of services targeting the external customer					
15.2	Organization consider employees as internal customer for evolving and developing services targeting the external customer					
15.3	Organization consider employees as internal customer for logistics development targeting the external customer					
15.4	Organization consider employees as internal customer for key strategic activities targeting the external customer					
15.5	Organization consider employees as internal customer for service life cycle management targeting the external					

	customer					
--	----------	--	--	--	--	--

In addition to the above, if you have any suggestion/comments relevant to the study are solicited:

---

---

---

---

---

---

---

---

---

---

Thank you for your valuable response

V.T.Vasagan  
Research Scholar  
Assam University

## ANNEXURE-III

### Questionnaires for External Customers

#### Part-I

##### Students Profile:

<b>Name of the Student</b>	
<b>Name of the Institute</b>	
<b>Sex</b>	<b>Male (1)</b> <b>Female (2)</b>
<b>Programme</b>	
<b>Age</b>	

#### Part-II

##### **Employees Participation in Management Satisfaction to External Customers Satisfaction (Students)**

Scale to measure degree of participation in participation in management by teachers as perceived by students

(Response Code Key: SA=> Strongly Agree: A=> Agree;.: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
3.1	Employees' involvement in taking strategic decisions and implementations for the benefit of the students is satisfactory.					
3.2	Employees' involvement in taking tactical decisions for the benefit of the students is satisfactory.					
3.3	Employees' involvement in implementing tactical decisions for the benefit of the students is satisfactory.					
3.4	Employees involvement in day to-day activities for the benefit of the students is satisfactory..					
3.5	Employee's involvement in day to-day activities implementation for the benefit of the students is satisfactory.					
3.6	Employees represent student's demands to management which are properly addressed for the benefit of the students is satisfactory.					

3.7	Employees participate in Organization's Management for the benefit of the students is satisfactory..					
3.8	Employees participate in the Board of Studies for the benefit of the students is satisfactory.					
3.9	Employees participate in Departmental Meetings for the benefit of the students is satisfactory.					
3.10	Decisions which are clearly and timely commutated between employees and management for the benefit of the students is satisfactory..					

### Quality of External Customers (as perceived by the students)

(Response Code Key: Tick the appropriate)

**After enrolling myself in the institution:-**

S.No	Statement	Yes	No
5.1	I have developed the skill of acquiring more knowledge in my area of studies from my teachers.		
5.2	I have become more hardworking.		
5.3	My academic performance has improved.		
5.4	My subject presentation skills has improved.		
5.5	I have achieved many set goals.		
5.6	I have acquired better skills to express my views and opinions.		
5.7	I have updated information from my teachers.		
5.8	I find participation in group discussion comfortable.		
5.9	My participation in class activities has improved.		
5.10	I participate in seminars.		
5.11	I participate in workshops.		
5.12	I have acquired employment skills by participating management training programmes.		

### Relationship with External Customers (Students)

**Scale to measure degree of relationship of the teachers with the students as perceived by students**

(Response Code Key: SA=> Strongly Agree: A=> Agree;.: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
-------	-----------	----	---	-----	---	----

6.1	Teachers assist me in my studies.					
6.2	Teachers provide me all the necessary materials.					
6.3	Teachers help me to take part in the seminars					
6.4	Teachers help me to take part in the workshop.					
6.5	Teachers help me to do my management thesis systematically					
6.6	Teachers help me to do my summer project systematically					
6.7	Teachers help me to complete my assignment.					
6.8	Teachers help me to get reference books.					
6.9	Teachers help me to take part in competition.					
6.10	Teachers help me to take part in the co-curricular activities.					
6.11	Teachers help me to develop my resume.					
6.12	Teachers train me for campus recruitment.					
6.13	Teachers speak on behalf of students to the management.					
6.14	Teachers care the students.					
6.15	Teachers have coordinial relationship with every student.					

**Performance of the External Customers (as perceived by the students)**

(Response Code Key: SA=> Strongly Agree; A=> Agree; NAD=> Neither agree nor Disagree; D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
7.1	My academic performance has improved because of teachers.					
7.2	I have scored better grade in group discussion					
7.3	I have scored better grade in management thesis.					
7.4	I have scored better grade in Summer Project.					
7.5	I could win prizes in inter college competition					
7.6	I have won prizes in the co-curricular					

	activities.					
4.7	I developed the skill of inquisitiveness.					
7.8	I have obtained the ability to express my views and opinions.					
7.9	I update information from my teachers.					
7.10	I can communicate the information clearly.					
7.11	I have developed better writing skill.					
7.12	I am fluent in computer skill'					
7.13	I use library more often.					
7.14	I can adjust with my stress.					
7.15	I have better learning environment.					
7.16	I feel assured that my objectives shall be fulfilled.					

### External Branding (Students)

(Response Code Key: SA=> Strongly Agree: A=> Agree;.: NAD=> Neither agree nor Disagree: D=> Disagree, SD=> Strongly Disagree)

S.No.	Statement	SA	A	NAD	D	SD
18.1	Institution is known for its systematic admission procedure.					
18.2	Institution is known for its guidance and counselling.					
18.3	Institution is known for its good syllabus.					
18.4	Institution is known for its imparting education through seminar and workshops/ guest lectures.					
18.5	Institution is known for its innovative method of imparting lessons.					
18.6	Institution is known for its placement for students.					
18.7	Institution is known for its reasonable fees structure.					
18.8	Institution is known for its quality of teachers.					
18.9	Institution is known for its target based service.					
18.10	Institution is known outside for its excellence.					
18.11	Institution is known for its quality service.					
18.12	Alumni are well placed.					

**Thank you for your valuable response**