

APPENDIX 1

NUTRITION TEAM - SURVEY

Dear Respondent,

Good morning/afternoon, I am a Master of Business Administration (MBA) student from the University of Malaya. I am currently conducting a study on DUMEX Nutrition Team's perception on DUMEX working procedures, people policies and market orientation in order to fulfil the requirements of the MBA programme.

I would like to have your co-operation to participate in this survey and would appreciate if you would allow me to take a little of your time to answer these questions. All answers given by you are based on your personal opinion and there are no right or wrong answers.

Please note that this survey is independent from DUMEX management. All information will be kept in the strictest confidence.

This survey contains 15 questions. Please read the direction carefully. Do not leave any question unanswered. Thanking you in advance for your co-operation.

Using the 5-point scale, where 1 means 'Not agree at all' and 5 means 'Strongly agree', please circle the number that best describe your agreement to each statement below.

Not agree at all (1)	Somewhat not agree (2)	Neither (3)	Somewhat agree (4)	Strongly agree (5)
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1. I understand DUMEX's vision statement.

1	2	3	4	5

2. I believe in DUMEX's vision statement.

1	2	3	4	5

3. I was informed how I can contribute to DUMEX's vision statement.

1	2	3	4	5

4. There are clear procedures for my working operations.

1	2	3	4	5

5. DUMEX believe in developing employees through continuous training.

1	2	3	4	5

6. We work as a team in achieving DUMEX's vision statement.

1	2	3	4	5

7. We practice open communication among team's members.

1	2	3	4	5

8. Promotion is based on employee's working performance.

1	2	3	4	5

9. DUMEX provide fair rewards for its employees.

1	2	3	4	5

10. My job is interesting.

1	2	3	4	5

11. Management appreciates my opinions and suggestions.

1	2	3	4	5

12. DUMEX respond quickly to market situation and consumers' needs.

1	2	3	4	5

13. DUMEX is ethical in promoting Infant Formula Products.

1	2	3	4	5

14. Health care professionals recognize DUMEX for its customer service.

1	2	3	4	5

15. I am proud to be working for DUMEX.

1	2	3	4	5

THANK YOU