ANNEXURE

1.1 QUESTIONNAIRE (CONSUMER ELECTRONICS COMPANIES)

Note:
- Please put a tickmark in the appropriate boxes wherever required.
- Kindly consult the other departments/divisions of the company wherever required.
- Please do not leave any question unanswered.

A) General

1) Name of the Company ________________________________

2) For how many years has this company been in operation ________________________________

3) Does the company have any foreign collaboration – Yes/No
   If Yes, a) What is the present foreign equity ______________
   b) What is the nature of collaboration–Technical / Financial

4) What kind of manufacturing technology does the company use:
   a) Purely Indian
   b) Purely Foreign
   c) Foreign Equipment but Indian assembling
   d) Any other (Specify)

5) Company Performance

<table>
<thead>
<tr>
<th>Please evaluate your company performance over the past few years, in terms of percentage increase and decrease in terms of:</th>
<th>Increased by</th>
<th>Decreased by</th>
<th>Constant at</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market share</td>
<td></td>
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<tr>
<td>Growth in the sales revenue</td>
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<tr>
<td>Acquiring new customers</td>
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<tr>
<td>Increasing sales to current customers</td>
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</tbody>
</table>
B. Product

1. Which of the following consumer electronics items are produced by your company?
   a) CTV’s □
   b) B/W TV’s □
   c) Audio Systems □
   d) VCR’s/VCP’s/VCDs/DVDs □
   e) Electronic watches/clocks □
   f) Any other (specify) □

2. Do you position your products as
   a) mass products □
   b) segment oriented product □
   c) niche market product □

   If option (b) is correct, which of these segments do you cater to:
   a) high upper class □
   b) Middle upper class □
   c) Middle middle class □
   d) Lower middle class □
   e) lowest class □
3. Please put a tick mark against the attributes which are the USP (Unique selling proposition) of your product.

1. Product quality □
2. Product range □
3. Product features & performance □
4. Product line □
5. Product design and style □
6. Product warranty terms □
7. Brand image □
8. Brand awareness □
9. Product availability for customers □
10. Pre and after sales technical support □
11. Pre and after sales service availability □
12. Pre and after sales expertise □
13. Pre and after sales service quality □
14. Product packaging □
15. Product labeling □
16. Any other (specify) □

4. How do you respond to the product changes by your competitor in the market?

a) Try to bring about same changes by your competitor in the market □

b) Make better and new changes. □

c) Compensate in some other area (e.g. lower prices, more ads). □

d) Right time to come out with a new product. □

e) Do not react. □

f) Any other (specify) ____________________________

5. The new products marketed by your company possess which of the following features:

a) They are priced according to the customer segment □
b) Generally low priced in the beginning (relative to the existing products) □
c) Generally high priced (more features etc.) □
d) They are always of better quality □
e) Any other (specify) ____________________________________

6) Does the company Export any of its products: Yes/No
   If Yes, a) Specify the product(s) _________________________
   b) Is the Export Quality different from the domestic quality: Yes/No

   c) What proportion of Total Sales are the:
      i) Domestic Sales __________
      ii) Exports __________

7) For Foreign companies only (Collaboration/Joint venture/Wholly owned subsidiary)
   a) Has your product been localized according to the Indian Market demands – Yes/No.
   b) If Yes, please specify the measure undertaken – __________________________________

c) What are the strengths of your products vis-a-vis the Indian counterparts (kindly rank the strengths)

<table>
<thead>
<tr>
<th></th>
<th>Much Worse</th>
<th>About the same</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Manufacturing Technology</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Product Quality</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Price</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Product Features</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Product Packaging</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Product Labelling</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
<tr>
<td>Any Other (Specify)</td>
<td>−3 −2 −1</td>
<td>0 1 2</td>
<td>3</td>
</tr>
</tbody>
</table>
8) For the Indian Companies only:
What are the advantages you have in the market vis—a—vis Foreign Counterparts:

C) Price

(Kindly attach your price range pamphlet/brochure with the questionnaire).

1) On which of the following basis does your company price the products:

a) based upon costs [ ]

b) based upon target profits [ ]

c) based upon the perception of the consumers [ ]

d) based upon competitors pricing [ ]

2) Which of these statements best describe your company’s pricing strategy?

a) Low price high market share [ ]

b) High price low market share [ ]

c) High price high market share [ ]

d) Competitive price high market share [ ]

3) How often has your company in the past resorted to the following price adjustment strategies?

