Annexure-I

QUESTIONNAIRE

Notes- 1) Please tick ( ) the right answer
2) Wherever applicable tick more than one answer if necessary.

I. General Information:

1. Firm's name
2. Name of the Proprietor/Director/Chief Executive
3. Type of Business
4. Year of Establishment.
5. Number of people employed.
6. Capital invested.

II. About the Entrepreneur:

1. Age (2) Qualification

3. Experience in Years
   a) Experience in relevant to Business
   b) Any other type of experience
   c) Total experience

4. Reasons for Starting Business:
   a) Availability of land and building
   b) Availability of Finance
   c) Desire to own an enterprise
   d) To get into some commercial activity
   e) Any others
III. About the Firm

a) How did you choose the location?
   i) On the basis of availability of raw materials
   ii) On the basis of availability of Land and Building
   iii) On the basis of proximity to market
   iv) Proximity to living place
   v) Any other

b) How did you choose the Product?
   i) On the recommendation of Small Industry Service Institute or any other local institution (person)
   ii) On the recommendation of large buyer
   iii) On the recommendation of an outside buyer
   iv) Any other method

c) What type of industry did you choose
   i) Ancillary
   ii) Own Product

d) What is the type of product you have chosen?
   i) Consumer
   ii) Industrial

e) Did you get a survey done before
   Yes Or No
   If yes was it (i) Formal or (ii) Informal
f) How did you decide on the size of the firm.
   i) Based on Investment capacity
   ii) Based on Market demand
   iii) Based on Managerial capability
   iv) Based on risk involved
   v) Any other

g) What is the number of employees working in your factory
   9 or less
   10 and more

   If your firm has 9 or less then give reasons for your small size.
   i) Lack of market prospect
   ii) Fear of coming under the Factories Act, 1948
   iii) Any other

h) Do you make decision on prices for your product? Yes/No
   If yes, how do you make these decisions?
   i) Based on cost information
   ii) Value to customer
   iii) Any other

i) How do you assess your working capital much?
   i) General assessment
   ii) Requirement Planning
   iii) No specific method
j) Do you think planning is necessary for a small firm? Yes/No.
   If yes what type of planning system you have
   i) Formal
   ii) Informal

k) Do you think marketing is necessary for your firm? Yes/No.
   If yes what type of marketing arrangement you have
   i) Own sales force + middlemen
   ii) Own sales force + own distribution
   iii) Middlemen only
   iv) Tie up arrangement with large private firm
   v) Tie up arrangement with Government firms

l) Do you have your own show room? Yes/No
   If yes state the number and location

IV. About Decision Making Style:

a) Do you think decision making is an important activity? Yes/No
   If yes why? state reason.

b) What is your style of decision making?
   i) By collecting information about the decision topic
   ii) By talking to experts
   iii) By talking to colleagues
   iv) By discussing with employees
c) Which according to you were the important decisions and how did you arrive at them

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<th>Decision</th>
<th>Style adopted</th>
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d) Have you regretted your decision?

Yes/No

e) If yes what were the reasons

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f) Your impressions on the decision making style of yours relating

<table>
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<tr>
<th>i) Production</th>
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<td>ii) Finance</td>
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<td>iii) Marketing</td>
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<td>iv) Personnel</td>
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