

Appendix

QUESTIONNAIRE

The study of Integrated Marketing Communications of Siam University IMBA Department

This questionnaire is a part of Business Research Methods of MBA (English Program) in Siam University under the title of “The study of Integrated Marketing Communications of Siam University IMBA Department.” The objectives of these separated sheets are to measure the different perceptions of people under the title of IMC of Siam University and its IMBA program; to measure the tendency of people on decision making to use Siam University and its IMBA program; and to measure the effectiveness of Siam University IMBA program implicating IMC.

Please mark (√) in to a box (☐) for the only choice you have selected

Part I: General Background Information

Sex

Male

Female

A1:_

Age

Under 22 year

23-25 year

26- 30 year

31-35 year

36-40 year

Over 40 year

A2:_

Nationality

Thais

Cambodian

Vietnamese

Indian

Chinese

Burmese

Laos

Bangladesh

Other (please specify) _____

A3:_

Highest education level achieved

Bachelor Degree

Master Degree

A4:_

Present occupation status

Student only

Working and studying

A5:_

Present responsibility level

- Executive Managerial Business Owner Operational
 Unemployed Other (please specify) _____

A6: _

Income level/month

- No income Below 10,000 Baht
 11,000- 20,000 Baht 21,000- 30,000 Baht
 More than 30,000 Baht

A7: _

When did you first join Siam University IMBA program?

- 1st Trimester 2010 2nd Trimester 2010 3rd Trimester 2010
 1st Trimester 2011 2nd Trimester 2011 3rd Trimester 2011

A8: _

Part II: The Integrated Marketing Communications (IMC) of Siam University IMBA

Department

B1: _

Have you ever heard any advertisement for Siam University IMBA program?

- Yes No

Through which channel that you come to know about Siam University IMBA

Department?

- Internet Newsletters Educational fair
 University bill board Friends Advertising
 Other (please specify) _____

B2: _

How often do you use the channel?

- Everyday Once a week Once a month Each Semester
 Once Once in a while

B3: _

Are you satisfied with the content in IMBA program?

- Yes No

B4: _

1. How would you rate the quality of IMC (Integrated Marketing Communications)?
- Excellent Good Fair Poor

B5: _

2. Do you think that IMC has influenced on decision making?
- Definitely yes Yes, to some extent Not really
 Definitely no

B6: _

Part III: Siam University and its IMBA Program Marketing Mix (4Ps)

1. Please rate the satisfaction of marketing mix (4Ps)

4Ps	Completely satisfied	Very satisfied	Fairly well Satisfied	Somewhat Dissatisfied	Very dissatisfied	
Product:						
1. Service						C1:
2. Faculties						C2:
3. Facilities						C3:
4. Majors						C4:
5. Core Courses						C5:
Price:						
Tuition Fee						C6:
Place:						
Location						C7:
Promotion:						
1. IMC						C8:
2. Scholarship						C9:

Thanks Very Much for Your Help!!!