QUESTIONNAIRE

PART A

EXTERNAL BUSINESS ENVIRONMENT

I. PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT GIVEN BELOW BY CIRCLING THE APPROPRIATE NUMBER OF THE ALTERNATIVE OPINION.

1. The technology orientation in our industry is very high

2. Competitors have made drastic changes in their product(s) in the last five years.

3. The potential market demand for our product(s) is (are) very extensive.

4. Competitors have made substantial changes in production methods in the last five years.

5. Market competition in our industry is very high.

6. Many new entrants have come into the market in the past five years.

7. Price competition in our industry is very high.

8. The brand name of our product(s) is/are very familiar in the market.

9. Customers have good image about our product(s)

INTERNAL ENVIRONMENT AND STRATEGY FORMULATION

II. PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT GIVEN BELOW BY CIRCLING THE APPROPRIATE NUMBER OF THE ALTERNATIVE OPINIONS.

1. Our organizational structure enables us to carry out Participative Management

2. Our organizational climate encourages our subordinates to generate innovative ideas

3. Our organization consults expert outside agencies for new ideas

4. Our organization provides adequate time for developing strategic marketing plans

5. Our organization uses a number of motivators to encourage good business operational performance

6. Our organization provides adequate funds for developing strategic marketing plans.

III. PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT GIVEN BELOW BY CIRCLING THE APPROPRIATE NUMBER OF THE ALTERNATIVE OPINIONS.

1. How often did you use the **Portfolio Analysis** as a tool when developing marketing strategies?

2. How often did you use the **SWOT Analysis** as a tool when developing marketing strategies?

3. How often did you use the **Contingency (“What if” analysis)** as a tool when developing marketing strategies?

4. How often did you use the **Financial Ratio Analysis** as a tool when developing marketing strategies?

5. How often did you use the **Experience Curve Analysis** as a tool when developing marketing strategies?

6. How often did you use **---------- (other than the above)?**
IV. TO WHAT EXTENT WERE YOU INVOLVED IN THE FOLLOWING ACTIVITIES DURING YOUR STRATEGIC MARKETING PLANNING? PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT GIVEN BELOW BY CIRCLING THE APPROPRIATE NUMBER OF THE ALTERNATIVE OPINIONS.

1. General strategic marketing option

2. Evaluating Strategic Marketing option

3. Search for details to make strategic market planning effective

4. Take corrective action to suit changing environment

MARKETING STRATEGIES AND POLICIES: YOUR BELIEF SYSTEM

V. STATEMENTS BELOW RELATE TO THE CREDIBLE MARKETING STRATEGIES AND POLICIES IN ANY BUSINESS SIMILAR TO YOURS. PLEASE INDICATE YOUR BELIEF ABOUT EACH OF THE FOLLOWING MATTERS IN YOUR BUSINESS UNIT BY CIRCLING THE APPROPRIATE NUMBER OF YOUR CHOICE.

1. Our product strategy is realistic

2. Our prices are competitive

3. We provide lot of discount to our customers

4. Our pricing strategy is realistic

5. We make every effort to improve the quality of our products

6. New product development is always on our agenda

7. Our promotion strategy is realistic
MARKETING STRATEGY IMPLEMENTATION: HOW YOU PERCEIVE OTHERS.

VI. FOLLOWING STATEMENTS RELATE TO THE POSSIBLE PERCEPTION OF YOUR EMPLOYEES IN YOUR DEPARTMENT TOWARDS YOUR MARKETING STRATEGIES. PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT BY CIRCLING THE APPROPRIATE NUMBER OF THE ALTERNATIVES GIVEN.

1. People believe that the priorities assigned for important strategic factors are quite sound

2. People would take up any work assignment to enable successful implementation of the strategies

3. People believe strongly that the strategic plans will help the organization to achieve its performance goals

4. The marketing strategies are quite inspirational to the people that they show a sense of total organizational commitment
MARKETING STRATEGY IMPLEMENTATION: YOUR PERCEPTION

VII. PLEASE EXPRESS YOUR PERCEPTION ABOUT STRATEGY IMPLEMENTATION BY CIRCLING THE APPROPRIATE NUMBER OF THE GIVEN ALTERNATIVES.

1. We keep on watching the changes in business environment
2. We have a built-in evaluation and control mechanism to ensure the alignment of our strategies with the business environment
3. We make adjustments in our marketing strategies and programmes to cope with environmental changes
4. We have the autonomy to adjust the marketing strategy and programmes
5. We have an ideal communication network within the organization to ensure no intra or inter functional conflict
6. Our marketing personnel have appropriate skills in marketing management
7. We upgrade the skills of our people through training workshops and seminars.

PERFORMANCE EVALUATION

VIII. HOW WOULD YOU RATE THE ACHIEVEMENT OF THE STRATEGIC OBJECTIVES IN THE YEAR 2007-08?

PLEASE EXPRESS YOUR OPINION ON EACH STATEMENT GIVEN BELOW BY CIRCLING THE APPROPRIATE NUMBER

1. Improved awareness of product/company
2. Response to competitive pressures
3. Improved market share position.

4. Increased profitability


5. Expansion into new market


6. Just respond to market and follow the leader


7. Any other (specify)


IX. HOW WOULD YOU GRADE YOUR BUSINESS IN 2007-08 USING THE THREE INDICATORS GIVEN BELOW, (COMPARED TO WHAT WAS PLANNED) BY CIRCLING THE APPROPRIATE NUMBER OF GIVEN ALTERNATIVES

ROI


Profit Margin


Market Share


PART B

PERSONAL AND ORGANIZATIONAL PROFILE

1. Your position

2. Direct supervisor (Designation)

3. How many full time officers are there in your company? About.............

4. How many marketing executives? About.............

5. Main product

6. When the main product first brought to market?
7. Sales volume in 2007-08

8. Industries in which your company operates
   [Please Tick (✓)]
   - Manufacturing
   - Service
   - Trading
   - Target Market
   - Consumer goods
   - Industrial marketing

THANK YOU