Questionnaires
QUESTIONNAIRE FOR MARKETING MANAGEMENT

1. (a) Name of the Company:
(b) Year & month of Inception:
(c) How Many Factories of H.M.T.:
(d) Organisation structure of H.M.T.:
(e) Plant location of H.M.T.:
(f) Do you have collaboration with any other company:
(g) Do you have a separate Organisation of Exporting Product: Yes/No

2. (a) What are the overall objective of H.M.T. (Please specify)
(b) What are your concern's marketing objectives in order of preference (Tick)
(i) Maximising Sales  (ii) Maximising Consumer satisfaction
(iii) Maximising Profit  (iv) Improving the quality of life
(v) Any other
(c) Do you face any problem regarding setting of marketing objectives. Yes/ No
(d) If yes, what are those problems? (Please specify)
(e) How can these problems solved? (Please specify)
I. SELECTION OF TARGET MARKET

3. (a) Do you select any target market for your product? Yes/No
   
   (b) If yes what factors do you consider in selecting the target market (Tick).
   
   (i) Profitability  (ii) Present Sale volume
   (iii) Future Sales volume  (iv) Consumer behaviour
   (v) Competitiveness of the company

4. (a) What are the variable company uses for segmenting the market (Tick).
   
   (i) Geographic  (ii) Demographic
   (iii) Psychographic  (iv) Behavioristic
   
   (b) Please state the problems you face in segmenting your market? (Please specify)

5. (a) What are your target market strategies? Yes/No
   
   (b) Kindly specify the method of market target (Tick)
   
   (i) Differentiated  (ii) Undifferentiated
   (iii) Concentrated  (iv) Any other

6. (a) Do you explore any new market for your product? Yes/No
   
   (b) If yes, do you face any problems in exploring the new market. (Please specify)
(d) What measures you take to remove these problems? (Please specify)

7. (a) If there is more demand for your product in the market can you supply more without hampering the quality. Yes/No

(b) What are barriers enhancing the production of H.M.T. Product in your factories? (Please specify)

8. (a) Do you export your products? Yes/No

(b) Please mention the name/names of the country/countries, where you export your products?

(c) Below is mentioned major problems of export marketing. Please mark intensity of each problem in term of following scale.

<table>
<thead>
<tr>
<th>Major Problems of Export</th>
<th>Very Serious</th>
<th>Abit Serious</th>
<th>Moderate</th>
<th>Less Serious</th>
<th>Not at all</th>
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<tbody>
<tr>
<td>i) Supply fluctuations</td>
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<td>ii) Quality fluctuations</td>
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<td>iii) Price fluctuations</td>
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<td>iv) Govt. Rules/regulation</td>
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<td>v) Lack of Marketing Information</td>
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9. (a) Do you determine export target for your company? Yes/No
   
   (b) At what level export target are decided (Please specify)
   
   (c) Have you achieved the target? Yes/No
   
   (d) If not, what are the reasons (Please specify)

II. PRODUCT

10. What type of product are manufacture by the H.M.T. (Please specify)

11. (a) How many types of product are manufactured by H.M.T. (Please specify)

   (b) How many product line of each product items? (Please specify)
i) Wrist watches (ii) Wall/Table Clock (iii) All of the above (iv) any other (Please specify)

ii) Which type of watches are manufactured by H.M.T. (Tick)
   (i) Ladies watches (ii) Gents watches (iii) Student watches (iv) All of the above (v) Any other (Please specify)

13. (a) Do you adopt the product changes decision? Yes/No
   (b) If yes, what method are used for product changes decision (Tick).
      (i) Product elimination (ii) Product Modification (iii) Manufacture of new products (iv) Product Innovation
   (c) Do you face any problems regarding to the product changes decision Yes/No
   (d) What are those problems (Please specify)

   (e) At what level product changes decision are decided? (Please specify)
15. (a) How do you develop your new products? (Please specify)

(b) Do you face any problem regarding to developing new products? Yes/No

(c) If yes, what are those problems (Please specify)

(d) How can these problems solved? (Please specify)

16. (a) Do you received any complain regarding products? Yes/No

(b) If yes, what are those complain (Tick)

(1) Price (2) Quality (3) Promotions (4) Channel of Distributions (5) Any others.
BRANDING

18. (a) Do you use any brand name for your products? Yes/No

(b) If yes, Please name them (specify)

(c) At what level Brand name are decided? (Please specify)

(d) Do you face any problem in deciding brand names? Yes/No

(e) What are those problems? (Please specify)

19. (a) Do you have any Trade Mark? Yes/No

(b) If yes, Please specify?
(d) Do you face any problems regarding to the Trade Mark? (Please specify)

PACKAGING

20. (a) Do you have a separate packaging Department? Yes/No

(b) What are your objectives of packaging (Tick)
   (i) Protection (ii) Economy (iii) Sales Promotions
   (iv) Product Differentiations (v) Convenience
   (vi) Any other (Please specify)

(c) Which type of Packaging do you provide to your customer/Distributors (Tick)
   (i) Transit Packaging (ii) Consumer Packaging
   (iii) Multiple Packaging (iv) Re-Use Packaging
   (v) Product line Packaging (vi) Any other (Please specify)

(d) Which types of Packaging material do you use?

(e) Which type of Packaging you will give the preferences? (Tick)
   (i) Primary Packaging (ii) Secondary Packaging
   (iii) Tertiary Packaging.
(g) Please to specify those Problems.

