**Individual Assignment 1**

**Q1. Read the case: Designing a questionnaire to Survey Santa Fe Grill Customers, and answer the following questions (40 points)**

1. This case used six research objectives to guide the design of their survey instrument. For these objectives, is the current survey design able to capture the required data need to address all the stated research objectives? Why or why not? If changes are needed, how would you change the survey’s design? Pick any three objectives to do the evaluations. (18 points) Please restrict your answer within 300 words.

The following is an example of evaluation:

((iv) *To determine the patronage and positive word-of-mouth advertising patterns of the restaurant customers.*

These factors seem to be covered. Is there any type of word-of-mouth promotion that goes beyond recommending a place to a friend? That issue might need more attention since personal recommendations are an important reason that people choose a place to dine out.

1. Evaluate the “screener” used to qualify the respondents. Are there any changes needed? Why or why not? (12 points)
2. Redesign questions # 26-29 on the survey using a rating scale that will enable you to obtain the “degree of importance” a customer might attach to each of the four listed attributes in selecting a restaurant to dine at. (10 points)

**Q2. Please identify the problems with the following questions. (10 points)**

1. *How do you like the flavor of this high-quality Maxwell House coffee?*

Answer:

1. *What do you think of the taste and texture of this Sara Lee coffee cake?*

Answer: