**WORK CARD 2**

**FORMULATION OF OPEN QUESTIONS**

Provide your own examples of different types of open questions in the questionnaire, by completing the table. You can base yourself on the study of training needs on any topic. Questions should be aimed at employees.

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| **NAME** | **DESCRIPTION** | **EXAMPLE** | **YOUR OWN EXAMPLE** |
| **Without structure** | A question that allows unlimited ways to answer | Would you like to become a Horeca trainer? | What do you think about the course on calculating and using profitability indicators? |
| **Word associations** | A few words are given, and the respondent should give the first association | What do you associate HORECA with? |  |
| **Completing the sentence** | Complete the started sentence | I decided to participate in a course for HORECA trainers, because ................................................................................. .. |  |
| **Finishing the story** | Presentation of the unfinished story with a request to complete it | I have already participated in two subsequent classes of the course preparing for the profession of HORECA trainer. It was something new. It prompted me to ................................................................................. .. |  |
| Completing the picture | The drawing depicts two people, one of which states something. The respondent should complete the other person's answer | The first participant says: "I did not know that being a trainer of HORECA is such a responsible job." The other responds  ................................................................................. ..  Answer for the second participant. |  |

\* Compilation based on table 3.7 in: B. Żurawnik, W. Żurawnik, Marketing management

in the enterprise, PWE Warsaw 1996