<table>
<thead>
<tr>
<th></th>
<th>Very</th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving discounts to the customers e.g. on festivals, early payments, etc.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Adjusting prices to allow for differences in customers, products or locations.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Adjusting prices for psychological effect.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Adjusting prices to offer the right combination of quality and service at a fair price.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Adjusting prices to account for geographical location of customers.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Adjusting prices to international markets</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

337
4) Please indicate percentage increase or decrease (trend), over the past few years, in terms of:

<table>
<thead>
<tr>
<th></th>
<th>Increased by</th>
<th>Decreased by</th>
<th>Constant at</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit production costs</td>
<td></td>
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<tr>
<td>Raw material costs</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Marketing expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement expense</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cost of goods sold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment and credit terms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actual selling price</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

D) Promotion

1) Which of these promotional activities does your company undertake?
   - a) TV / Internet Ads
   - b) Radio Ads
   - c) Print Ads
   - d) Dealer Incentives
   - e) Customer incentives
   - f) Exhibitions/Roadshows/Trade Fair Participation etc.

2) Approximate advertisement budget (p.a.)

3) Approximate marketing expense (p.a.)

4) Does your company measure the effectiveness of the promotional activities it undertakes: Yes/No.
   - If Yes, Who is responsible for the measurement?
   - a) In house marketing research department
   - b) Outside agency
   - c) Both a & b
5) Kindly indicate the importance of motives for promotional activities:

<table>
<thead>
<tr>
<th>Motive</th>
<th>Most Important</th>
<th>Important</th>
<th>Less Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>To build a better brand image</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To inform the customers about the product features</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To inform the customers about the price</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To compare the product with the competitors product</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To introduce new products and features</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To inform the customers about the new schemes/discounts</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To delight the customers</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Any other (Specify)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

e) Distribution Network

1) Which of the following statements best describe your company’s distribution policy?
   a) We stock the product in as many outlets as possible □
   b) We give extremely limited number of dealers (not more than 2) the exclusive right to distribute the company's products in their territories □
   c) We use limited intermediaries who are willing to carry the company's products. □

2) What kind of distribution channels does your company have?
   a) Dealers □  How many? ______________
   b) Direct sales through company owned retail outlets □  No. __________
   c) Franchisees □  How many? ______________
   d) Institutional Dealers □  No. __________
   e) Distributors □  No. __________
   f) Any other form (specify) ______________

3) Does the company have different distribution channels for different regions? Yes/No
   a) Direct dealers ___________________________________________
   b) Distributors ___________________________________________
c) Franchisees ___________________________
d) Direct sales through company owned retail outlets ___________________________
e) Institutional dealers ___________________________
f) Any other (specify) ___________________________

4) Please indicate how well your distribution network compares to your major direct competitors, in terms of:

<table>
<thead>
<tr>
<th>Channel margins given to the dealers/distributors</th>
<th>Much</th>
<th>Worse</th>
<th>About the same</th>
<th>Much</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel penetration (no. of dealers/distributors etc.)</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Channel delivery speed to the customers</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>On time delivery performance to the customers</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Rural area network</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

5) Do the company appointed dealers/distributors/retailers take part in the marketing strategy making activity? Yes/No

F) Customer Service

1) Do you believe that Pre and After sales service is important? Yes/No

2) Does the company have any authorised after-sales service stations? Yes/No

3) Has the company fixed any specific amount of after-sales service charges? Yes/No

4) Are the dealers/distributors given any kind of directions from the company in terms of service and customer relations? Yes/No

5) Does the company maintain customer database? Yes/No

6) Does the company take feedback from the customer after the sale of the product? Yes/No

If yes feedback is taken –

a) regularly □
b) sometimes □
c) never □

7) Feedback is taken through :
   a) Telephonic calls □
   b) Mailing letters/questionnaires □
   c) Visits by company sales executives □
   d) Any other (specify) □

Please indicate your position in the company (i.e. job title) :

<table>
<thead>
<tr>
<th>How would you rate your own knowledge of your company’s marketing programs, strategies and policies?</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>How would you rate your own involvement in your company’s marketing programs and strategies?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>How would you rate your own knowledge of your major competitors marketing programs, strategies and policy?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

In which of these areas would you like your company to improve its marketing strategy :

- Product □
- Price □
- Promotional Activities □
- Distribution Network □
- Customer Service □

Did you face any difficulty while filling up the questionnaire (please specify)

______________________________

Please attach your business card if you would like to receive a copy of the study findings.

