A10 If Yes, Why?
☐ Easy Availability
☐ Discounted prices
☐ Quality
☐ Others

A11 If No, Why?
☐ Less variety
☐ Not easily available (delay in delivery)
☐ High prices
☐ Others

Section B

B1 Why you never bought any product from these companies?
☐ High Prices
☐ No Knowledge about the products/ Company
☐ Doubtful about the quality of the products
☐ No Agents has so far approached
☐ Others
☐ Do not know the concept/ Unawareness about MLM.

(D) BIBLIOGRAPHY

A] BOOKS [GENERAL READING]:

5) Giles: Marketing, M+E Han Book Services, 6th edition
13) Ramaswamy, Namakumari: Marketing Management, Planning, Implementation and Control, Mac Million India, Ltd, Delhi, 1990
14) Ranganadha: Text Book of Marketing Management, S.Chand and Company Ltd, New Delhi, 1983

B] BOOKS [RESEARCH METHODOLOGY]:
3) Curry, David: The new Marketing research system, New York, Chichester, Wilery, 1993
4) Frances Philip Hans: Quantitative models in Marketing research, Cambridge, 2001
6) **Kothari**: Research Methodology Methods and techniques 2nd edition 2002
8) **Levin, Rubin**: Statistics For Management Prentice Hall of India 7th edition 1997
11) **Wilson, Alan**: Marketing Research an integrated approach, Prentice Hall, 2003

**C) BOOKS [SPECIAL READING]:**

1) **Berry, Richard**: Direct Selling from door to door to network marketing, Reed Educational and Professional Publishing Ltd 1st edition, 1997
2) **Clements, Leonard**: Inside Network Marketing, Prima Publishing, USA, 1997
4) **Marketing Management**: Concepts and cases, ICFAI University edited by Sanjay Dutta
5) **Multilevel Marketing**: The Definitive guide to America s Top MLM companies, Compiled by Will Marks, the Summit Publishing group, USA, 2nd edition, 1996
7) **Zig Ziglar, John Hayer**: Network Marketing for Dummies, IDG Books World wide, USA, 2001

**D) JOURNALS:**

1) **Udoyjak** October-2001 pp 49-51
2) **Amagram**, Amway, India Enterprises, May-June 2002, Issue # 26
3) **Marketing Mastermind**, Consumer, Psychology, June-2002
4) **Indian Management**, July 2002
5) **Haward Business Review**, July 2003, pp 95-118
6) **India Today, July 28**, 2003 pp 30-32
7) **The Management accountant**, Marketing, September, 2003 pp 685-686
8) **Marketing Mastermind**, Tupperware in India, July 2005 pp 59-60
9) **The Business Diary, MLM Monthly**, Aug 15, 2005, pp 23 – 24, 42
10) **The Business Diary, MLM Monthly**, Nov 15, 2005, pp 12, 21, 25
11) **Madhura**, Marathi magazine, Power Woman sat, 5 Nov 2005, pp 8-9
12) **The Business Diary, MLM Monthly**, Dec 15, 2005
13) **The Business Diary, MLM Monthly**, Jan 15, 2006
14) **The Business Diary, MLM Monthly**, Feb 15, 2006

**E] NEWSPAPERS:**
1) **The Times Of India**, Pune Saturday, July 13, 2002 pp 11
2) Sakaal, Monday August 19, 2002 pp 8
3) **The Financial Express, Mumbai/Kochi**, Tuesday, September 17, 2002, pp 4- marketing and management
4) Sakaal, Monday November 4 2002, pp 4
5) **The Times Of India**, Sunday December 29 2002, pp 1
6) **The Times Of India, Power Brand**, February 16 2003, pp 4
7) **The Times Of India, Pune Friday**, February 28 2003 pp 3
8) **The Times Of India, Pune Wednesday**, November 5, 2003 pp. 5
9) Loksatta, Pune, Sunday November 9, 2003 pp 6
10) Sakaal, Pune, Sunday November 9, 2003 pp 2
11) **The Times Of India, Power Brand**, February 29, 2004 pp 4
12) Sakaal, Pune, March 27 2004 pp 4
13) **The Times Of India, Pune Thursday May 6, 2004** pp 5
14) **The Economic Times, Pune, Tuesday, December 7, 2004** pp 8
15) **The Economic Times, Pune, Wednesday, August 24, 2005** pp 14
16) **The Economic Times, Pune, Tuesday, November 22, 2005** pp 16
F) WEBSITES:

1)  www.ag.state.il.us [Consumer Complaints]
2)  www.ahbbo.com [A pyramid by any other name will still come tumbling down]
3)  www.blonnet.com
4)  www.thebusinessdiary.net [Site of MLM magazine ‘The business diary’]
5)  www.daleindia.com [MLM programmes]
6)  www.dsa.org [About direct selling]
7)  www.entrepreneur.com [Marketing]
8)  www.grandmabiz.com [Is your MLM legitimate?]
9)  www.indiandsa.com [Direct selling]
10) www.indiainfoline.com
11) www.in.dir.yahoo.com [False profits]
12) www.marketwaveinc [Coming MLM Boom]
13) www.mlmia.com
14) www.mlimlegal.com [MLM law library]
15) www.mlmwatch.com [Multilevel Marketing]
16) www.mlmmworld.com [MLM Forum]
18) www.nnworld.com [MLM]
19) www.quatloos.com [Investment Fraud-Introduction to MLM]
20) www.researchandmeakets.com [Direct Marketing, Market report 2005]
21) www.sheffieldnet.com [MLM Consultant expertise]
22) www.swadeshi.com
23) www.tribuneindia.com [Multilevel Marketing writes new rules of retailing]
24) www.wfdsa.org
25) www.zongoo.com [7 Essentials to researching your market]