The Eurovision Song Contest

**The ServQual process**

On each row, mark one box with an X.

Please consider the statements below and select only one response for each, the one you feel is most appropriate:

In a *perfect* world, a *perfect* song would have . . .

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | strongly disagree | disagree | slightly disagree | neutral | slightly agree | agree | strongly agree |
| 1. a memorable melody, or tune, which you can remember and hum
 |  |  |  |  |  |  |  |
| 1. a captivating first 10 seconds
 |  |  |  |  |  |  |  |
| 1. a proportionate amount of canon fire
 |  |  |  |  |  |  |  |
| 1. a touch of horror or shock tactics
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| 1. Statement
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| 1. Statement
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| 1. Statement
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| 1. Statement
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In this particular case, this song has . . .

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | strongly disagree | disagree | slightly disagree | neutral | slightly agree | agree | strongly agree |
| 1. Statement
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| 1. Statement
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