QUESTIONNAIRE NO. A
(To be filled by Dealers)

Name of the Firm:
Role in the Firm:
Type of Goods sold: TV ☑ Radio ☑ Tape Recorder ☑ Refrigerator ☑ Washing Machine ☑ Microwave ☑ Dish Washer ☑ Computer/Peripherals ☑
Others....
Address

Phone:

1) Would you please advise me about your academic background?
   a-technical ☑ b-Non-technical ☑

2) Who is the most educated staff in your staff-designation?
   a-manager ☑ b-Salesman ☑ c-Accountant ☑

3) How many years have you gained experience in marketing?
   a-Less than one year ☑
   b-One to five years ☑
   c-Five to Ten years ☑
   d-Ten to Fifteen years ☑
   e-More than Fifteen years ☑

4) Is your education related to your job?
   a-Completely ☑ b-Much ☑ c-To some extent ☑ d-Less ☑
   e-No relation ☑

5) What kind of contract do you have with the manufacturer?
   a-Exclusive ☑ b-Non-Exclusive ☑
If exclusive, in which area?
   a-Retailing ☑ b-wholesaling ☑

327
If Non Exclusive, in which area?
   a- Retailing  b- Wholesaling

6) How you can become aware of the needs of customers?
   a- Identifying the customer's culture and behavior
   b- Mostly they walk in
   c- Know them personally
   d- Collecting information from market
   e- Customer's financial strength
   f- Any other

7) Which of the following expectations is more important than other from that of manufacturers?
   a- Delivery of the quality product
   b- Regularity of supplies
   c- Provide good return
   d- Any other

8) What is your criterion for selecting of a product?
   a- Franchise
   b- Total commission
   c- Sales percentage
   d- Total know-how

9) Who determines the system of price in the market?
   a- Dealer
   b- Manufacturer
   c- According to the business low
   d- Government

10) On the whole, what is the criterion of the selecting a dealer by manufacturer?
    a- Business reputation
    b- Business and salesmanship
    c- Previous experience and expertise in the line
    d- Financial capacity and willingness to invest in the line
    e- Capacity of offer

11) Do you provide any report system for manufacturers?
    a- Yes
    b- No

If yes, how?
12) How do you transmit market information to the manufacturers?
   a-By E-mail  
   b-Correspondence  
   c-Verbally (through manufacturer salesmen)  

13) Do you have any monopoly market?
   a-Yes  
   b-No  
   If yes, which level of market?
   a-Niche market  
   b-Mass market  

14) Do you have any exclusive brand, which your competitors in the market do not serve?
   a-Yes  
   b-No  
   If yes, in which product? 

15) Which motivational elements do you like?
   a-Attractive trade margins  
   b-Effective communication  
   c-Training to dealers by manufacturers  
   d-Prompt delivery  
   e-Efficient service and incentive  
   f-Supply of parts  

16) Is there any incentive program by manufacturer?
   a-Yes  
   b-No  
   If yes, what kind of incentives?
   a-Financial  
   b-Non-Financial  
   If financial which of the following?
   a-Commission more than that of another manufacturer  
   b-Stock facilities
c-Bank facilities □
d-Credit facilities □
If non-financial, which of the following?
  a-Advertising program for dealer □
  b-Training of dealers □
  c-Prompt delivery of product □
  d-Range of product □

17) Do you know other dealers in your line of business?
  a-Yes □ b-No □

18) Do you have any market except Pune?
  a-Yes □ b-No □
  If yes, how do you transport the product?
  a-Self responsibility □ b-Insurance company responsibility □

19) Do you have any margin on the price of products?
  a-Yes □ b-No □
  If yes, for what?
  a-Physical delivery of product □
  b-Add to the cost of services on price □
  c-Manufacturers allows you to add on the product if you insist □
QUESTIONNAIRE NO-B
(To be filled by wholesalers)

