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**Abstract:** This sociological research claims to contribute at the accomplishment of some managerial strategies that want to ameliorate the quality of the educational act of the University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca.

**INTRODUCTION, MATERIALS AND METHODS**

The activities consisted in the data collection using the method of the sociological survey with questionnaires. The sociological surveys are used to collect information about items in a population. Surveys of human populations and institutions are common in political polling, health, social science and marketing research. The questionnaire is indispensable in the sociological survey.

The questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. They are often designed for statistical analysis of the responses. The advantages of this survey techniques include: its efficient way of collecting information from a large number of respondents, their flexibility in the sense that a wide range of information can be collected, their quality that it can be used to study attitudes, values, beliefs, and past behaviors or because they are standardized, they are relatively free from several types of errors. They are relatively easy to administrate and, finally, there is an economy in data collection due to the focus provided by standardized questions. Only questions of interest to the researcher are asked, recorded, codified, and analyzed. Disadvantages of the survey techniques include: their dependence on subjects motivation, honesty, memory, and ability to respond.

Our questionnaire contains questions about the educational, motivational and social profile of the persons which intended to become students at our university, looking for aspects like nationality, religion, gender, age, department of origin, etc.

There were 570 respondents in our research.

Considering that as a consequence of a previous study we obtained certain information about our candidates from a precedent acceptation session, it seems both appropriate and useful to make a comparison between the two amounts of data so gathered. That is the reason why we have chosen to append on the right side of the page, moreover the data and graphs showing the results of the present investigation, those that illustrate last years’ results.
RESULTS

Most candidates (16.4%) graduated from a technical profiled college. Next profiles on the list refer to Nature Science (15.6%), Mathematics and Informatics (11.75%), Economy (10.35%) and the theoretical profile (10.18%). Under a rate of 10% we have situated the college graduates that come from high schools with a philological, humanistic and pedagogical profile, or the ones that based their studies on agriculture, silviculture or sports activities.

The brief outline of this study shows that there haven’t been great changes in what concerns last years realities; most of the candidates still come from colleges with a technical and industrial profile or from high schools based on Humanistic teaching and Mathematics or Informatics.

In most of the cases the decision to attend the courses of this university was taken during the XII-th grade – 44.9%. 10.4% of the candidates confirmed settling their mind on becoming USAMV students when reaching the XI-th grade. In conclusion, we can state that more than a half of the candidates, meaning 55.3%, decided to attend the courses of our university basing their choice on an idea shaped during high-school. As the graphs show, we can easily notice a resemblance between the decision taking moments when it comes to applying for a Bachelor Degree at USAMV.
The least candidates (5.6%) found out about our studying offer through the presentations performed by this university’s teachers. 14.4% got access to this type of knowledge thanks to the radio and television mass-media department and 20.2% by reading newspapers advertising it, flyers or posters. More than a half of the candidates – 59.8%, have said that they acknowledged the details about the studying offer via Internet.

When it comes to receiving advice, the vast majority of the apppliers – 58.4%, confirm that they were influenced and helped to decide on our university’s profiled courses by their families. Friends represented another reliable source of information and advice for the potential candidates, 20% of which state to have had debates with their friends concerning the
issue before choosing USAMV. When comparing this results with the ones from the previous year, there can be noticed only minor differences.

The once potential students of our university consider that the most advantageous methods to organize an admission session are the following variants: 20% the final Bachelor degree grade - 80% the sum of the forth years of college grades – (35,1%), 80% the final Bachelor degree grade - 20% the sum of the forth years of college grades – (33,3%), 50% the final Bachelor degree grade - 50% the sum of the forth years of college grade – (22,3%) and 9,3% say that they are in favor of introducing the classical admission exam. Likewise, this survey shows that 90,7% of the candidates do not wish to attend an admission exam.

Figure 5, 6

Figure 7, 8