Thank You for your cooperation in this important study
1.2 CUSTOMER QUESTIONNAIRE (CONSUMER ELECTRONICS)

Name : 
Address : 

Part A

1. Do you possess any of the following brand of Electronics items ? (Tick wherever applicable)

(Note: 1. Please indicate the year of purchase and the number of items, with each product you mark.

2. Please indicate overall satisfaction with the product on a scale of 1–10, where 1 is poor and 10 is excellent).

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>VCR/VCP/DVD/VCD</th>
<th>B/W TV</th>
<th>CTV</th>
<th>Audio System</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Videocon</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2. BPL</td>
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<td>3. Onida</td>
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<td>4. Salora</td>
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<td>5. Sony</td>
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<td>6. Sharp</td>
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<td>7. Panasonic</td>
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<td>8. Sansui</td>
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<td>9. Akai</td>
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</tbody>
</table>

2.

a) Please indicate your satisfaction level with respect to following attributes (qualities) if you own product in the Brand.

Name category (1–4) Refer Q.No.1)
<table>
<thead>
<tr>
<th>Attributes</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Either Satisfied Nor Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product Design and Style</td>
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<tr>
<td>2. Product Quality</td>
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<td>3. Product Features</td>
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<td>4. Performance</td>
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<td>5. Warranty Terms</td>
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<td>6. Pre-sales Service</td>
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<tr>
<td>7. After sales service</td>
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<tr>
<td>8. Value for money</td>
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<tr>
<td>9. Schemes &amp; discounts</td>
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</table>

b) Please indicate your satisfaction level with respect to the following attributes (Qualities), if you own my product in the Brand name category: 5–9 (refer Q.No. 1).

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Either Satisfied Nor Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product Design and Style</td>
<td></td>
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<tr>
<td>2. Product Quality</td>
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<td>3. Product Features</td>
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<td>4. Performance</td>
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<td>5. Warranty Terms</td>
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<td>6. Pre-sales Service</td>
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<td>7. After sales service</td>
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</table>

3. If given the offer of replacement (buying again), would you go in for the same brand items as you already possess? Yes/No

If No, specify the reason and the Brand Name you would like to buy ________________________________
4. How often does your item develop fault?
   a) Very often □
   b) Regularly □
   c) Sometimes □
   d) Rarely □
   e) Never □

   If any of the options from a–d (above) is correct, then

   a) Where do you go to get the fault repaired (usually)
      1. Company Service Centre □
      2. Local repair Shop □

      If you chose option 1 (above), were you satisfied with the service received? (Yes/No)

      If No, specify the reason ________________________________

      ________________________________

5. Have you ever received any feedback enquiry from the Dealer/Company after the purchase was made? Yes/No

   If No,

   Do you wish that feedback regarding the product or service satisfaction should be taken? Yes/No

Part B

1. Indicated you Occupation ________________________________
   Approx. Income (p.a.) ________________________________

2. Kindly specify your Annual Family Income Category (p.a.)
   a) Over Rs.2,15,000 □
   b) Rs.45,000 – Rs.2,15,000 □
   c) Rs.22,000 – Rs.45,000 □
   d) Rs.16,000 – Rs.22,000 □
   e) Upto Rs.16,000 □
3. Which of the following items do you own? Specify the Number of items.
   a) Car □
   b) AC □
   c) Credit Card □
   d) Telephone □
   e) Computer □
   f) Club Membership □

4. You spend holidays at:
   a) Home □
   b) Relatives □
   c) Tourist Spots in India □
   d) Abroad □
   e) Any other (Specify) □

5. Do you feel Indian made goods are:
   Better/Same/Little Less/Worse than Foreign made goods?

Thank you for your cooperation in this important study
1.3 QUESTIONNAIRE FOR DEALERS (CONSUMER ELECTRONICS)

Name : 
Address : 

1. Which of the following companies/brands do you cater to ?
   (Tick whichever is appropriate)
   a) Videocon □
   b) BPL □
   c) Onida □
   d) Salora International □
   e) Sony □
   f) Sharp □
   g) National Panasonic □
   h) Sansui □
   i) Akai □

2. Kindly rank the following Dealer objectives on a scale of 1–5.
   (1 being the most important and 5 being the least).
   a) To enhance the Market/Segment Share □
   b) To achieve the targeted profit objectives □
   c) To enhance the consumer brand loyalty □
   d) Any other specify ________________________

