

Questionnaire

Name- _____ Age- _____ Gender- _____

1.1- Are you aware of the fact that institutions also advertise on social media?

1)- Yes

2)- No

1.2- Do you read/ look for more information of institutions on Internet?

1)- Yes

2)- No

1.3- How Important for you is the institution website?

1)- Very important

2)- Important

3)- Least Important

1.4- What sort of marketing/ advertising you think is more important for an institution?

1)- Word of mouth

2)- TV ads

3)- Digital marketing

4)- Newspapers/ Magazines/ Hoardings

5)- None of the above

1.5- Since students are the learning partner of the institutions, do you think presence of institutions on social media is important?

1)- Yes

2)- No

1.6- Where do you see most of advertisements about institutions?

- 1)- Social media (FB/ Twitter/ Instagram/ YouTube/ LinkedIn)
- 2)- Educational websites (MBA.com/ college duniya/ Shiksha.com etc.)
- 3)- News (Websites/ Apps)
- 4)- OTT platforms (Over The Top media services) (HotStar/ Voot/ Amazon prime/ SonyLiv)
- 5)- Content Sites (Scoop Whoop/ Being Indian/ Buzzfeed)

1.7- Which platforms do you visit the most?

- 1)- Social media (FB/ Twitter/ Instagram/ YouTube/ LinkedIn)
- 2)- Educational websites (MBA.com/ college duniya/ Shiksha.com etc.)
- 3)- News (Websites/ Apps)
- 4)- OTT platforms (HotStar/ Voot/ Zee5/ SonyLiv)
- 5)- Content Sites (Scoop Whoop/ Being Indian/ Buzzfeed)

1.8- Do you find any institution's advertisements on the following educational sites?

- 1)- Meritnation 2)- SlideShare 3)- College duniya 4)- Shiksha.com 5)-Career Launcher
- 6)- None of the above

1.9- How much time do you spend on each of the platforms in general? (hours in a day)

- 1)- Facebook: - _____
- 2)- Instagram: - _____
- 4)- OTT platforms (HotStar/ Voot/ Zee5/ SonyLiv): - _____
- 5)- Content Sites (Scoop Whoop/ Being Indian/ Buzzfeed): - _____
- 6)- News (Website/Apps): - _____
- 7)- Educational Websites: - _____

1.10- Which platforms do you visit to get a complete information of a college?

1)- College Website

2)- College social media accounts

3)- Content/ educational sites

4)- News articles

5)- None of the above

1.11- What are the verticals about which the institutions Advertise/Post on social media platform?

1)- Admission post 2)- In-college activities 3)- Inviting for an event 4)- Study Material/ Course Content

5)- Others

1.12- Are you aware that your Institution Posts All In-College activities on social media?

1)- Yes 2)- No

1.13- Any suggestions regarding digital platform for institution improvement.
