**Work Card 3**

**Formulating closed questions**

Provide your own examples of different types of closed questions in the survey questionnaire by completing the table. You can rely on a training needs study on any topic. Aim the questions at the employees.

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| --- | --- | --- | --- |
| **Name** | **Description** | **Example** | **Your own example** |
| Dichotomous | The question offers two options to answer. In the response, select one. | During the last year, have you participated in some vocational training?  Yes □ No □ | Have your colleagues participated in professional courses in the last 2 years?  Yes □ No □ |
| Multiple choice \*\* | Offers three or more possible answers. You can select any number of replies \* | In which of the following improvement courses would you like to participate?   1. Manager, 2. Bartender 3. Gastronomy marketing; 4. Management and development of the network company. |  |
| By scale Likert\*\* | The answer is to specify to what degree the respondent agrees or disagrees with a statement. It requires to select a chosen statement. | Long-term employees are more likely to participate in training   * Definitely not, * No, * Neither yes or no, * yes * Definitely. |  |
| Semantically differentiated\*\* | The response scale is between the extreme features. Mark the selected trait. | Our Head chef is   * The Arter, * Average chef, * Good cook, * Professional. |  |
| Severity scale\*\* | The response scale is between the determinations of "Extremely important" and "irrelevant". It is required to select the appropriate scale. | For me the opportunity to participate in training is:   * Extremely important, * Important, * Sometimes important, * Not very important, * Irrelevant. |  |
| Evaluation scale\*\* | The response scale is between the expressions "Excellent" and "Bad”. Select the appropriate answer. | Training companies in my area organise courses that are:   * Excellent * Very good, * Good * Satisfactory * Bad. |  |
| The scale of intention to use Purchase Service\*\* | The response scale determines the degree for the use of the purchase, the service. Select one statement. | If you will get an offer of interesting courses, will you use them?   * Definitely * Maybe, * I am not sure * Probably not, * Definitely not. |  |

\*In some cases, it is better to formulate these questions in a semi-open form, giving the opportunity for the respondent to write their own reply. Eg.

In which of the following improvement courses would you like to participate?

1. Manager,
2. Bartender
3. Gastronomy marketing;
4. Management and development of the network company.
5. Other (please specify) ……………………………………………………….

\* \* How to answer the question is indicated by the instructions: Underline, circle, "x" in the appropriate field, etc.

Development on the basis of 3.6 at B. Żurawnik, W. Żurawnik, Enterprise Marketing Management, Pwe Warszawa 1996.