ANNEXURES
Questionnaire for Brokers/Distributors

Name:
Address:
Organisation
(With Telephone Nos.):

1. How many years have you been in this service?
   a.) <10 years  b) 10 years – 20 years  c) > 20 years and above

2. You offer your services.
   a.) Mostly in rural areas.  b.) Mostly in urban areas.

3. You prefer your clients to be (Rank them):
   a.) Salaried Non- Corporate Person
   b.) Salaried Corporate Person
   c.) Retired Person
   d.) Businessman
   e.) Self Employed Professionals
   f.) Others

4. Total amount invested by your clients in a year through you:
   a) < 2 lakh  b) 3-5 lakh  c) 5-10 lakh d) > 10 lakh and above

5. Your preferable investment instrument for clients (Rank them):
   a.) Bank Fixed Deposits
   b.) Post office Schemes
   c.) Public Provident Fund
   d.) Equity
   e.) Company Bonds/ Debentures
   f.) Mutual Funds
   g.) Govt. of India Securities
   h.) R.B.I. Deposits
   i.) Insurance Schemes

6. Specify the total amount invested by your clients in:
   a.) Bank Fixed Deposits
   b.) Post office Schemes
   c.) Public Provident Fund
   d.) Equity
   e.) Company Bonds/ Debentures
   f.) Mutual Funds
   g.) Govt. of India Securities
h.) R. B. I. Deposits
i.) Insurance Schemes

7. On a scale of 100 how much weightage do you feel your clients would give to the following criterias before investing:
   a.) Returns
   b.) Risk
   c.) Assured Return
   d.) Liquidity

8. The level of awareness about Mutual Funds among your clients:
   a.) Not aware
   b.) Aware but think it is risky
   c.) Aware but do not know about the various schemes

9. In case of Mutual Funds rank the kinds of funds clients invest the most:
   a.) Equity
   b.) ELSS
   c.) Income
   d.) Gilt
   e.) Liquid
   f.) Balanced
   g.) Others

10. Specify the total amount invested by your clients in the various schemes of Mutual Funds:
    a.) Equity
    b.) ELSS
    c.) Income
    d.) Gilt
    e.) Liquid
    f.) Balanced
    g.) Others

11. Ways to increase the level of awareness about Mutual Funds among investors:
    a.) More Exposure in Public Media
    b.) Use of agents like in LICI
    c.) Any other
Questionnaire for Investors

Name:
Address:
Telephone No/ Mobile No.:
Profession/ Service:

1. Your age is:
   a) 18 - 30 years  b) 30 - 45 years  c) 45 - 60 years  
   d) Above 61 years

2. Your monthly income (in lakh):
   a) 5 - 10  b) 11 - 15  c) 16 - 20  d) 20 - 25
   e) 25 above

3. What percentage of your income do you put into any savings/investment options:
   a) Less than 5%  b) 5% - 10%  c) 10% - 15%
   d) 15% - 20%  e) Above

4. What criteria do you look at before investing? (Please state your priority by ranking them):
   a.) Risk
   b.) Liquidity
   c.) Returns
   d.) Assured Returns
   e.) Transparency
   f.) Any Other

5. Do you seek professional advice from experts before you decide to invest?
   If yes:  a.) Every time  b.) Occasionally
   If not: How do you take investment decision:
   a.)
   b.)
   c.)

6. In the current low interest rate period which of these alternatives do you think are the most suitable? Put number beside these according to your priority:
   a.) Bank Fixed Deposits
   b.) Post Office Schemes
   c.) Public Provident Fund
d.) Equity
e.) Company Bonds
f.) Company Debentures
g.) Mutual Funds
h.) G.O.I. Securities
i.) R. B. I. Deposits
j.) Insurance Schemes
k.) Gold
l.) Land
m.) Real Estate

7. Are you an investor with mutual funds?
a.) Yes       b.) No

8. Specify the purpose of your investment of Mutual Fund:
a.) Growth and appreciation of your capital
b.) Regular Income
c.) Any Other

9. Rank the mutual fund companies according to your preference:
   a.)
   b.)
   c.)
   d.)

10. Are you comfortable in investing in:
a) Lump Sum       b) In small amount at regular intervals

11. In which Mutual Fund Company you have invested maximum so far?
   a.)
   b.)
   c.)

12. If you are not investing in Mutual Funds presently then the reason is:
   a.) Not aware
   b.) Aware but think it is risky
   c.) Aware but do not know about the various schemes available
   d.) Not applicable

