**Near East University**

Faculty of Economics and Administrative Sciences

Marketing Masters Programme

December 2013

**Marketing Orientation Questionnaire**

Dear participant,

The questionnaire below is designed as part of my master’s thesis study that focuses on marketing orientation in commercial banks. Information that will be obtained as a result of the completed questionnaires will be used for scientific purposes only. Under no circumstances contributions other than general findings will be shared with other persons or organisations.

Your kind assistance on the completion of the questionnaire is needed which will directly affect the outcome of my thesis.

Thank you for your time.

Yours faithfully,

Ayokulehin Onabawo

**Section I**

**Personal details**

1. Your gender

|  |  |  |  |
| --- | --- | --- | --- |
| female |  | Male |  |

1. What is your age group?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 18-24 |  | 25-29 |  | 30-44 |  | 45+ |  |

1. How many years have you been working in this organisation?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 0-2  |  | 2-4  |  | 4 + |  |

1. What is your current job position:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Branch manager |  | Customer services representative |  | Operations officer |  | Cashier |  |

**Section II**

Tick as you see appropriate (√).

Your views:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I completely agree | I agree | I neither agree or disagree | I disagree | I completely disagree |
| 1 | 2 | 3 | 4 | 5 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Information generation** |  | 1 | 2 | 3 | 4 | 5 |
| 1. In this organisation, we meet with customers at least once a year to find out what products or services they will need in the future.
 |  |  |  |  |  |  |
| 1. In this organisation, we do a lot of in-house market research.
 |  |  |  |  |  |  |
| 1. We are slow to detect changes in our customers’ preferences.
 |  |  |  |  |  |  |
| 1. We survey end users at least once a year to assess the quality of our products and services.
 |  |  |  |  |  |  |
| 1. We periodically review the likely effect of changes in our business environment (e.g. regulations) on customers.
 |  |  |  |  |  |  |
| **Information dissemination** |  |  |  |  |  |  |
| 1. We have interdepartmental meetings at least once a quarter to discuss market trends and developments.
 |  |  |  |  |  |  |
| 1. Marketing personnel in our organisation spend time discussing customers’ future needs with other functional departments.
 |  |  |  |  |  |  |
| **Response** |  |  |  |  |  |  |
| 1. Several departments get together periodically to plan a response to changes taking place in our business environment.
 |  |  |  |  |  |  |
| 1. If a major competitor were to launch an intensive campaign targeted at our customers, we would implement a response immediately.
 |  |  |  |  |  |  |
| 1. The activities of the different departments in this business are well coordinated.
 |  |  |  |  |  |  |

**Thank you for your time.**