

Name of Team Members: Ataur Rahman, Misabah, Prasanth, Motiur Rahman

Link of questionnaire: <https://forms.gle/FVpr36fHQVXnT8jv8>

Primary research which involves designing and carrying out bespoke surveys, interviews or focus group. There are so many advantages for this type of research. As trends different things changes like people's opinion so as business.

One of the best way to learn about the market and potential customers is by asking questions. (McBurney, White, 2010). When market research questions are asked correctly, opportunities to improve market strategy, operations and services can be identified.

Using questionnaire, it is possible to gather pertinent information required. In questionnaire it is crucial to explain the purpose of the survey to the participant to confirm their consent.

There are the following different types of questions:

Open questions

Closed ended question

List/multiple choice questions

Category questions

Ranking

Rating questions

Quantity questions

Likert scales

Closed-ended questions

There are many types of survey questions, and each has pros and cons. The type of information you need, the depth of information you need, and the amount of time your respondents have available will all influence your choice of survey type. This guide will introduce you to some of the most common types of survey questions.

Rating scale questions

Scaled-response questions are questions that have a predefined answer list with options that are incrementally related to each other with the purpose of measuring the intensity to which a respondent feels toward or about something.

Likert-type scales

The Likert scale is a 5 or 7-point scale that ranges from one extreme attitude to another, like “extremely likely” to “not at all likely.” Typically, they include a moderate or neutral midpoint.

Multiple choice questions

A multiple-choice question (MCQ) is composed of two parts: a stem that identifies the question or problem, and a set of alternatives or possible answers that contain a key that is the best answer to the question, and a number of distractors that are plausible but incorrect answers to the question.

Rank order questions

Rank order questions are close-ended questions that allow respondents to evaluate multiple row items in relation to one column item or a question in ranking survey and then rank the row items. They are multiple-choice questions represented in a single column format.

Dichotomous questions

The dichotomous question is a question which can have two possible answers. Dichotomous questions are usually used in a survey that asks for a Yes/No, True/False or Agree/Disagree answers. They are used for clear distinction of qualities, experiences or respondent's opinions (Canada Business, 2018).

Questionnaires contain information that is

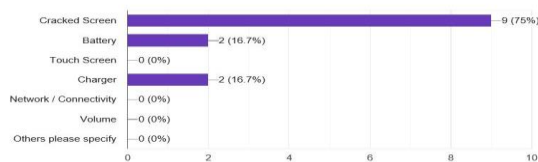
- Factual
- Behavioural
- Opinion based
- Attitudes
- Beliefs

Questionnaire need to be clear and easy to complete. Google forms allow you to create questioner easier than ever.

In the questionnaire we have created for our MAP mobile solution we came up with some responses.

What was the main problem with your smartphone?

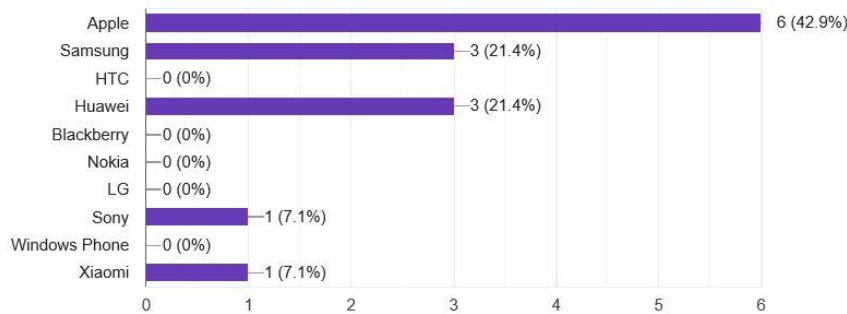
12 responses



A few responses got from our survey, it is evident that most of the customers had problems in the screen of their phone their percentage is 70. Whereas 16 percent of customers had both charger and battery problems in their phone.

What brand is your phone?

14 responses



In the survey question there was another question what brand of your phone, our respondents use mostly apple phone percentage is 42 percent, 21 percent Huawei and only 7 percent respondent use Xiami and Sony.

It is crucial to know what the main problem of our respondent's phone by knowing the problem we can emphasis on the repairing side. Also, we can train our staff for better comprehension of detecting problems.

References:

Canada Business. (2018). *Types of survey questions* — Canada Business. [online] Available at: <https://canadabusiness.ca/business-planning/market-research-and-statistics/conducting-market-research/types-of-survey-questions/> [Accessed 02 Jul. 2019].

McBurney, D., H., White, T., L., (2010), Research Method, (8th Ed), Belmont: Cengage Learning