QUESTIONNAIRE

Dear respondent's, I Vikash Kumar Chaturvedi (Ph.D S chloar), Assam University Silchar, is Undergoing Ph.D degree course entitled "Corporate Communication Strategies and Application-A Study of Post Liberalized India." For that reason I am seeking your help and support and the question are purely for academic purpose only.

NAME-

GENDER-

COMPANY NAME-

POST-

Monthly salary-

1. > 20,000/ 2. 20001 to 35,000 3. 35001 to 50,000

4. 50001 to 65,000 5 > 65000

A. What is your Age

1- Below 35 ☐

2- 36 to 50 ☐

3- 51 to 60 ☐

B. What is your education?

1- Only Graduate ☐

2- Post Graduate ☐

3- Professional or any ☐

C. What is the stream of your formal education?

1- Business and Management ☐

2- Communication Studies ☐

3- Specialization in any degree ☐

D. Perception of Corporate Communication Function

1-	Communication issued for external public	Yes ☐	No	☐
2-	Communication issued for internal	Yes ☐	No	☐
3-	Mobilize the people towards organization`s objectives	Yes ☐	No	☐

E. Nature of Corporate Communication work in your company

1-	Corporate Communication is Flexible	Yes ☐	No	☐
2-	Corporate Communication is Non Flexible	Yes ☐	No	☐
3-	Corporate Communication is as per guideline	Yes ☐	No	☐

F. What is Nature of Corporate Communication in your Company?

1-	Centralized	Yes ☐	No	☐
2-	Decentralized	Yes ☐	No	☐
3-	Outsource	Yes ☐	No	☐

G. When Market goes down then role of Corporate Communication in your company is to ?

1-	Maintain the Brand Value	Yes ☐	No	☐
2-	Change Policy Of Corporate Communication	Yes ☐	No	☐
3-	Follow the Policy	Yes ☐	No	☐

H. Which Kind of Communication is most important activity of Corporate Communication?

1- Public / External Communication Yes ☐ No ☐

2- Employee /internal Communication Yes ☐ No ☐

3- Communication Management Yes ☐ No ☐

I. Role of Corporate Communication in Marketing

1- Product /Brand Communication Yes ☐ No ☐

2- Product Reputation Yes ☐ No ☐

3- Advertisement Yes ☐ No ☐

J. Most Challenging job for Corporate Communication

1- Communicate to diversified mass Yes ☐ No ☐

2- Communicate to entire public Yes ☐ No ☐

3- Communicate to external public Yes ☐ No ☐

K. Most important Activity under Corporate Communication

1- Corporate Social Responsibility Yes ☐ No ☐

2- Media Relations Yes ☐ No ☐

3- Public Relations Yes ☐ No ☐

L. Do you think Corporate Communication is integral Part of the management?

1- Yes ☐

2- No ☐

3- Can`t Say ☐

M. Are Corporate Communication representatives present in general management meetings?

1- Yes ☐

2- No ☐

3- Can`t Say ☐

N. Liberty to the Corporate Communication Unit for policy formulation

1-	Full freedom	Yes ☐	No ☐
2-	Under the Control of top management	Yes ☐	No ☐
3-	No	Yes ☐	No ☐
4-	Can`t Say	Yes ☐	No ☐

O. Better Phase for Corporate Communication Practices

1-	Before economic liberalization	Yes ☐	No ☐
2-	After economic liberalization	Yes ☐	No ☐
3-	Can`t Say	Yes ☐	No ☐

P. What is most important factor for the growth of Corporate Communication?

1-	Open market Competitions	Yes ☐	No ☐
2-	Private sector emergence	Yes ☐	No ☐
3-	International demand for Corporate Communication	yes ☐	No ☐

Q. Imporatance of Corporate Communication for a Company

1-	It affect performance of the Company	Yes ☐	No ☐
2-	Private sector emergence	Yes ☐	No ☐

3- International demand for Corporate Communication Yes ☐ No ☐

R. Corporate Communication is required for a Company

1-	For better communication management	Yes ☐	No ☐	Can`t say ☐
2-	For Orientation of employees	Yes ☐	No ☐	Can`t say ☐
3-	For motivating public	Yes ☐	No ☐	Can`t say ☐
4-	For better customer relation	Yes ☐	No ☐	Can`t say ☐
5-	For better conduct of CSR	Yes ☐	No ☐	Can`t say ☐
6-	For better handling of Crisis	Yes ☐	No ☐	Can`t say ☐
7-	Can`t Say	yes ☐	No ☐	Can`t say ☐

S. How do the following activities are controlled?

Activities	Layers of Control			
Centralized Activities	Yes	☐	No	☐
Regional Level Activities	Yes	☐	No	☐
Others managerial Activities	Yes	☐	No	☐

T. What is nature of Corporate Communication Establishment?

1-Centralized	Yes	☐	No	☐
2-Decentralized	Yes	☐	No	☐
3-Out Source	Yes	☐	No	☐