

<i>900 exercises in vocational communication</i>	<b>Notes for teachers</b>	<b>D3 / 14</b>
<i>General aim</i>	<b>D: Compose a written message</b>	
<i>Level of difficulty</i>	<b>3</b>	
<i>Intermediate aim</i>	<b>1. Produce a written message</b>	
<i>Operational aim</i>	<b>4: Create a questionnaire</b> <b>1.:</b> <i>Create a questionnaire to find information.</i> <b>2.:</b> <i>Create a questionnaire to analyse.</i>	
<i>Pre-requirements</i>	<b>Ability to write complex sentences.</b>	
<i>Number of exercises</i>	<b>Operational aim 1: 3</b> <b>Operational aim 2: 3</b>	
<i>Summing-up exercise</i>	<b>D3 / 14 – 2.3</b>	
<i>Comments</i>		

It sometimes happens that you need information from certain people about an event, a cause to defend, a product to be sold, etc.  
So you make up a questionnaire.

When we create a questionnaire, we have to follow certain rules:

- Decide exactly whom we are asking;
- Define precisely what information we want to obtain;
- Find clear, simple questions;
- Find questions that obtain precise answers.

In professional sectors, questionnaires are created by specialised agencies, which analyse public opinion. For example, a company wants to find out the opinions of potential customers about a certain product. The company gives the assignment to an agency and, after analysing the results, it changes or improves its products or services.

There are basically two types of questionnaire.

The questions asked can be “closed” or “yes/no” questions: you just tick a box.

	YES	NO
Are you the owner/occupier?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have cable TV?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have more than one TV?	<input type="checkbox"/>	<input type="checkbox"/>

They can be “open”: they are answered by words or sentences.

- Where is your place of residence? .....
- Approximately how many hours a week do you watch television? .....
- What sort of programmes do you prefer? .....

They can mix the two types, open and closed questions.

	YES	NO
Are you an owner/occupier?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have cable TV?	<input type="checkbox"/>	<input type="checkbox"/>
What make is your television set? .....		

**GO TO THE NEXT PAGE**

The household product company BELLA wants to know if its products are well known by consumers and if they know the BELLA washing-up liquid. A questionnaire has been created and distributed in supermarket in the form of a bulletin.

**Answer the following questions  
and win 100 € worth of vouchers in our prize draw.  
The bulletins must be placed in the box at the entrance of the store.**

