

MBA Questionnaire Template Pack

Sample survey questions for MBA research projects.

Free Student Resource | Editable guidance for academic planning

Prepared for MBA, BBA, BCA, MCA, Diploma and Engineering students who need project report structure, synopsis support, formatting guidance, PPT support and viva preparation.

Questionnaire Design Guide

A good questionnaire should connect directly with the research objectives. Keep questions simple and avoid confusing technical words.

- Start with awareness or profile questions.
- Use multiple-choice or Likert scale questions for easy analysis.
- Keep one idea in one question.
- Avoid leading questions.
- Add 15 to 20 questions for a standard MBA survey.

Sample MBA Questionnaire

No.	Question	Response Type
1	Are you aware of the selected product/service/topic?	Yes/No
2	How frequently do you use this product/service?	Daily/Weekly/Monthly/Rarely
3	Which factor influences your decision the most?	Price/Quality/Brand/Reviews/Convenience
4	Rate your satisfaction level.	5-point scale
5	Do you think digital platforms influence your decision?	Yes/No/Maybe
6	What challenge do you face most often?	Multiple choice
7	Would you recommend this product/service to others?	Yes/No/Maybe
8	Give one suggestion for improvement.	Open-ended

Data Analysis Tip

After collecting responses, convert them into frequency tables and percentage tables. Then create charts and write 3 to 5 lines of interpretation for each question.

Academic Note

This document is a student guidance resource. Students should always follow their official university guidelines, guide instructions and academic honesty rules before final submission.