Dear Executive,

I am currently pursuing PhD at Goa University, Major in International Marketing, International Business and Export performance focusing mainly on Indian small and medium sized Inc. The purpose of our study is to learn more about the factors that influence the firm’s decision to undertake export activity. We believe the results will not only be valuable to individual firms but will also help the Indian foreign trade and industries better identify the kind of information, incentives, and assistance essential to exports. The company and you are part of a representative sample of 1500 Indian small and medium sized Inc manufacturing firms. Your attitudes and opinions and the export behaviour of the company are critical to the success of our study. We recognize the value of your time, and sincerely appreciate your efforts on our behalf. Individual responses are anonymous and all company level data will be held in confidence. Please take 5 minutes to complete this survey and submit it in online at your earliest convenience.

Thank you for your time.

Sincerely,

Subhash Naik

(Doctoral Research candidate in International Marketing & International Business)
APPENDIX B: QUESTIONNAIRE

Part I. PLEASE FILL IN THE FOLLOWING GENERAL INFORMATION ABOUT YOUR FIRM AND YOURSELF

1. Which of the classification best describe your business?
   1. Food and beverage Products
   2. Chemical and Allied Products
   3. Machinery and Computer Equipment and Components
   4. Electronic and Electrical Equipment and Components
   5. Agricultural by-products
   6. Automobile manufacturer
   7. Personal care products
   8. Paint products
   9. Pharmaceutical products
   10. Ferrous and non-ferrous materials
   11. Leather manufacturer
   12. Oil processing & coke
   13. Paper & Rubber products
   14. Crafts products
   15. Textile products manufacturer
   16. Cement
   17. Other: 

2. Which best describe your principle product?
   1. Manufacturing
   2. Service
   3. Other: 

3. How long has your firm been in business?
   Years: 

4. How long has your firm been in exporting? And current export market share of current year
   Years: Export Market share: 

5. Include yourself, approximately how many people does your firm currently employ?
   No of Employees: 

6. Did your first export sale originate with an unsolicited order or contract?
1. Yes: [ ]
2. No: [ ]

7(a). What is your position?
1. [ ] Chairman
2. [ ] Vice-Président
3. [ ] Managing Director
4. [ ] Export Manager
5. [ ] Marketing Manager
6. [ ] Sales Manager/Director
7. [ ] Other (Please Specify): [ ]

7(b). How many hours do you estimate you spend per month in developing your export sales?
8. [ ] Less than 10 hours
9. [ ] 11-20 hours
10. [ ] 21-40 hours
11. [ ] 41-60 hours
12. [ ] 61-100 hours
13. [ ] Over 100 hours
14. [ ] Other: [ ]

8. How often do you normally travel outside your home country?
1. [ ] Never
2. [ ] 1 to 2 times a year
3. [ ] 3 to 5 times a year
4. [ ] 6 to 10 times a year
5. [ ] More than 10 times a year

9. Please indicate the last grade or year in school which you completed.
1. [ ] Primary
2. [ ] Secondary
3. [ ] Technical / University
4. [ ] Graduate University degree
5. □ Other: [ ]

10. To which age group do you belong?
1. □ less than 25
2. □ 25 o 34
3. □ 35 to 44
4. □ 45 to 54
5. □ 55 to 64
6. □ 65 and over

11. Can you speak other language(s) besides your native language?
1. □ Yes
2. □ No

PART II.

12. What is your fluency in foreign languages?

<table>
<thead>
<tr>
<th>Language</th>
<th>Low proficiency</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>High</th>
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<tbody>
<tr>
<td>a). French</td>
<td>Low proficiency</td>
<td></td>
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<td>High</td>
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<td>b). German</td>
<td>Low proficiency</td>
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<td>c). Spanish</td>
<td>Low proficiency</td>
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<td>d). Italian</td>
<td>Low proficiency</td>
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<td>e). Russian</td>
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<td>f). Japanese</td>
<td>Low proficiency</td>
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</table>
13. Compared to firms which are your immediate competitors, please indicate the extent to which you Agree or Disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
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<tbody>
<tr>
<td>a). The technology of our product is superior</td>
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<td>b). Our product quality is among the highest in the industry</td>
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<td>c). Our product has one of the longest warranty/service policy</td>
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<td>d). Our product is custom designed for each client...</td>
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<td>(e) The production techniques used in manufacturing our products are</td>
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<td>(f) The production equipment used in manufacturing our products are</td>
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<td>g) Our managers are among the most knowledgeable</td>
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<tr>
<td>(h) Our managers are among the very best at developing</td>
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</table>
14. To what extent has exporting helped (or would help) you in each of the following areas?