3. In which of the following areas do you receive directions from the companies ?
   a) Sales target □
   b) Customer Service □
   c) Discount/Schemes □
   d) Consumer Satisfaction □
   e) Areas to be covered □
   f) Advertisement Planning □
   g) Any other (Specify) ________________
4. Do you take part in Marketing Decision making activity of the company? Yes/No
   If Yes, How often do you take part:
   a) Regularly □
   b) Sometimes □
   c) Occasionally □

5. Which of the companies (names mentioned in Q.No.1) gives the:
   a) Best channel margin _____________
   b) Best channel penetration ____________
   c) Best channel delivery speed to customers ____________
   d) Best channel support _________________
   e) Best quality of the product __________
   f) Best technical support _______________

6. Which of the following company product attributes appeal most to the customers? Kindly rank them on a scale of 1–10 (1 for the most appealing and 10 for the least).
   a) Product features □
   b) Product quality □
   c) Product range □
   d) Low price □
   e) Ads on TV/Newspaper □
   f) Convincing power of dealers □
   g) Premium price □
   h) Customer services (presales and after sales) □

7. Do you take feedback from the customer after the sale of the product? Yes/No
   Do you forward the feedback to the company? Yes/No

8. In how many cases (percentages) do you feel the company takes decisions based on the feedback received from you? ________________
9. Do the Japanese Brands (Sony, Sharp etc.) have an upper hand in Indian markets compared to Indian brands? Yes/No. Give reasons for your answer?

10. In the current market scenario which of the following areas need to be more emphasized and developed, in order to make a difference in the market? (Tick whichever attribute is appropriate).
   a) **Product Strategy**: Quality, range, features, packaging, brand image, availability of the product, new and better products, warranty, any other (specify)

   b) **Price Strategy**: Price cuts, cost cuts, payment and credit terms. Any other (specify)

   c) **Promotion Strategy**: Advertisements, Discounts and schemes, dealer incentives. Any other (specify)

   d) **Distribution Network**: Number of Dealers/Distributors
      - Channel Margins
      - Channel Support
      - Channel Delivery speed to the customers
      - Rural Area Network
      - Any other (Specify)

   e) **Customer Service**: Pre-sales and After-sales service

11. Are you satisfied by the kind of compensation received from the company for providing seller support? Yes/No

   In which of the following areas should the compensation plans be improved:
   a) Gross margin and overhead contribution
b) Promotional allowance and below-the-line benefits

c) Distribution Exclusivity

d) Continuity of Supply

e) Market Development

f) Credit

g) Any other (Specify) ________________________________

Thank you for your cooperation in this important study
1.4 QUESTIONNAIRE (COMPUTER SOFTWARE COMPANIES)

Note:

- Please put a tickmark in the appropriate boxes wherever required.
- Kindly consult the other departments/divisions of the company wherever required.
- Please do not leave any question unanswered.

A) General

1. Name of the Company 
2. Nature of Business 
3. For how many years has this company been in operation 
4. Does the company have any foreign collaboration – Yes/No 
   - If yes, a) What is the percent foreign equity 
   - b) What is the nature of collaboration – Technical / Financial

B) Product

1. Your company provides : (Also specify the market location (geographical) alongside the products and services).
   a) Software 
      - Consulting services 
      - Programming services 
      - Data Processing 
      - Body Shopping 
      - Any other (specify) 
   b) Software Products 
      - Niche Products 
      - Names 

<table>
<thead>
<tr>
<th>Service</th>
<th>Market Location</th>
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<tr>
<td>Consulting services</td>
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<td>Data Processing</td>
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<td>Any other (specify)</td>
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<td>Niche Products</td>
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<td>Names</td>
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</table>
2. Which of the following software market segments does your company target?

a) **Business Software Market**
   - □ Specific Business Software
   - □ General Accounting & MIS
   - □ Office Application
   - □ CAD/CAM
   - □ Scientific
   - □ Any other (Specify) ____________________________

b) **Consumer Software Market**
   - □ Home education Entertainment
   - □ Games and Entertainment Software
   - □ Home Productivity Software
   - □ Any other (Specify) ____________________________

c) **System Software Market** □

3. Which functional domain do your products and services address? (Kindly specify the percentage, in case of more than one domain)

1. Banking □
2. Manufacturing □
3. Insurance & Other financial services □

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4. Does the company export any of its products/services?  
Yes/No

If Yes,

a) Specific the product/services ____________________________

b) What is the proportion of exports vis-à-vis the domestic sale? ____________________________

5. For Foreign Companies only (Collaboration/Joint Venture / Wholly Owned Subsidiary)

a) Have your product/services been localized according to the Indian Market demands?  Yes/No

b) If Yes, Please specify the measures undertaken

-----------------------------------------------------------------------------------------------

6. For Indian Companies only

a) What are the advantages you enjoy over the foreign companies operating in India?

