QUESTIONNAIRE

GENERAL INFORMATION

01. Name & Address of the unit :  

02. Year of establishment :  

03. Location of the unit :  

04. Total capital employed :  

05. Form of organization :
   a) Proprietorship :  
   b) Partnership :  
   c) Pvt. Ltd. Company :  
   d) Public Company :  

06. Name of the promoter/s :  

07. Experience of promoter/s :
   a) 1-5 years :  
   b) 6-10 years :  
   c) 11-15 years :  
   d) 16-20 years :  

08. What is your main occupation :
   a) Agriculture :  
   b) Govt. employee :  
   c) Business man :  
       (other than granite) :  
   d) Others (mention) :  

09. Reasons for entering into granite industry (Rank them):
   a) Inherited business :  
   b) Sufficient knowledge & experience in related industry :  
   c) Encouraging Govt. policies :  
   d) Motivation by success of friends or relatives in this industry :  
   e) Very good potentiality of export market :  
   f) High returns :  
10. How many granite units you are operating
   a) 01-05 :□
   b) 06-10 :□
   c) 11-15 :□
   d) 16-20 :□
   e) >20 :□

11. Along with granite business, are you running any other business?
   a) Yes :□
   b) No :□

12. If yes
   a) Nature of business : _______________________
   b) Place of business : _______________________

13. The factors which you think are most important in achieving the success of your business
   (Rank them according to preference)
   a) Own urge & desire :□
   b) Adequate capital availability :□
   c) Proper management :□
   d) Good market Potentials :□
   e) Government assistance :□
   f) Export Potential :□
   g) Easy availability of raw materials of labors :□
   h) Quality consciousness :□
   i) Advise from family members & relatives :□

14. Are you optimistic about the future development
   a) Yes :□
   b) No :□

15. If yes, give reasons
   1) _______________________
   2) _______________________
   3) _______________________
   4) _______________________

16. If no, give reasons
   1) _______________________
   2) _______________________
17. Do you have any previous experience in granite industry before establishing the present one?
   a) Yes : □
   b) No : □

18. If yes, how many years of experience?
   a) 1-5 year : □
   b) 6-10 year : □
   c) 11-15 year : □
   d) 16-20 years : □
   e) >20 : □

**PRODUCTION FACTORS**

1) Are you satisfied with present labour availability?
   a) Yes
   b) No

2) Whether you need
   a) Skilled Labour
   b) Unskilled Labour
   c) Both

3) How many workers are working in your unit?
   a) Skilled Labour □
   b) Unskilled Labour □
   c) Total □

4) From where you get these workforce?
   a) Local
   b) Out of district
   c) Out of state

5) Specify specific place:  --------------------------

6) Give your 5 Yrs of production
   
<table>
<thead>
<tr>
<th>Year</th>
<th>Production in Sq.ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td></td>
</tr>
</tbody>
</table>
# MARKET FACTORS

1) Who are your actual consumers
   
   **A)**
   - a) Lower income group
   - b) Middle income group
   - c) Higher income group
   - d) Mixture of all

   **B)**
   - a) Educated
   - b) Uneducated
   - c) Both

   **C)**
   - a) Businessmen
   - b) Government Servants
   - c) Professionals

   **D)**
   - a) Local
   - b) Neighboring states
   - c) Throughout the country
   - d) Foreign (Specify country name)

2) Do you think the market for your product is
   
   a) Expanding
   b) Contracting
   c) Stagnant

3) If market is contracting, what are the reasons?
   
   a) ______________________________________
   b) ______________________________________

4) What percentage of production do you sell in?
   
   a) Local market
   b) Within district
   c) Within state
   d) Outside state
   e) Outside India

5) How do you deliver the goods?
   
   a) By Lorry
   b) By Train
   c) Any others
6) Does your buyer come to your place to purchase granite?
   a) Yes : ☐
   b) No : ☐

7) If no, how do you supply.

8) Which factors are more responsible for the operational problems of your firm?
   a) Product based problems : ☐
   b) Market based problems : ☐

MARKETING CO-OPERATIVES

1) Are there any marketing co-operative societies to sell your product?
   a) Yes : ☐
   b) No : ☐

2) If no, is it necessary to form this?
   a) Yes : ☐
   b) No : ☐

3) Are you a member of co-operative societies?
   a) Yes : ☐
   b) No : ☐

4) If yes, since how long you are member.

