



**Analysis of Promotional Activities**

**Please tick your level of Perception with the following statement**

**E- Excellent                      VG-Very good                      G-good                      A- Average                      P-Poor**

| S. No | Statement  | E | VG | G | A | P |
|-------|--|---|----|---|---|---|
| 1     | Impact of TV advertisement induces me for further action is                                      | 5 | 4  | 3 | 2 | 1 |
| 2     | Advertisement and Articles in Journals and magazines are quite                                   | 5 | 4  | 3 | 2 | 1 |
| 3     | My bank make outdoor advertising by hoardings is   | 5 | 4  | 3 | 2 | 1 |
| 4     | Pamphlets and propaganda made by my banks is   | 5 | 4  | 3 | 2 | 1 |
| 5     | My bank usually send Letter/mail/with relevant materials about the offers and about new products | 5 | 4  | 3 | 2 | 1 |
| 6     | My Bank advertise through Sponsors and Cut-outs  | 5 | 4  | 3 | 2 | 1 |
| 7     | The communication regarding Notice, circular ,the bank expansion, Change of address are          | 5 | 4  | 3 | 2 | 1 |

**PART- IV - A. This section examines the self-concept level**

**Please circle your level of agreement with the following statement and answer all the questions**

**SDA-Strongly disagree, DA-Disagree, NAND-Neither agree Nor disagree, A-Agree, SA-Strongly agree**

| S. No | Statement  | SDA | DA | NAND | A | SA |
|-------|--|-----|----|------|---|----|
| 1     | My beliefs about myself often conflict with one another.   | 1   | 2  | 3    | 4 | 5  |
| 2     | On one day I might have one opinion of myself and on another day I might have a different opinion.                   | 1   | 2  | 3    | 4 | 5  |
| 3     | I spend a lot of time wondering about what kind of person I really am.   | 1   | 2  | 3    | 4 | 5  |
| 4     | Sometimes I feel that I am not really the person that I appear to be.  | 1   | 2  | 3    | 4 | 5  |
| 5     | Please circle SA (strongly agree) if you are reading this.   | 1   | 2  | 3    | 4 | 5  |
| 6     | When I think about the kind of person I have been in the past, I'm not sure what I was really like.                  | 1   | 2  | 3    | 4 | 5  |
| 7     | I seldom experience conflict between the different aspects of my personality.  | 1   | 2  | 3    | 4 | 5  |
| 8     | Sometimes I think I know other people better than I know myself.   | 1   | 2  | 3    | 4 | 5  |
| 9     | My beliefs about myself seem to change very frequently.  | 1   | 2  | 3    | 4 | 5  |
| 10    | If I were asked to describe my personality, my description might end up being different from one day to another day. | 1   | 2  | 3    | 4 | 5  |
| 11    | Even if I wanted to tell, I don't think I could tell someone what I'm really like.                                   | 1   | 2  | 3    | 4 | 5  |
| 12    | In general, I have a clear sense of who I am and what I am.  | 1   | 2  | 3    | 4 | 5  |
| 13    | It is often hard for me to make up my mind about things because I don't really know what I want                      | 1   | 2  | 3    | 4 | 5  |