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Using questionnaire, it is possible to gather relevant information required. In questionnaire it is momentous 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

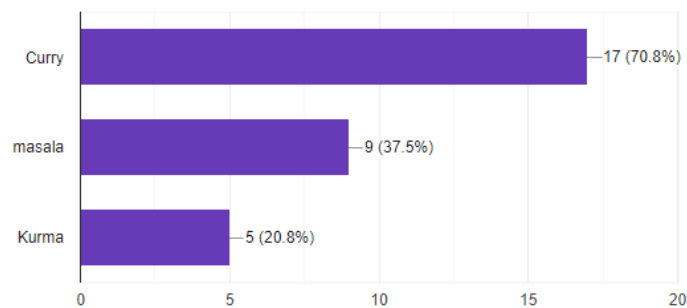
Rank order questions are close-ended questions that allow respondents to evaluate multiple row items in relation to one column item or a question in ranking survey and then rank the row items. They are multiple-choice questions represented in a single column format.

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).

Which types of curry do you prefer most ?

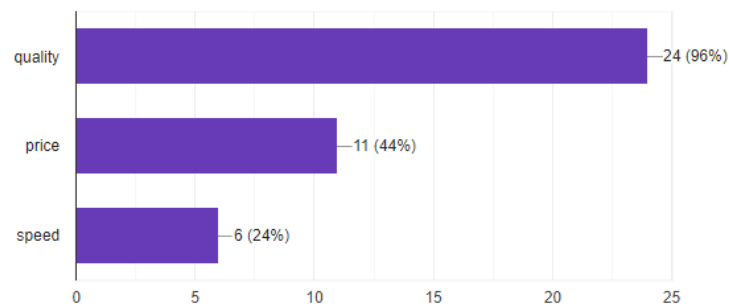
24 responses



It is very necessary to know the most preferred food choice of our customers. When we know the food preference of our customers, we can design our food better way. We can also develop for all customers.

Which of the following is important to you ?

25 responses



One of the main and most obvious factors that leaves customers content is the food, so the importance of food quality is something not to be undervalued. Not only does the quality affect and improve the taste, color, texture, appearance, and nutritional value of the food, but also the safety to eat it.

Most of the customers consent that quality of food is important to them, on the other side 44 percent respondent price is also important to them. As our business would emphasis on three of them for our customers.

Reference:

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].