5) Do you think formation of marketing co-operative societies will help in increasing sales?
   a) Yes : ☐
   b) No : ☐

6) If yes, how?

______________________________________________________________________________
MARKETING RESEARCH

1) Have you undergone marketing research?
   a) Yes : □
   b) No : □

2) If no, is it necessary?
   a) Yes : □
   b) No : □

3) Do you think marketing research is costly affair?
   a) Yes : □
   b) No : □

4) How do you get market information?
   a) Newspapers : □
   b) Middleman : □
   c) Internet : □
   d) Phone : □

5) Do you modify your marketing activities according to market information?
   a) Yes : □
   b) No : □

ADVERTISEMENT AND PUBLICITY

1) Do you need advertisement to enhance the sales?
   a) Yes : □
   b) No : □

2) If yes, what is the effect on sales?
   a) Increased : □
   b) No change : □
   c) Decreased : □

3) If no, why?(rank them)
   a) Costly : □
   b) Not necessary : □
   c) Illiterate consumers : □

4) Do you think publicity plays important role in marketing your product?
   a) Yes : □
   b) No : □

5) Whether you prefer
   a) Advertisement : □
   b) Publicity : □
BRANDING AND GRADING

1) Whether branding is necessary for your product?
   a) Yes : □
   b) No : □

2) If yes, mention the brand names.
   a) ____________________________
   b) ____________________________
   c) ____________________________

3) If no, specify the reasons
   a) ____________________________
   b) ____________________________

4) Do you believe in grading?
   a) Yes : □
   b) No : □

5) If yes, why?

6) How many types of grading, do you classify? (Mention the number)

7) What are the types of grading? (Name it)

8) Does grading boost your sales?
   a) Yes : □
   b) No : □

FINANCIAL FACTORS

1. Investment particulars
   A) Fixed capital:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Items</th>
<th>Value</th>
<th>Owned</th>
<th>Rented</th>
<th>Leased</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Land</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Building</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Machinery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Office equipments &amp; other furniture's</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B) Amount of working capital required (in lakhs)
   a) 01-05
   b) 06-10
   c) 11-15
   d) 16-20
   e) >20

2. State the financial assistance received from various sources

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Source of capital</th>
<th>Amount (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Own capital</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>From friends or relatives</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Loans from commercial banks</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Loans from private money lenders</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Loans from importers</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

3. Did you face any problem in obtaining finance
   a). Yes : □
   b). No : □

4. What are the reasons for not getting financial assistance (Rank them)
   a) Personal background : □
   b) Lack of securities : □
   c) Not ready to finance to granite industry : □
   d) Rate of interest is high : □
   e) Too much formality from bankers : □
   f) High cost of processing : □
   g) Others (mention them) : ____________________

5. What is the attitude of financial institutions in providing Loans
   a) Liberal : □
   b) Too much formalities : □
   c) Rigid : □
   d) Time consuming : □

6. Do you need to pay any thing other than processing fees to banker
   a) Yes : □
   b) No : □
7. If yes, what are the other payments to be made?

8. Do you accept deposits from public?
   a) Yes : □
   b) No : □

9. If yes, sources of acceptance through
   a) Shares : □
   b) Debentures : □
   c) Bonds : □

10. If no, what problems you face in doing so
    a) ________________
    b) ________________

11. Whether your company has gone for a public issue of shares
    a) Yes : □
    b) No : □

12. If yes, how was the response from public
    a) Excellent : □
    b) Good : □
    c) Not good & not bad : □
    d) Bad : □

13. For what purpose you need finance in marketing of granite blocks (Rank them)
    a) Credit sales : □
    b) keep running continuously : □
    c) Storage : □
    d) Transportation : □
    e) Standardisation & Grading : □
    f) Advertisement : □
    g) Operating expenses : □
    h) Market information : □
    i) Others : □

14. Do you get returns immediately?
    a) Yes : □
    b) No : □
15. If no, how many days required
   a) One Week : □
   b) One Month : □
   c) Six Months : □
   d) One Year : □

16. State the mode of collection
   a) Direct cash : □
   b) Credit : □
   c) Partly cash & Partly credit : □
   d) any other : ______________________

