**QUESTIONNAIRE – BEVERAGE STUDY**

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| **Sr. #** |  |  |  |

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| **Instructions for Interviewer:** The samples should be given to the respondents according to rotation plan. |

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| **Gender:** | Male [ 1 ] Female [ 2 ] |

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| **Interviewer to speak:**  Asslam-o-Alaikum. Welcome to Pepsi Taste Challenge.   * You are going to test 2 samples of Cola one by one and you have to give your opinion about them. You have to drink at-least **100ml** of each sample. * Please keep it in mind that once you try the second sample, you will not be allowed to go back and try the first sample again. |
| **Note for Interviewer:** Ask the questions given below when respondent finishes his/her observation. |

**SAMPLES ROTATION GRID**

Write the samples codes below as per rotation plan.

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| **First Served Sample** | **Second Served Sample** |
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Q1. Which one do you prefer the taste of; the one you tried first or the one you tried second? *(DO NOT READ LIST. CIRCLE ONE RESPONSE BELOW).*

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| Prefer first product tried  Write down the sample code:\_\_\_\_\_\_\_\_\_\_\_ | 1 |
| Prefer second product tried  Write down the sample code:\_\_\_\_\_\_\_\_\_\_\_ | 2 |

Q2. Kindly let me know among both samples, which one is Pepsi Cola and which one is CocaCola? *(SINGLE RESPONSE FOR EACH SAMPLE) (RESPONDENT WILL NOT BE ALLOWED TO REDRINK THE SAMPLES TO GIVE RESPONSE TO THIS QUESTION)*

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| \_\_\_\_\_\_ (write the code of sample) |  |  |  |  |  |
| Pepsi Cola | | | |  |
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| \_\_\_\_\_\_ (write the code of sample) |  |  |  |  |  |
| CocaCola | | | |  |
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**Thank you for the participation.**

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