**Do you know the BELLA products?**

- Yes, I use them often.*
- No.*
- No, but I would like to try them.*

**Do you use the BELLA washing up liquid?**

- Yes, I already use it.*
- No.*
- No, but I would like to try it.*

**How much do you spend a month on household products?**

- Between 20 and 35 €.*
- Not more than 10 €.*
- More than 35 €.*

**Did you know that the new BELLA washing up liquid contains ingredients that protect the skin?**

- Yes.*
- No.*
- It is not important for me.*

**Would you like to receive information about other new BELLA products?**

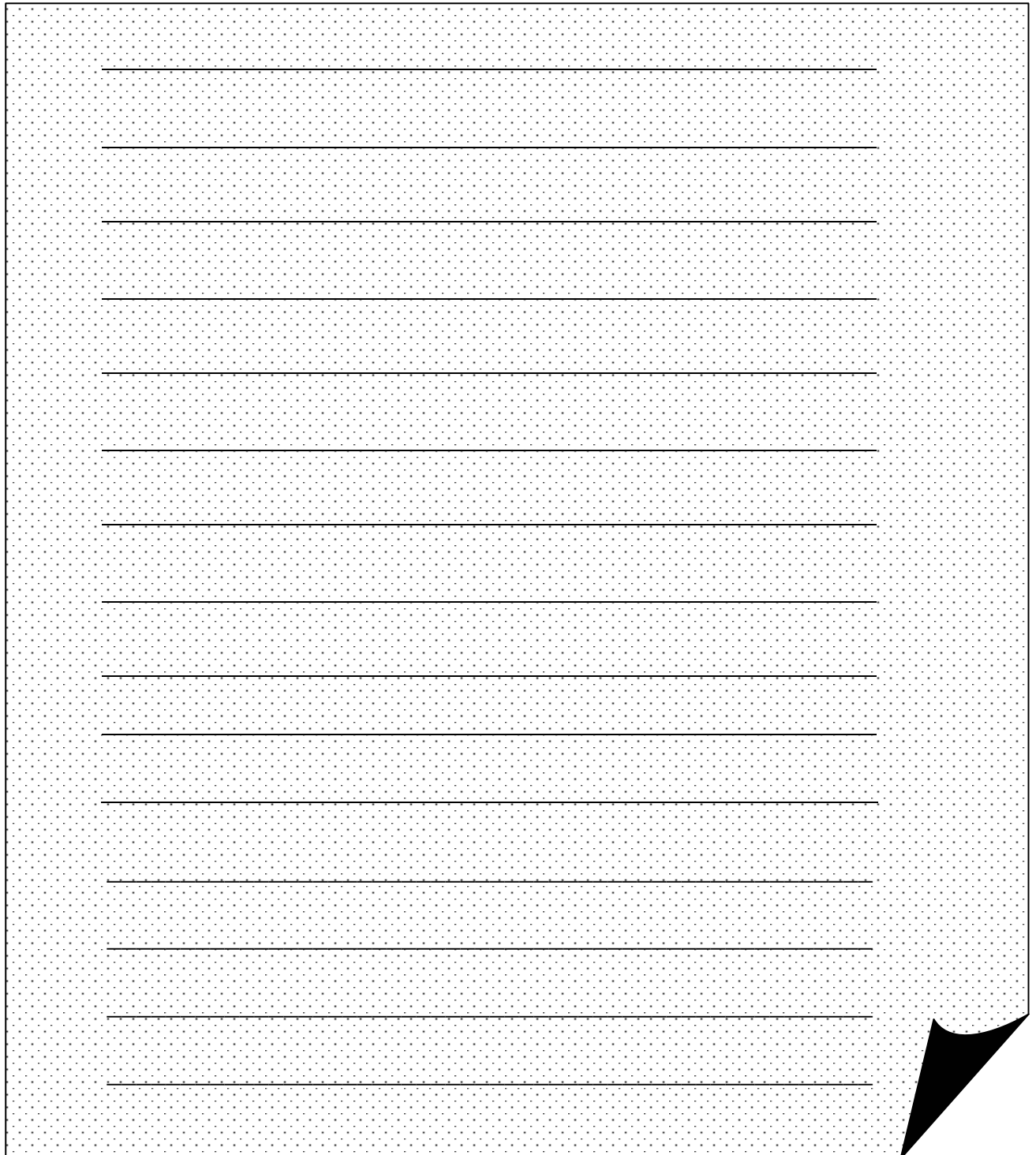
- Yes.*
- No.*

**Indicate your contact details:**

Name: .....

Tel.: .....

You want to organise a big end-of-year party with all your friends. You are going to make a questionnaire to put to them. Ask questions about the place, the amount they are willing to pay for the meal, their favourite music, the clothes and the food and drink. **Don't forget to start by asking them if they want to join in this party.**



**Show your work to the teacher.**

**You can also look at the suggested answers for D3 / 14 – 1.3**

Here is a questionnaire sent in an email attachment:

***Come to the end-of-year party!***

**1. Do you want to join in an end-of-year party?**

- Yes       No       Don't know

**2. Where should it be?**

- At one of our houses
- In the neighbourhood discotheque
- At a restaurant
- Other suggestion.....
- 

**3. When? Here are 3 possible dates:**

- Saturday 15 December
- Saturday 22 December
- Saturday 28 December

**3. For the meal, how much are you willing to spend?**

- Not more than 10 €
- Not more than 20 €
- 30 € or more.
- 

**4. Do you want to invite the group "Metallica"?**

- Yes
- No
- Suggestion for another group .....