Name & Surname of person being interviewed:
Name of the Firm:
Position:
Type if Goods sold: TV ☐ Radio ☐ VCR ☐ Type Recorder ☐ Refrigerator ☐ Washing Machine ☐ Microwave ☐ Dishwasher ☐ Computer/peripherals ☐
Address:
Phone:

1- Do you have any academic background?
   a-Technical ☐ b-Non-Technical ☐

2- Is your job related to your education?
   a-Fully ☐ b-Much ☐ c-To some extent ☐ d-less e-No relation ☐

3- How many years have you gained experience in the distribution?
   a-Less than one years ☐ b-One to five years ☐ c-Five to ten years ☐ d-Ten to fifteen years ☐ e-More than fifteen years ☐

4- Have you attended any training in the marketing and distribution sponsored by the manufacturer?
   a-Yes ☐ b-No ☐
   If yes, how many times?

5- What is the structure of your organization?
   a-Proprietary ☐ b-partnership ☐ c-Limited company ☐
6- What is your idea on the range of your product?
   a- Sufficient □  b- Insufficient □
   If insufficient, for what?
   a- Manufacturers limitation □
   b- Financial limitation □
   c- The small size of wholesaling □
   d- It will be possible by previous orders of retailers □

7- Is packing only for safety?
   a- Yes □  b- To some extent □  c- No □

8- What type of marketing information you get while you are in the process of supply?
   a- Size of demand □
   b- Size of market □
   c- Number of dealers □
   d- Number of competitors □
   e- Size of sales daily or monthly from market and dealers □

9- Can you provide an adequate stock to supply the dealers?
   a- Yes □  b- Sometime □  c- No □

10- Do you offer any special training to?
    a- Your employees □  b- Your dealers □

11- Do you know how many wholesalers are in this line of business?
    a- Yes □  b- No □
    If yes, how much your contacts with them?
    a- Much □  b- Sometime □  c- No relation □

12- Do you have any pricing system?
    a- Yes □  b- No □
    If yes how?
    a- Given by manufacturers □
    b- Market sustainability □
    c- Determined by wholesalers syndicates □
d-Based in your firm's benefits and costs □

13- Do you often give any financial incentive to retailers?
   a- Yes □  b- No □

   If yes, how?
   a- Purchasing discount to the retailers □
   b- Corporation advertising □
   c- Payment by installments by retailers □
   d- Long-term financial credit to them □

14- Do you believe that the advertisement and publicity?
   a- Yes □  b- No □

   If yes, which channel you prefer?
   a- TV □  b- Newspapers □  c- Catalogue □
   d- Retailers □  e- Relations □

15- Do you participate in any exhibition?
   a- Yes □  b- No □

16- Do you make retailers meet at least once in a year?
   a- Yes □  b- No □

17- What is the credit period you normally allow to retailers?
   a- One month □  b- One to three months □  c- Three to six months □
   d- More than six months □  e- There is no credit period □

18- Do you think, if retailer buys from the manufacturer directly—how often you come across such occasion?
   a- Always □  b- Sometimes □  c- Never □

19- How far you avail of the computer facility of communication with manufacturers and retailers?
   a- Much □  b- To some extent □  c- Never □

20- How much time do you give the retailers to supply goods after the receipt of order?
   a- Immediate □  b- One week □  c- More than one week □

21- Do you think your inventory is high?
a-Yes  b-No  
If yes, does manufacturer give you any extra facility like:
  a-Delivery of goods on time  
  b-Cost of warehousing is sponsored by manufacturer  
  c-He will change you money less than another wholesalers  
  d-There is no facility  

22- Do you replace the product, if it is found/ reported defective?
  a-Yes  b-No  
  a-Yes, always  b-Yes, some times  c-No, Never  

23- Do you provide a regular report for your manufacturer?
  a-Yes  b-No  
  If yes, how?
    a- personally  b- by correspondence  

24- How often do you communicate with manufacturer.
  a-once a month  b- more than once a month  

