

## Poll Response Form

# MSO 2006 PC Poll

Hello, Frances Frei

*Your name will be recorded with your responses and will be visible to all with access to the poll's results.*

*This poll's results will not be available to respondents online.*

**This poll includes several questions related to the Dell and Gateway cases. Please fill out this poll *prior* to the case discussion. The poll will close at 9:30 AM on class day.**

### QUESTION 1:

How many computers have you purchased for your own personal use?

*Numeric answer required, use numbers only, with a decimal point and/or minus if necessary.*

### QUESTION 2:

Consider the statement, "Brand is an important input into my selection of computer for my own personal use." On a scale of 1 to 10, to what degree do you agree with the statement? "10" indicates full agreement. "0" indicates full disagreement.

*Numeric answer required, use numbers only, with a decimal point and/or minus if necessary.*

### QUESTION 3:

If you were to purchase a computer in the coming weeks for your own personal use, how much help would you want from salespeople in making decisions about your computer purchase?

- I prefer to be left alone     I prefer limited help     I prefer a great deal of help

### QUESTION 4:

Which is your preferred purchase channel for personal computers?

- I prefer to make a purchase in physical stores     I prefer to make a purchase via phone     I prefer to make a purchase online     Other

**Upon the completion of this poll, the user will be directed to the following URL:**  
<http://cp.hbs.edu/>