**Ba 260: In Class Activity Lecture 9**

**Questions**

1. What do you like most about our new product?
2. What changes would most improve our new product?
3. What do you like most about competing products currently available from other companies?
4. What changes would most improve competing products currently available from other companies
5. What would make you more likely to use our new product?
6. If our new product were available today, how likely would you be to recommend it to others?
7. How important is price to you when choosing this type of Company
8. What do you like most about our new service?
9. What changes would most improve our new service?
10. What do you like most about competing services currently available from other companies?
11. What changes would most improve competing services currently available from other companies?
12. If our new company were available today, how likely would you be to recommend it to others
13. If our new product were available today, how likely would you be to use it instead of competing products currently available from other companies?
14. What would make you more likely to use our new service?
15. How important is convenience when choosing this type of service?
16. If you are not likely to use our new service, why not?
17. Overall, are you satisfied with your experience using our new service, neither satisfied or dissatisfied with it, or dissatisfied with it?
18. If our new service were available today, how likely would you be to use it instead of competing services currently available from other companies?

**Answers**

Qualitative: Written responses

Quantities: A response that can be converted to a number or integer

* Extremely likely (1)
* Very likely (2)
* Moderately likely (3)
* Slightly likely (4)
* Not at all likely (5)