-----------------------------------------------------------------------------------------------
C) **Price**

1. On which of the following basis does your company price/generate revenue from the product/services?

   (Kindly specify whether the basis is used for product/services)

   a) Time and Material Contracts □

   b) Fixed Price Contacts □

   c) Based upon cost structure □

      (e.g. Manpower, hardware/Software, Infrastructure etc.)

   d) Any other (Specify)

   If option c is correct, kindly specify the cost structure

<table>
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<tr>
<th>Component</th>
<th>Percentage in Cost</th>
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</table>

D) **Promotion**

1. Which of these promotional activities does your company undertake?

   a) TV Ads □

   b) Internet Ads □

   c) Print Ads □

   d) Customer Incentives/Discounts □

   e) Seminars/Exhibitions □

   f) Market Survey/Research □

   g) Personal Selling □

   h) Any other (Specify)

2. Approximate Advertisement Budget (p.a.)

   ____________________________________________
3. Approximate marketing expense (p.a.)

   ________________________________

   e. Distribution
1. Which of the following Marketing Channels does your company use to distribute your products/services? Also kindly mention the approximate revenue earned through each channel?

   Revenue Earned

   a. Direct marketing to end user
      ________________________________

   b. Through your own national and international offices
      ________________________________

   c. Through the Internet
      ________________________________

   d. By forming associations with other software companies
      ________________________________

   e. End user through Principal
      ________________________________

   f. Dealer / Distributor
      ________________________________

   g. Any other (Specify)
      ________________________________

   F. Customer Service
1. Do you believe that pre and after-sales service is important? Yes/No

2. Does the company have any authorized after-sales service stations? Yes/No

3. Has the company fixed any specific amount of after-sales service charges? Yes/No

4. Is the service station given any kind of directions from the company in terms of customer service and customer relations? Yes/No

5. Does the company maintain customer database? Yes/No

6. Does the company take feedback from the customer after the sale of the product? Yes/No

   If Yes, feedback is taken –
   a) Regularly □
   b) Sometimes □
7. Feedback is taken through:
   a) Telephonic calls
   b) Mailing Letters/Questionnaires
   c) Visits by company sales executives
   d) Websites/Internet
   e) Any other (Specify)

G. Human Resources

1. What kind of manpower technology does the company use:
   a) Purely Indian
   b) Purely foreign
   c) Foreign and Indian both
   d) Any other Specify __________________________

2. The Marketing of your products is carried out by:
   a) Sales Personnel
   b) IT Professionals
   c) Internet
   d) Any other Specify __________________________

If option (a) is correct, then
The sales personnel recruited possess, which of the following qualifications:
   a) Diploma in marketing and sales
   b) MBA (marketing)
   c) MBA (IT)
   d) B.Tech. (Computers)/MCA
   e) Any other (specify) __________________________

3. What kind of training do you provide to the new Marketing Personnel?

________________________________________________________________________________________

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4. Stipulated training period for new marketing personnel

5. Compensation to the marketing personnel is given in the form of
   a) Fixed Salary
   b) Fixed Salary cum commission on sales
   c) Only commission on sales and incentives
   d) Any other (Specify) __________________________

6. Are the Marketing personnel given any refresher training courses? Yes/No
   If Yes, then after how much time period ________________

Please indicate your position in the company (i.e. job title):

<table>
<thead>
<tr>
<th>How would you rate your own knowledge of your company’s marketing programs, strategies and policies?</th>
<th>Low</th>
<th>Average</th>
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<th>How would rate your own involvement in your company’s marketing programs and strategies?</th>
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<th>How would you rate your own knowledge of your major competitors marketing programs, strategies and policy?</th>
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In which of these areas would you like your company to improve its marketing strategy:-

- Product
- Price
- Promotional Activities
- Distribution Network
- Customer Service
Did you face any difficulty while filling up the questionnaire (please specify)

Please attach your business card if you would like to receive a copy of the study findings.

Thank You for your cooperation in this important study