25- Do you face problems at Pune market?
  a-Yes  b-No  
  If yes, which of the following:
    a-The market is Increasing  b-decreasing  
    b-The competition is increasing  b-Decreasing  
    c-The profitability is Increasing  d-Decreasing  
    d-Business prefers direct dealers instead wholesales  
    e-Overheads in sales promotion/advertisement Increasing  
       Decreasing  
    f- Any other  

QUESTIONNAIRE- C

[To be filled by the Retailers]

Name of the Shop:
Role in the firm:
Type of Goods sold: TV □ Radio □ VCR □ Tape Recorders □ Refrigerator □ Computer/Peripherals □ Dishwasher □ Washing Machine □ Microwave □ Other...
Address: Phone:
Languages known:
  a-English □ b-Marathi □ c-English and Marathi □ d-Hindi □ e-Gujarati □
If other please write...

1. Would you please advise me about your academic background?
  a-Technical □ b-Non-Technical □

2. Is your education useful in your job?
  a-Completely □ b-Much □ c-To some extent □ d-Less □
  e-No Relation □

3. How many years have you gained experience in marketing operations?
  a-Less than one year □
  b-One to five years □
  c-Five to ten years □
  d-Ten to fifteen years □
4. Have you attended any training in the sale and marketing by the manufacturer or wholesaler?
   a-Yes  □  b-No □
   If yes, how many times?  a- Once □  b-More than once □

5. Under what category your customers fall?
   a-Affluent □  b-Middle class □  c-Lower middle class □

6. Which of the following factors do attract your customers?
   a-Variety of goods □  b-Decoration of shop □
   c-Price □  d-Services □

7. Do you deal with the manufacturer?
   a-Yes □  b-No □
   If no, who guides you?
   a-Wholesalers □  b-Self management □  c-Consultant □

8. Which of the following decisions has a bearing on your dealership?
   a-Range and type of goods □  b-Customers services □
   c-Environment of the shop □  d-Quality and utility of product □

9. Do you have multi-product range in your shop?
   a-Yes □  b-No □

10. To what concession does customer give preference?
    a-Discount □  b-Lower price than the competitors □  c-Credit system □

11. What type of market information is provided by your customers?
    a-Low sales and high profit percentage □
    b-High sales and low profit percentage □
    c-Sale (Auction) entirely □

12. What type of market information is provided by your customers?
    a-Quality of appliances □  b-Customer satisfaction from each brand □
    c-The quality of packing □  d-Maintenance and servicing □

13. Has there been any non-financial support from manufacturer/wholesalers to your business so far?
a- Yes □ b- No □

If yes, what type of support?

a- Training for selling goods □

b- Arranging and assorting goods in your shop (Display) □

c- To establish the control of warehousing □ d- Others □

14. Which of the following factors does facilitate the marketing of your product?

a- Discount □

b- The style of negotiation and method of contact between seller and customer □

c- Reward □

d- Gifts □

e- Lottery □

f- Others □

15. Which of the following factors has considered for improving the sales?

a- Showroom □ b- Auction (sale) □ c- Reward and gift □

16. Do you depend on?

a- On walk in sales □ b- Selling promotion and publicity □

If B, which media are you employing for introducing of your products?

a- Newspaper □

b- TV □

c- Catalogue (Mail) □

d- Skilled and experienced salesmen □

e- Customers relations □

f- Others □

17. Are you required giving home delivery?

a- Yes □ b- No □

If yes, by which of the following factors;

a- Mail-services □

b- Private transport agencies □

c- Home delivery facility organized by you □
18. Do you face any inventory problem?
   a- Yes  □  b- No □

19. Do you have any guarantee for defective appliances or goods?
   a- Yes □  b- No □

If yes how?
   a- Replacement of appliances □
   b- Free services □

20. Which of the following factors play meaningful role in your sale and marketing activities?
   a- Achieving more share in market □
   b- Identifying changes in consumers' tastes □
   c- Convenient location □
   d- Successful purchasing from wholesalers or suppliers □