(Yes or No)

(h) How can remove those problems (Please specify)

LABELING
21. (a) Do you label your Products? Yes/No

(b) Yes yes, what are the different types of label? (Please specify)

III. CHANNEL OF DISTRIBUTION
22. (a) Do you formulate channel strategy (Yes/No)

(b) If yes, at what level channel of distribution strategy are decided? (Please specify)

(c) What Factors do you keep in mind while formulating channel strategy? (Please specify)

(d) Do you face any specific problems in formulating channel strategy (Please specify)
23. Kindly state the factors you keep in mind while selecting a particulars channel (Tick).

(i) Goodwill of buyer/Distributor (ii) Financial resources (iii) Govt. policies (iv) Geographic situation (v) Size of order (vi) Competitive Consideration (vii) Any other

24. (a) What are the channel of distribution of H.M.T. (Tick)

(i) C & F - Whole seller - Retailer - Consumer
(ii) Wholeseller - Retailer - Consumer
(iii) Retailer - Consumer
(iv) Any other (Please specify)

(b) Do you face any problems regarding to the Selection of Channel members? Yes/No
(c) If yes, what are those problems (Please specify).

25. (a) Do you Motivate your channel members? Yes/No
(b) If yes, then how? (Tick)

(i) Gift (ii) Cash Discounts (iii) Trade Discounts (iv) Product Scheme (v) Credit Purchase system (vi) Local Freight (vii) F.O.R. system
(viii) Any other (Please specify).
26. (a) Do you think that Distributors are performing their function satisfactorily? Yes/No
(b) If yes, how far the channel members co-operate with the concern? (Please specify)
(c) If not, what are the reasons (Please specify)

27. (a) Are you satisfied with the present channel system? Yes/No
(b) If no, then what changes do you propose to have in future. (Please specify in brief)

II. PRICE

28. (a) What are the pricing objective of your concern? (Please rank)
   (i) Sales growth (ii) Market Share growth (iii) Maximize return of Investment (iv) Long run profit
   (v) Maintain Price leadership (vi) Rapidly Establish Market Position. (vii) Discourage Entrants (viii) Provide Promotional theme
   (ix) Contribute to the Image of the Product and the Company (x) Any other (Please specify)
(b) What is your pricing method? (Tick)
   (i) Cost - Plus method (ii) Average method
   (iii) No Profit No loss method (iv) Competetive method
   (v) Marginal cost Method (vi) Low cost method (vii) Administrative method (viii) Any other.

(c) At what level pricing strategy are decided?
   (Please specify)

29. (a) Do you have any Govt. control over Pricing Yes/No
   (b) If yes, how does the Govt. control the price?
      (Please specify)

30. Kindly indicate the factors which you keep in mind while fixing th price (Tick)
   (i) Cost (ii) Competative conditions (iii) Govt.
   Policies (iv) Customer behaviour (v) Product life cycle (vi) Any other (Please specify)

31. (a) Please indicate the Profit Margin (In percentage) you have fixed on cost ................. %
   (b) What factors do you consider in fixing the Margin (Tick)
      (i) Estimate sales volume (ii) Past sales volume
      (iii) Transport cost (iv) Period of payments
32. What is your pricing policies? (Please tick)
   (i) One pricing vs. multiple price policy (ii) Following the leader pricing
   (iii) Psychological pricing (iv) New Product Pricing (v) Transfer pricing
   (vi) Competitive price policy (vii) Any other (Please specify)

33. Kindly indicate the problems face by the H.M.T. for determine the pricing strategy of Product?
   (Please specify)

V. PROMOTION
34. (a) Do you adopt the promotional strategies? Yes/No
   (b) If Yes, what are your promotional objectives (tick)
   (i) To Introduce new product (ii) To Attract new customer
   (iii) To increase use by present customer (iv) Reduce seasonal declines
   (v) To counter a competitive sales promotion device (vi) To make easier for salesman for sale.
   (vii) To Induce middleman to purchase more (viii) Any other.
35. What are the promotional methods adopted by the company (tick)
   (i) Advertisement (ii) Personal selling (iii) Public relation (iv) Publicity (v) Sales promotion
   via coupon, sample etc.

36. (a) Please indicate whether, you have participated in National/International Trade exhibition for sales
   promotion. Yes/No
   (b) If yes, which type of exhibition you have participated? (Please specify)

37. (a) Do you have any budget for promotional activities Yes/No
   (b) If yes, how it decided (Tick)
       (i) Affordable method (ii) Percentage to sales method (iii) Objective and task method (iv) To
       match competitor outlays method.
   (c) How does company allocate promotional budget among various promotional tools.

38. (a) Do you provide the sales promotions to customer? Yes/No
   (b) If yes, which method do you adopt (Tick)
       (i) Sample (ii) Coupon (iii) Money refund offer (iv) Price off (v) Premium (vi) Demonstration
       (vii) Contest and sweepstakes (viii) Any other.
39. (a) Kindly indicate below the media of your advertisement (tick)
   (i) Newspaper (ii) Magazines/Journals (iii) Radio
   (iv) T.V. (v) Cinema (vi) Bill board (vii) Any other (Please specify)

   (b) Kindly indicate the theme of your advertisements?
       (Tick)
       (i) Price (ii) Prestige and status symbol (iii) Product quality
       (iv) Goodwill creation (v) Names and addresses of company
       (vi) Place availability (vii) Any other (Please specify)

41. (a) Do you measure affectiveness of the advertisement Programme? Yes/No
    (b) If yes, what method do you use? (Please specify)

42. Are you satisfied with the advertisement programme?
    (Please specify)

43. Which method do you use for publicity? (Please specify)
44. (a) Which type of problems company faces regarding to the sales promotions? (Please specify)

(b) Which type of suitable measure do you use for solving the problems? (Please specify)

45. Any other reform the company can made to improving its to overall position in the Market. (Please specify)