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<tr>
<td>(a) Increased sales...</td>
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<td>(b) Growth opportunities...</td>
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<td>(c) Profitability...</td>
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<td>(d) Offsetting sales decline at domestic market...</td>
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<td>(e) Minimizing firm risk...</td>
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<td>(f) Diversifying the potential markets</td>
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<td>(g) Increasing domestic market competition</td>
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<tr>
<td>(h) Utilization of excess production capacity</td>
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15. To what extent are you willing to modify each of the following in order to take advantage of export

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<th>5</th>
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<tr>
<td>a) Product decision</td>
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</table>
16. Satisfaction with export market position performance improvement, to what extent do you agree(Satisfied) or disagree(Disatisfied) with following change in scenario?
How satisfied are you with the results of your main export venture from 2005 to 2009?  
Scale: 1=Much Less Satisfied in 2009 than in 2005; 5= Much More Satisfied in 2009 than in 2005

<table>
<thead>
<tr>
<th>(a) Total market share overseas</th>
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<tbody>
<tr>
<td>(b) Export Sales growth compared to competitors</td>
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<tr>
<td>(c) Export Sales Volume...</td>
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<tr>
<td>(d) Export Sales Growth...</td>
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<tr>
<td>(e) Export Market share compared to competitors...</td>
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<tr>
<td>(f) Achievement of export growth objectives...</td>
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</tbody>
</table>

17. Satisfaction with export profitability and new market entry, to what extent do you agree(Satisfied) or disagree(Dissatisfied) with following change in scenario from 2005 to 2009?  
Scale: 1= Large Decrease from 2005 to 2009; 5= Large Increase From 2005 to 2009

| (i) Overall export performance |   |   |   |   |   |
| (ii) Export profitability... |   |   |   |   |   |
| (iii) Profitability of Overseas market |   |   |   |   |   |
| (iv) Expansion to new geographic market |   |   |   |   |   |

19. With regard to your main export venture in 2009, how do you assess the following?  
Scale: 0-9%; 10-29%; 30-59%; 60-84%; 85-100%  
i). Percentage of exporting venture to total sales volume (unit sales)  
Percentage of exporting venture to total sales revenue
ii). How has your firm's export turnover change in the past three years? If an increase or a decrease was experienced, please state the percentage change.

i) Between 2005 and 2007?
1. Increase %
2. No change %
3. Decrease %

ii) Between 2007 and 2009?
1. Increase %
2. No change %
3. % Decrease %

iii). How has your firm's export market share change in the past three years? If an increase or a decrease was experienced, please state the percentage change.

i) Between 2005 and 2007?
1. Increase %
2. No change %
3. Decrease %

ii) Between 2007 and 2009?
1. Increase %
2. No change %
3. % Decrease %

20. Please indicate the extent to which you Agree or Disagree with each of the following statements:

(a) Government export training programs have helped export

(b) Government agencies are able to supply the information necessary to identify and develop international markets

(c) Government financial services have been helpful to firms involved in exporting

(d) Existing government regulations/restrictions are major obstacles for exporting

(e) Existing documentation required by government is complicated and excessive

(f) Government trade shows are helpful in developing foreign markets

21. With respect to your firm's exporting how important are each of the following international market
22. The following two questions identify six polar terms that one might use to describe markets.

(a) Unprofitable profitable
23. During the past 3 years, the foreign market for our firm's product(s) has been:

(a) Unprofitable

(b) Stable

(c) Saturated

(d) Competitive

(e) Small

(f) Declining

Unprofitable
Stable
Saturated
Competitive
Small
Declining

Profitable
Unstable
Unsaturated
Uncompetitive
Large
Expanding

Unprofitable
Stable
Saturated
Competitive
Small
Declining

Profitable
Unstable
Unsaturated
Uncompetitive
Large
Expanding
PLEASE FILL IN THE FOLLOWING GENERAL INFORMATION ABOUT YOUR FIRM.

24. Approximately what was your firm's total sales for the past fiscal year?
   1. [ ] Under Rs 10 mil
   2. [ ] Rs 10 million to Rs 49.9 million
   3. [ ] Rs 50 mil to Rs 100 mil
   4. [ ] Rs 100 million to Rs 200 million
   5. [ ] Rs 200 million to Rs 500 million
   6. [ ] over Rs 500 million
   7. [ ] Other: ____________________________

25. Approximately what percentage of your firm's current sales are generated from markets outside of India? ____________________________

26. Compared to domestic sales, your foreign transactions are generally
   1. [ ] Much more profitable
   2. [ ] More profitable
   3. [ ] About the same
   4. [ ] Level of profits
   5. [ ] Less profitable
   6. [ ] Much less profitable

27. To which of the following market areas have you exported? Please fill in the number of countries and the percentage each market area represents of your total value of exports (please refer to Appendix 1 to give a more accurate answer).

<table>
<thead>
<tr>
<th>Market Area</th>
<th>Number of Countries</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
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<tr>
<td>Eastern Europe</td>
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<tr>
<td>Middle East</td>
<td></td>
<td></td>
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<tr>
<td>and N. Africa</td>
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<tr>
<td>Rest of Africa</td>
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<tr>
<td>North America</td>
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<tr>
<td>Australasia</td>
<td></td>
<td></td>
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<tr>
<td>Pacific Rim and Japan</td>
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<tr>
<td>Asian countries</td>
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<tr>
<td>Central and Latin America</td>
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</tbody>
</table>
Other:  

28.a. Would you like to receive a summary report of this survey? • Yes  • No

28.b. Confidential question kindly write your Name, Designation, Company Address