**5. Do you want it to be fancy dress?**

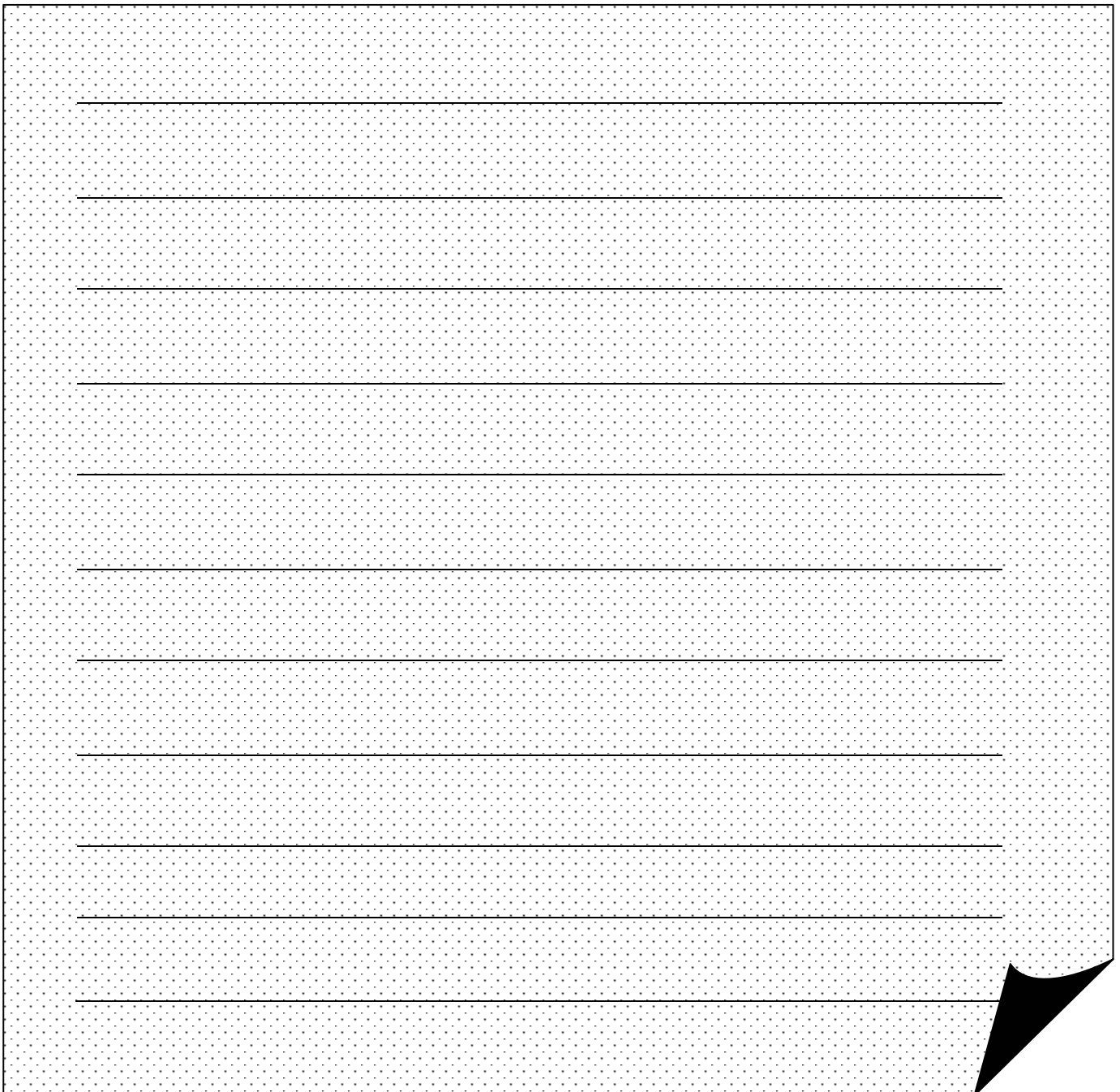
- Yes
- No

**6. What sort of food do you want?**

- Sandwiches and drinks
- Mixed buffet
- Full dinner

**Send me the questionnaire by email before  
20 November. Many thanks! Victoria**

You have read an advertisement for a house for 8 people by the seaside, to rent for a modest sum in July. You are very interested, but you have to find 7 other people to share it with. You send out a questionnaire to your friends to find out who might be interested. Living together for a month is not as easy as it might seem. Think that you have to share the kitchen and the two bathrooms, and have more or less the same preferences and centres of interest. **Good luck!**



**Show your work to the teacher**

Paul has made a questionnaire to find out if his friends want to become members of the Ramblers Club in your town and take part in walking days at least once a month. But his questionnaire will not tell him if his friends really want to become members and join in the walks. Complete the questionnaire so that it will give Paul all the information he needs.

## **Long walks with the Ramblers Club**

### **Would you like to be a member?**

**Do you want to join in? Please fill in the questionnaire.**

- How old are you? \_\_\_\_\_;
- Do you like the outdoors? \_\_\_\_\_;
- Are you willing to spend two days in the mountains?  
\_\_\_\_\_;
- Do you know the Ramblers Club?  
\_\_\_\_\_;
- What does rambling mean for you? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_;
- What is your contact address?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Look at the suggested answers for D3 / 14 – 1.5**

Paul has made a questionnaire to find out if his friends want to become members of the Ramblers Club in your town and take part in walking days at least once a month. But his questionnaire will not tell him if his friends really want to become members and join in the walks. Complete the questionnaire so that it will give Paul all the information he needs.

## Long walks with the Ramblers Club

### Would you like to be a member?

Do you want to join in? Please fill in the questionnaire.

- How old are you? \_\_\_\_\_;
- Do you like the outdoors? \_\_\_\_\_;
- Are you willing to spend two days in the mountains?  
\_\_\_\_\_;
- Do you know the Ramblers Club?  
\_\_\_\_\_;
- What does rambling mean for you? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_;
- What is your contact address?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*With this questionnaire, Paul will not find out if his friends want to become members of the Club or not and join in the walks.*

*He should have asked:*

- *if the person likes to walk, or go rambling;*
- *if the person is free at least one weekend a month;*
- *if the person has enough money to join a Club, or buy the equipment.*



You are in charge of leisure activities and facilities for the young people in a small town, for the age bracket 14 to 16. You are going to create a questionnaire to be given out in all the secondary schools. You want to find out how the young people spend their free time: How much time do they spend on sport, which one(s) and where. Do they surf the Net? Do they like reading? Do they watch TV? Go to the cinema? Do they play video games, where, how many hours a week, etc.

The answers will then be analysed to better equip the leisure facilities offered by the town, or to create new facilities.

**Show your work to the teacher**

<i>900 exercises in vocational communication</i>	<b>Exercise</b>	<b>D3 / 14 - 2.2</b>
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You are helping write an article on pensioners and the Internet. You are going to create a questionnaire which will then be analysed by your colleagues. You need as much information as possible on how pensioners use Internet:

**Show your work to the teacher**

The Education Minister has decided to ask all the local education councils to rethink the school curricula (number and content of lessons for each subject). The question is to find out if the programmes are adapted to the future of the pupils (practical, social and professional life). Make a questionnaire with as much detail as possible on what the pupils and their parents want in the school curriculum.

**Show your work to the teacher**