INVESTORS’ PREFERENCE TOWARDS MUTUAL FUNDS
IN NAMAKKAL DISTRICT OF TAMIL NADU

QUESTIONNAIRE

Please tick (√) the appropriate box

Personal Data

1. Name (optional):

2. Sex :
   Male ☐     Female ☐

3. Age in completed years:
   Below 30 ☐  31 – 40 ☐  41 – 50 ☐  Above 50 ☐

4. Academic Qualifications:
   School Final ☐  Graduate ☐  Post – Graduate ☐  Professional Degree ☐

5. Marital Status:
   Married ☐  Unmarried ☐  Widow ☐  Widower ☐  Divorced ☐

6. Occupation:
   Professional ☐  Business ☐  Salaried ☐  Retired ☐

7. Annual Income in Rs:
   Below Rs 1, 00, 000 ☐  Rs1, 00,001 – 3, 00,000 ☐
   Rs 3, 00,001–5, 00,000 ☐  Above Rs 5, 00,000 ☐

8. How much do you save annually (in Rs. Approx)
   Less than Rs 50,000 ☐  Rs 50,001 to Rs 100000 ☐  Above Rs 100000 ☐

9. Objectives of your savings are :
   To provide for Retirement ☐  For tax reduction ☐
   To meet contingencies ☐  For children’s education ☐  For purchase of assets ☐

10. What is your current preference of savings avenue?
   (Rank from 1. first preference ☐ to last preference 10 ☐)
   Currency ☐  Mutual funds ☐
   Postal Savings ☐  Chits ☐
   Real Estate ☐  Gold ☐
   Bank Deposit ☐  Life Insurance ☐
   Pension & Provident Fund ☐  Shares ☐
11. What is your current attitude towards the following Financial Instruments, in the Indian Capital Market?

<table>
<thead>
<tr>
<th>Highley Favourable</th>
<th>Favourable</th>
<th>Some what favourable</th>
<th>Not very favourable</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Shares</td>
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<td>b) Debentures</td>
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<tr>
<td>c) Mutual Funds</td>
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<tr>
<td>d) Bonds</td>
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</table>

12. Do you prefer investment in Mutual funds to other savings avenue in future? 
Yes ☐ No ☐ Not Sure ☐

13. Generally you prefer 
(Please Rank from 1 first preference ☐ to last preference 6 ☐)
- Growth schemes ☐ Income Schemes ☐ Balanced Schemes ☐
- Money Market Schemes ☐ Tax saving Schemes ☐ Index Schemes ☐

14. You prefer: 
- Open ended Schemes ☐ Close Ended Schemes ☐ Interval Schemes ☐

15. You prefer investment in Mutual funds due to 
(Rank from 1 first preference ☐ to last preference 8 ☐)
- Safety ☐ Liquidity ☐ Flexibility ☐
- Good Return ☐ Capital appreciation ☐ Professional Management ☐
- Tax Benefit ☐ Diversification Benefit ☐
16. There are many qualities that could affect your selection of Mutual funds and Specific Schemes. Please indicate importance of the following in your decision.

<table>
<thead>
<tr>
<th></th>
<th>Highly Important</th>
<th>Important</th>
<th>Some what important</th>
<th>Not very important</th>
<th>Not at all important</th>
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<tbody>
<tr>
<td><strong>I. Fund Related Qualities</strong></td>
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<tr>
<td>a) Fund performance record</td>
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<tr>
<td>b) Funds reputation or brand name</td>
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<td>c) Scheme’s expense ratio</td>
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<td>d) Scheme’s portfolio of investment</td>
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<td>e) Reputation of the Fund Manager/Scheme</td>
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<td>f) Withdrawal facilities</td>
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<td>g) Favourable rating by a rating agency</td>
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<td>h) Products with tax benefits</td>
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<td>i) Entry &amp; Exit load</td>
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<td>j) Minimum initial investment</td>
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| **II Fund Sponsor Qualities** |                  |           |                     |                    |                     |
| a) Reputation of sponsoring firm |                  |           |                     |                    |                     |
| b) Sponsor has a recognized brand name |                  |           |                     |                    |                     |
c) Sponsor has a well developed agency & network

f) Sponsor’ s past performance in terms of risk and return

### III Investor Related Services

a) Disclosure of investment objective in the advertisement

b) Disclosure of NAV on every trading day

c) MF’s Investor’s grievance redressal machinery

d) Fringe benefits i.e, free insurance, credit cards, loans on collateral, tax benefits etc.

17. How did you come to know about Mutual fund investment schemes?

<table>
<thead>
<tr>
<th>Reference groups</th>
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<tbody>
<tr>
<td>Newspapers (general)</td>
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<tr>
<td>Newspapers (business)</td>
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<tr>
<td>Financial Magazines</td>
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<tr>
<td>Television</td>
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<td>Brokers / Agents</td>
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<td>Mail</td>
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<td>Stores Display</td>
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18. While contacting the fund or trying to get routine / special information would you rather communicate with a computerized automated response system or a person. **(Please tick one response).**

- I prefer automated response
- I prefer to personally visit the office
- I prefer to telephone the office
- I have no preferences

19. Do you think Mutual fund investing is a best alternative to equity investing?
- Yes □
- No □
- Do not know □

20. Name a few Mutual funds existing in the Indian capital Market at present, you know
1)
2)
3)
4)

21. Investment in M F helps you realize the benefits of stock Market investing. □ □ □

22. M F investing gives a definite positive return. □ □ □

23. Return of the Principal amount invested in any MF is assured. □ □ □

24. MF returns and Principal are fully protected and guaranteed by Association of Mutual funds (AMFI) / Securities Exchange Board of India (SEBI) □ □ □

25. Bank sponsored Mutual funds give a definite positive return which is greater than Bank fixed deposits rate for a similar period □ □ □

26. Entry and exit load of Mutual funds is easy □ □ □

27. Due to professional investment, a good return can be expected of Mutual fund □ □ □

28. Ups and downs of stock Market will not affect the return from MF. □ □ □

29. There are many MF schemes to meet the varied needs of investors. □ □ □

30. AMFI/ SEBI protects the interests of MF industry and the unit holders. □ □ □

Thank you very much for your kind co-operation and for taking time to complete this Questionnaire.

Signature of the Respondent