21. What difficulties are you facing in sales and marketing?
    (It's possible to choose more than one)
   a- Market is increasing □  Market is decreasing □
   b- Competition increasing □  Competition is decreasing □
   c- Customer's willingness to buy increasing □  Decreasing □
   d- Quality of product and services adequate □  Lacking □
   e- Profit margins making survival difficult □  Not difficult □

22. Do you think your sales are being affected by?
    (It is possible to select more than one)
   a- Better technology and convenience product □
   b- Changing taste of customer □
   c- Availability of credit □
   d- Lack of recoveries □
   e- Increasing costs of sales □
   f- Lack of good sales staff □
   g- Lack of product knowledge □
   h- Lack of service facilities □
QUESTIONNAIRE NO-D
[To be filled by the Customers]

Name and Surname:
Address:
Pin Code: Phone:

1. Which of the following electronic household appliances are you using at your house?
   a- TV ☐ b- Radio ☐ c- VCR ☐ d- Tape recorder ☐ e- Dishwasher ☐

2. When did you buy?
   a- Less than one year ☐
   b- One to three years ☐
   c- Three to five years ☐
   d- More than five years ☐

3- Did you face any quality problem?
   a- Yes ☐ b- No ☐

4- When was the last visit of the dealer made?
   a- A few moths ago ☐
   b- Last year ☐
   c- A few years ago ☐
   d- Never ☐

5- What was the purpose of the visit?
   a- Service ☐ b- Replacement ☐ c- Repairing ☐

6- What are the main considerations?
7- Do you consider the inside appearance of the shop?
   a- Yes □  b- to some extent □  c- No □

8- Which modes of payment do you prefer?
   a- Cash discount □  b- Installments buying □

9- To what extent do you regard the availability of competitive products is important?
   a- Very much □  b- Some what □  c- Nil □  d- Less □

10- Are there any variety in the shops of Pune market in the case of electronic households appliances that you prefer to buy?
    a- yes □  b- Some what □  c- Nil □

11- What is the variety?
    a- Better technology □  b- brand □  c- appearance □

12- Do you prefer delivery of goods by the sellers?
    a- Yes □  b- No □  c- Sometimes □

13- Do you rely on mail order purchase (By referring to catalogue)?
    a- Yes □  b- No □  c- Sometimes □

14- Have you purchased any appliances by E-mail?
    a- Yes □  b- No □

15- Do find sellers keen to sell?
    a- Yes □  b- Some what □  c- Nil □

16- Are the following buying facilities are available?
    a- By mail □  b- E-mail □  c- Catalogue □
    d- phone order □  e- Shop visit □

17- Which type of following facilities you prefer?
    a- mail □  b- E-mail □  c- Catalogue □
    d- Verbally □  e- Phone order □

18- Do the sellers give you option to buy from competitive products?
    a- Yes □  b- Some what □  c- No □

340
19- Which of the following services are offered by your dealers?
   a- Home delivery  
   b- Training of how to make use of appliances  
   c- Installation services  
   d- Service during warranty period  
   e- Repairing and service through life of product

20- Do you complain to the manager or seller of any shop about defective appliances?
   a- Yes  
   b- No

If yes, to what extent they entertain?
   a- Very much  
   b- Relative  
   c- Less

21- Do your dealers ask you about advantage or disadvantage of appliances, which they produce or sell?
   a- Yes  
   b- No  
   c- Some what

If yes how?
   a- By phone  
   b- By mail  
   c- By checklist or questionnaire  
   d- Verbally

22- Do you think they support the products sold?
   a- Yes  
   b- No

23- Do you think they try to satisfy you?
   a- Yes  
   b- No

If yes, to what extent?
   a- Very much  
   b- Much  
   c- To some extent  
   d- Less  
   e- Very less

24- Will you please give your honest opinion about the satisfaction you get after buying the product in terms of quality?
   a- Not so satisfied  
   b- Satisfied  
   c- Beyond expectation

25- How did you come to know of the recently purchased product?
   a- Newspaper advertisement  
   b- TV advertisement  
   c- Thorough friends/ Relation  
   d- Through dealers recommendation