

APPENDIX I: Questionnaire

SURVEY ON CAREER CHOICE OF MANGEMENT GRADUATES

(The researcher is conducting a survey to find out the factors influencing the career choice of MBA students. You are requested to provide your free and frank opinion about the factors affecting your career choice. Please tick mark the appropriate alternative as applicable to you.)

1] Name of the Student:

2] Gender:

Male ☐

Female ☐

3] Age (Years):

4] Institute where studying:

5] Year:

MBA- I ☐

MBA-II ☐

6] Specialisation if studying in MBA-II

a] Marketing ☐

b] Finance ☐

c] HRM ☐

d] Operations ☐

e] Information Tech ☐

f] Supply Chain ☐

g] Family Business ☐

h] Agribusiness ☐

i] Technology Management ☐

7] Reason for choosing the Specialisation

8] What factors did you consider or selecting this specialisation

9] Who did you consult before selecting you specialization

10] Native Place:

Urban ☐

Rural ☐

11] Medium of Instruction at SSC :

English ☐

Regional ☐

12] Graduation:

B.A ☐

B.COM ☐

B.SC ☐

BBA ☐

BCA ☐

B.E ☐

B.Pharm ☐

other _____

13] Medium of instruction at Graduation:

English ☐

Regional ☐

14] Education of Father/Mother:

SSC/HSC ☐

Graduation ☐

Post-Graduation ☐

15] Occupation of Father/Mother:

Government Service ☐

Private Service ☐

Business ☐

Professional ☐

16] Number of Siblings:

Brothers ☐

Sisters ☐

17] Education of Brother:

18] Education of Sister:

19] Occupation of Brother:

20] Occupation of Sister:

[Kindly tick mark the appropriate box: 1-Strongly agree 2- Agree 3- Neutral 4- Disagree 5- Strongly disagree]

1 2 3 4 5

20] I am capable of making my own career choice ☐ ☐ ☐ ☐ ☐

21] I seek my parent's advice for career choice ☐ ☐ ☐ ☐ ☐

22] I consult my friends before making any career choice ☐ ☐ ☐ ☐ ☐

23] I seek advice of my seniors in making career choice ☐ ☐ ☐ ☐ ☐

24] I consult my teachers in making any career choice ☐ ☐ ☐ ☐ ☐

25] I consult the placement officer in making career choice ☐ ☐ ☐ ☐ ☐

26] I consult the Alumni of my institute in making career choice ☐ ☐ ☐ ☐ ☐

27] I consult industry professionals before making career choice ☐ ☐ ☐ ☐ ☐

28] I go by the trend in my Class/Campus in making career choice ☐ ☐ ☐ ☐ ☐

29] I base my career decision on the basis of my skills and abilities ☐ ☐ ☐ ☐ ☐

30] I go by the market trend in deciding my career choice ☐ ☐ ☐ ☐ ☐

31] I make my career decision on the basis of the package offered for the job ☐ ☐ ☐ ☐ ☐

32] I make the decision on the basis of family background

33] I make the decision on the basis of my educational qualification and background

34] I make the decision based on the career growth and opportunities provided by the job

35] I make the decision based on the life style associated with the job

36] I make the decision based on the social status and prestige associated with the job

37] I make the decision based on the image and brand value of the company in the society

38] I make the decision based on job security associated with the job

39] I make the decision based on freedom and autonomy associated with the job

40] I make the decision based on innovation and creativity in the job

41] I make the decision based on the perks and benefits associated with the job

42] I make the decision based on satisfaction I get from doing the job

Thank you

APPENDIX II: Coding for the Questionnaires

- Gender-
 - Male 1
 - Female 2
- Age- as it is in years
- Year studying - BBA/MBA year
 - 1 First year
 - 2 Second year
 - 3 Third year
- Specialisation (if in final year)
 - 1 Marketing ,
 - 2 Finance,
 - 3 HRM,
 - 4 Operations
 - 5 IT,
 - 6 Supply chain,
 - 7 Family business
 - 8 Agribusiness
 - 9 Technology Management
 - 10 Any other
- Reason for choosing specialisation- as it is
- Factors considered - as it is
- Who did you consult -as it is
- Native place –
 - 1 Urban,
 - 2 Rural
- Medium of instruction at SSC/Std. 10
 - 1 English
 - 2 Regional
- Graduation –
 - 1 BA ,
 - 2 BCom.
 - 3 BSc,

- 4 BBA
 - 5 BCA,
 - 6 BE
 - 7 BPharm,
 - 8 other
- Medium at graduation –
 - 1 English
 - 2 Regional
- Education of father/mother –
 - 1 SSC
 - 2 Graduation
 - 3 Post-graduation
- Occupation of father/mother –
 - 1 Government service
 - 2 Private service,
 - 3 Business
 - 4 Professional
- No of brothers-
- No of sisters –
- Education of brother - as it is
- Education of sister - as it is
- Occupation of brother - as it is
- Occupation of sister - as it is
- I am capable of making my own career choice - 1 2 3 4 5 as ticked by the respondents
- 21 - 41 same for all the other Likert scale responses.

APPENDIX III: List of institutes surveyed in UK and India

List of educational institutes in the Cardiff, UK:

1. Cardiff School of Management, Cardiff Metropolitan University, Cardiff.
2. Cardiff Business School, Cardiff University, Cardiff

List of educational institutes in Pune, India

1. SinhgadInstitute of Management, Pune
2. NBN Technical Campus,Pune
3. SKN School of Management Studies, Pune
4. SinhgadCollege of Engineering MBA Programme,Pune
5. SKN College of Engineering MBA Programme, Pune
6. Allana Institute of Management, Pune
7. Poona Institute of Management Studies, Pune
8. Modern Institute of Management, Pune
9. Institute of Management Research and Training, Pune
10. HirabenNanawati Institute of Management Studies and Research, Pune