13. Specify two additional benefits that you would like to have from Mutual Funds:
14. While investing, investors seem to consider factors such as risk, liquidity, returns, assured returns, transparency, brand, availability etc. Here you are asked to judge all possible pairs of such factors and indicate for any pair of factors, which factor is more important to you in the following table:

<table>
<thead>
<tr>
<th>Factors</th>
<th>Price</th>
<th>Risk</th>
<th>Liquidity</th>
<th>Return</th>
<th>Assured Return</th>
<th>Transparency</th>
<th>Brand</th>
<th>Availability</th>
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15. Did you seek the advice of the below mentioned persons while deciding on Risk, Liquidity, Returns, Assured Returns, Transparency of Mutual Funds? State your views by ticking in the respective columns below:

<table>
<thead>
<tr>
<th>Source Consulted</th>
<th>Decision regarding choice of</th>
<th>Assured Returns</th>
<th>Transparency</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Risk</td>
<td>Liquidity</td>
<td>Returns</td>
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<td>Self/ Spouse</td>
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<td>Fund Manager</td>
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<td>Advertisement</td>
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<td>Any Other</td>
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</table>

16. Kind of earning at present (please tick):
   a.) Fixed monthly income
   b.) Fluctuating income
17. **Occupation:**
   a.) Self employed, running small business (maximum investment 1 Crore)
   b.) Large business in Partnership
   c.) Service in Public Ltd. Co.
   d.) Retired
   e.) Professional (own practice)
   f.) Service in a pharmaceutical Ltd. Co.
Questionnaire for Managers

Name:
Name of Mutual Fund House:
Organization Address and Telephone No.:

1. For how many years have you been offering products of your AMC to your investors:-

2. You offer your services: (Please tick):
   a.) Mostly in metros
   b.) Mostly in urban areas
   c.) In rural areas
   d.) All the areas

3. Your clients for mutual funds are mostly (Please rank them):
   a.) Retired Person
   b.) Businessman
   c.) Self – employed professionals
   d.) Salaried Non – Corporate Person
   e.) Salaried Corporate Person
   f.) Others

4. Your clients prefer mostly to invest in (Please rank them):
   a.) Equity
   b.) Company Bonds/ Debentures
   c.) Mutual Funds
   d.) Govt. of India Securities
   e.) R. B. I. Deposits
   f.) Others

5. What criteria, as AMC manager, would you consider or look at before investing in Mutual Funds? (Please rank them):
   a.) Risk
   b.) Liquidity
   c.) Returns
   d.) Assured Returns
   e.) Transparency
6. As AMC manager, please specify purpose of your investment in mutual funds: (kindly rank):
   a.) Growth and Appreciation of Capital
   b.) Regular Income

7. As AMC manager, from where do you get your maximum investments? (Please rank them):
   a.) From Corporate Houses
   b.) From Charitable Trusts
   c.) From Provident Funds and Gratuity
   d.) Others, if any (Please specify)

8. As AMC manager, your funds management performance depends basically on (Please rank them):
   a.) Securities Selection
   b.) Portfolio Construction
   c.) Asset Allocation
   d.) Management Style
   e.) Market Timing
   f.) Others, if any

9. As AMC manager, do you agree that further research is needed to determine whether investors are influenced by mutual fund objectives to the extent that they are making selection decisions that are inappropriate for their investment goals?

10. As AMC manager, do you agree that the asset size of the mutual funds does not seem to be a major factor in explaining the lack of consistency between performance and objectives?

11. As AMC manager, do you agree that the psyche of the investors to determine the preferred investing instrument depends on: (Please rank them):
   a.) An opportunity for lower income groups to acquire without much difficulty property in the form of shares
   b.) Catering the need of individual investors whose means are small
Managing investors’ portfolios in a manner that provides regular income, growth, safety, liquidity, diversification, transparency, convenience in operation, well regulated by SEBI and tax efficiency.

12. As AMC manager, do you think that the management of mutual funds mainly depends on (Please rank them):
   a.) Business development and marketing department
   b.) Operations and vigilance department
   c.) Investment department
   d.) Market operations department
   e.) International department which looks after the offshore funds
   f.) Support departments like accounts, research and planning, personnel and administration

13. What percentage of unit price usually contained agent’s commission?

14.a.) As AMC manager, please mention the channels of distribution of your products to your investors.
   a)
   b)
   c)
   d)

14.b.) Which one you think as AMC manager, the best and appropriate channel influencing the success of the product and why?
   a)
   b)

15. As AMC manager, how do you make aware and educate your investors (Media Planning):
   a)
   b)
   c)
   d)