

Here are the various questions under Exhibit 1, organized for easier reference:

****Section 1: Introduction and Background****

* Q1: What was the actual GMAT score that you received in your test?

* Q2a: Have you ever considered doing an MBA program?

+ Yes/No

* Q2b: Select the statement below that best describes the current state of your MBA application process.

+ Yet to apply to any MBA program

+ Already applied for at least one MBA program

+ Currently doing an MBA

+ Already finished/graduated from an MBA program

* Q2c: In how many months from now do you intend to start your MBA program in a business school?

+ Within the next 6 months

+ In 6-12 months

+ In 12-18 months

+ In 18-24 months

+ In 24-36 months

+ In more than 3 years from now

****Section 2: Business School Perception****

* Q3: Thinking about business schools around the world, which name comes to your mind first for an MBA program?

* Q4: Which other international business schools come to your mind for an MBA program? (Up to three names)

* Q5: For each of the business schools listed below, select one option that best illustrates your experience and relationship with the school from the point of view of an MBA program.

+ (List of business schools, including INSEAD, Harvard, Wharton, LBS, etc.)

****Section 3: MBA Program Evaluation****

* Q6: Indicate your level of agreement with each of the statements regarding MBA programs below using the scale provided.

+ Statements include:

- An MBA is essential for achieving financial stability
- An MBA opens up wider business career opportunities and paths
- An MBA allows you to command a higher salary in the business world
- An MBA allows you to achieve faster career progression
- An MBA allows you to achieve your entrepreneurial ambitions
- An MBA is essential to gain leadership skills
- An MBA is essential to gain international experience
- An MBA degree has lost some of its prestige over the years
- An MBA is not necessary for those with entrepreneurial ambitions
- An MBA is a good financial investment
- An MBA helps you to meet interesting people
- I prefer business schools that have a campus in my home country

****Section 4: Decision-Making Factors****

* Q7: Indicate your level of agreement with each of the statements below using the scale provided.

+ Statements include:

- I decided to do an MBA because I wanted to open up wider career opportunities
- I decided to do an MBA because my spouse/partner signed up for an MBA
- I decided to do an MBA because I wanted time out from my current career
- I decided to do an MBA because I had difficulty finding the job I was looking for
- I decided to do an MBA because my company was financing it
- I decided to do an MBA because my family was financing it
- I decided to do an MBA to help me achieve my entrepreneurial ambitions

- I decided to do an MBA to command a higher salary
- I decided to do an MBA to meet interesting people
- I decided to do an MBA to gain international experience

****Section 5: Business School Comparison****

* Q15: Using the scale provided below, indicate how likely you are to recommend each of the MBA schools to friends, colleagues or relatives.

+ (List of business schools, including INSEAD, Harvard, Wharton, LBS, etc.)

* Q16: You will see groups of benefits and offerings from business schools on a total of 10 screens. On each screen, select the “ least important” and the “ most important” benefit when choosing a business school for an MBA.

+ Benefits include:

- Highly ranked MBA program
- World-class teaching faculty
- Excellent research reputation of faculty
- Exceptionally strong alumni network
- Multiple locations, thereby providing international experience
- Is considered the world ’ s best in the specific sector I am interested in
- Longstanding and rich heritage
- Very strong recruiter and corporate relations
- Excellent return on investment
- Scholarship awards significantly high
- Wide range of funding options
- Best curriculum in terms of content, relevance and application
- High degree of flexibility in designing your own MBA program
- Ability to do longer internship (i.e. 3 months)
- Nurtures leadership potential and skills
- Very diverse class profile (age, gender, nationality, years of experience)
- Located in a world-class city
- Nurtures and develops entrepreneurial skills
- Length of MBA program suits me

- Excellent potential for salary increase after graduation
- Great social activities as part of the experience
- Quality of students is very high

****Section 6: Additional Questions****

* Q17: Indicate your level of agreement using the scale provided for each of the statements for the two business schools below.

+ Statements include:

- Is among the most highly ranked MBA programs in the world
- Has a world-class teaching faculty
- Research reputation of faculty is excellent
- Has an exceptionally strong alumni network
- Program is offered across multiple locations, thereby providing international experience
- Is considered the world ' s best in the specific sector I am interested in
- Has a longstanding and rich heritage
- Has very strong recruiter and corporate relations
- MBA program provides an excellent return on investment
- Has a high volume of scholarships on offer
- Offers a wide range of funding options
- Best curriculum in terms of content, relevance and application
- Offers a high number of electives on a wide range of topics
- Allows high degree of flexibility in designing your own MBA program
- Provides ability to do longer internship (i.e. 3 months)
- Nurtures leadership potential and skills
- Has a very diverse class profile (age, gender, nationality, years of experience)
- Located in a world-class city
- Nurtures and develops entrepreneurial skills
- Offers a one-year MBA program
- Provides excellent potential for salary increase after graduation

- Offers great social activities as part of the experience
- Quality of students is very high

* Q20: Did you apply/are planning to apply for a 1-year MBA program or a 2-year MBA program?

- + Planning to apply/have applied only for 2-year MBA programs
- + Planning to apply/have applied only for 1-year MBA programs
- + Indifferent, and will apply/have applied for both 1-year and 2-year MBA

programs

* Q22: Are you aware of the fact that INSEAD requires proficiency in a minimum of 2 languages for admission to its MBA program, and a basic knowledge of a third language in order to graduate?

- + Yes/No

* Q25a: Rate the 3-language criteria in influencing your decision to apply to INSEAD for an MBA, using the scale below.

- + Is the key reason why I will apply/applied
- + Makes/made me more likely to apply
- + Doesn't/didn't really influence my decision
- + Makes/made me hesitate a little before applying
- + Makes/made me hesitate a lot before applying

* Q25b: Rate the 3-language criteria in influencing your decision NOT to apply to INSEAD for an MBA, using the scale below.

- + Will not/didn't influence my decision NOT to apply at all
- + Is a minor reason why I will/did NOT apply
- + Is the key reason why I will/did NOT apply

* Q26a: Rate the one-year MBA offering in influencing your decision to apply to INSEAD, using the scale below.

- + Is the key reason why I will apply/applied
- + Makes/made me more likely to apply
- + Doesn't/didn't really influence my decision
- + Makes/made me hesitate a little before applying
- + Makes/made me hesitate a lot before applying

* Q26b: Rate the one-year MBA offering in influencing your decision NOT to apply to INSEAD, using the scale below.

- + Will not/didn't influence my decision to NOT apply at all
- + Is a minor reason why I will/did NOT apply
- + Is the key reason why I will/did NOT apply

****Section 7: Demographics****

* Q30: Type in your age in completed number of years in the box provided below.

* Q31: Indicate your gender

* Q32: Select your country of residence from the drop down list.

* Q33: How many years of work experience do you have?

- + No work experience
- + Up to 1 year of experience
- + 1 – 3 years of experience
- + 3 – 5 years of experience
- + 5 – 7 years of experience
- + 7 – 10 years of experience
- + More than 10 years of experience