

# YOUNG ENTREPRENEURSHIP

## Module C: INTERVIEW: INSTRUCTIONS & INDICATIVE QUESTIONS

By



In the process of an “interview-talk” or filling out a questionnaire, it is important to let the interviewee “talk”.

During this process, it doesn't matter what you think or if you disagree. You are not the consumer.

An interview is defined as a conversation with friends, acquaintances, even with a group of people you happened to meet.

In an interview/discussion we pay attention to the following:

- The wording of the question should be such that it does not expect a one-word answer (yes or no).
- The respondent should be given the opportunity to elaborate on what he or she is thinking.
- The beginning of the question with the word “Why.....” gives the interviewee the opportunity to describe positive and negative views.
- In the questionnaires, multiple choice is also used to save time . These answers must cover the information requested. Usually there is also the option “ Other.....”, for cases where the ready answers do not cover the choice of the interviewee.

Often, from an answer given to a question, additional information is derived (e.g. see comment of the first example right below).

### Examples of Questions – Answers

**QUESTION:** Where did you get your coffee today? (Or “Where do you buy your coffee from?”)

**ANSWER:** I don't buy my morning coffee, it's a big expense for me. I'm having coffee in the office.

**CONCERN:** But *the characteristics of the respondent are what I described in the Market Segment, what did I do wrong?*

**COMMENT:** The question may have been aimed at searching for the Competitors. However, the answer provided a clue about the Market Segments.

**QUESTION:** What price wouldn't be too high for you? (How much money can you afford?)

**ANSWER:** Unfortunately I have many commitments, I can't afford to spend money on something I can make myself.

**CONCERN:** *Do I need to better study the economic potential of the Market Segment I described?*

**QUESTION:** Do you like the coffee you bought?

**ANSWER :** Yes

**QUESTION:** What exactly did you like?

**ANSWER :** .....

Other indicative questions:

- Do you always buy your coffee from the same business?
- Why did you choose this business?
- How do you feel about that purchase choice you made?
- What have you gained from this purchase you made?
- Can you give me an example?
- Why wouldn't you buy this product/service?
- Why don't you choose the "XXXXXX" business for your purchases?