17. How Much capital is locked up due to credit sales from last 5 years (in lakhs.)
   a) 01-05 : □
   b) 06-10 : □
   c) 11-15 : □
   d) 16-20 : □
   e) 25-30 : □

18. What problems you are facing in credit sales?(Rank them)
   a) Bills not met promptly : □
   b) High financial cost in recovery : □
   c) More bad debts : □

19. Are you collecting your debt promptly?
   a) Yes : □
   b) No : □

20. If No, state the media of collecting dues
   a) Repeated personal visits : □
   b) By Cheques : □
   c) By DD : □
   d) By credit card : □
   e) Legal proceedings : □
   f) Using personal force : □
   g) any others specify : ______________________

21. How do you manage the shortage of funds due to credit sales
   a) By borrowings : □
   b) O/D : □
   c) Savings en-cashing deposits : □
22. Have you experienced abnormal losses?
   a) Yes : □
   b) No : □

23. If yes, range of abnormal loss (in lakh)
   a) 01-05 : □
   b) 06-10 : □
   c) 11-15 : □
   d) 16-20 : □
   e) 21-25 : □

24. What was the main factor responsible for abnormal loss
   a) Natural calamities : □
   b) Theft : □
   c) Defective raw material : □
   d) Negligence of workers : □
   e) Breakdown of machines : □
   f) Strike, lockout etc : □
   g) Others : □

MARKETING POTENTIALITY

1) Do you think your product is having good quality?
   a) Yes : □
   b) No : □

2) If no, what deficiencies are there?
   a) ____________________________________________________
   b) ____________________________________________________
   c) ____________________________________________________

3) Do you think capacity of unit is
   a) Under utilized : □
   b) Optimum utilized : □
   c) Over utilized : □

4) If under utilized, give reasons.
   a) ____________________________________________________
   b) ____________________________________________________
   c) ____________________________________________________
5) How do you determine the selling price?
   a) Based on cost plus : □
   b) Based on competition : □
   c) Based on market condition (demand and supply) : □
   d) Any others : ____________

6) Objectives behind pricing are [rank them].
   a) To keep the business running : □
   b) To keep the business growing : □
   c) To maximize the profit : □

7) Does the price of your product changes frequently?
   a) Yes : □
   b) No : □

8) If yes, why?
   a) Change in demand : □
   b) Heavy competition : □
   c) Increase in cost : □
   d) Any others : ____________

9) Who are your nearest competitors?
   a) ___________________________________________
   b) _______________________________________________
   c) ___________________________________________

10) What is the nature of competition?
    a) Price competition : □
    b) Quality competition : □
    c) Design competition : □

11) Whether your products are capable of facing competition?
    a) Yes : □
    b) No : □

12) If no, why?
    a) High cost of production : □
    b) Less durability : □
    c) Less attractive : □
    d) Any others [mention] : ____________

13) Is there any Government support to face competition?
    a) Yes : □
    b) No : □
14) What is the nature of demand?
   a) Regular : □
   b) Seasonal : □
   c) Occasional : □

15) If seasonal, which are those seasons?
   a) _________________________________
   c) _________________________________

16) Do you have any tie up with foreign importers
   a) Yes : □
   b) No : □

17) If yes, duration of tie-up. (years)
   a) < 1 : □
   b) 1-5 : □
   c) 6-10 : □
   d) >10 : □

18) What kind of assistance you are receiving from foreign importers.
   a) _________________________________
   b) _________________________________

19) What is the Government role in promoting exports?

20) What you are expecting from Government to promote the exports?
   a) _________________________________
   b) _________________________________
   c) _________________________________

21) "The number of consumers for your product is increasing day by day ",
    Do you agree with this statement?
    a) Yes : □
    b) No : □

22) If no, reasons are.
    {A} Internal reasons [Rank them]
    a) Improper production : □
    b) Poor marketing efforts : □
    c) Increase in cost of production : □
    d) Lack of management skills : □
23) Have you any drawbacks in selling your product?
   a) Very costly : □
   b) Less durable : □
   c) Less attractive : □
   d) Any others : ______________________

25) How your product is sold? :
   a) Directly : □
      (i.e. from manufacturer to consumer)
   b) Distribution channels : □
      (i.e. manufacturer - distributor-dealer-Retailers- Consumers)
   c) Any others : ______________________

26) Are you facing any transportation problems in marketing your products?
   a) Yes : □
   b) No : □

27) If yes, what kind of problems you are facing?
   a) ________________________________
   b) ________________________________

28) Do you need sales promotion methods to sell your product?
   a) Yes : □
   b) No : □

29) If yes, what methods you are using
   a) Discounts : □
   b) Coupons : □
   c) Free offers : □
   d) Gifts : □

30) What are the other marketing problems you are facing? (Rank them)
   a) Selling : □
   b) Transportation : □
   c) Storage and warehousing : □
   d) Standardisation and grading : □
   e) Financing : □
   f) Marketing information : □
31) What actions you have taken in solving the above problems?  


32) Do you think distribution cost is  
   a) Very high : □  
   b) High : □  
   c) Average : □  
   d) Low : □  

GOVERNMENT POLICIES  

01. Have you availed the services of Karnataka Mines & Geology department  
   a) Yes : □  
   b) No : □  

02. If yes, which facilities you got (Rank them)  
   a) Searching for suitable deposits of granites : □  
   b) Estimation of reserves : □  
   c) Helping in obtaining mining leases : □  
   d) Technical up gradation : □  
   e) Marketing assistance : □  
   f) Dosing & construction of plants : □  

03. What is your opinion about the leasing policies of Govt. of Karnataka  
   a) Excellent : □  
   b) Good : □  
   c) Bad : □  
   d) worst : □  

04. Have you come across with instances of non-renewal of existing lease?  
   a) Yes : □  
   b) No : □  

05. If yes, state reasons  
   a) ______________________________________________________________________  
   b) ______________________________________________________________________  

06. Do you think Govt. is taking keen interest in developing granite industry?  
   a) Yes : □  
   b) No : □  

07. Do you think "because of the scope given by Govt. you have established & entered in this granite industry".
   a) Yes : 
   b) No : 

08. Did the Govt. assisted in preparation of project report?
   a) Yes : 
   b) No : 

09. Whether Govt. is conducting entrepreneurship awareness programs & also helping to identify business opportunities
   a) Yes : 
   b) No : 

10. If no, do you need it
    a) Yes : 
    b) No : 

11. Whether Govt. is helping you in getting technical know how?
    a) Yes : 
    b) No : 

12. Are you satisfied with infrastructure provided by Govt.? (power, water, transportation, etc)
    a) Fully Satisfied : 
    b) Satisfied : 
    c) Neither satisfied nor dissatisfied : 
    d) Dissatisfied : 
    e) Fully dissatisfied : 

13. What are your expectations from Govt.? (Rank them)
    a) Helping to get machinaries & equipment's : 
    b) Providing training facilities : 
    c) Providing infrastructure like power water & transport facilities : 
    d) Conducting quality conscious programs : 
    e) Helping to overcome teething problems : 
    f) Providing subsidies Interest free loan : 

14. Whether procedure for getting license from Govt. is
    a) Very simple : 
    b) Simple : 
    c) Neither simple nor difficult : 
    d) Difficult : 
    e) Very difficult : 
15. What is the time duration to obtain license from concerned authorities? (in months)
   a) < 1 □
   b) 1 - 5 □
   c) 6- 10 □
   d) 11- 15 □
   e) >15 □

16. Is there any 'area ceiling' for leasing or licensing?
   a) Yes □
   b) No □

17. If yes, how much area (in acres)
   a) < 1 □
   b) 1 - 5 □
   c) 6-10 □
   d) 11-15 □
   e) 16-20 □
   f) >20 □

18. Do you think it is adequate to operate in your unit.
   a) Adequate □
   b) Inadequate □

19. Whether Government is restricting on movement of granite blocks?
   a) Yes □
   b) No □

20. If yes, whether restriction is on.
   a) Intra state movement □
   b) Inter state movement □

21. Are you happy with the present government measure to strengthen the granite industry?
   a) Extremely happy □
   b) Happy □
   c) Unhappy □
   d) Extremely unhappy □

22. If you are not happy specify the steps to be taken by Government.
   a) ______________________________________________________
   b) ______________________________________________________
   c) ______________________________________________________