Annexure
Questionnaire for Customers

PART – A

Personal Information

1. Name of the Customer : 
2. Age (In years) : 
3. Gender : 
4. Occupation : 
5. Educational Qualification : 
6. Address : 
7. Contact Number : 
8. Marital status : 

PART – B

Details regarding the Vehicle

9. Company Name:
   - Bajaj Auto Ltd.
   - Hero Honda Ltd.
   - Yamaha Ltd.
   - Kinetic Engineering Ltd
   - TVS Motors
   - Royal Enfield
   - LML

10. Year of Purchasing : 
11. Name of the Model : 
12. Cubic Capacity (CC) :
   - 50 CC
   - 125 CC
   - 350 CC
   - 100 CC
   - 135 CC
   - Others

13. Have you used the same type of vehicle in last ten years? 
   - Yes
   - No

14. If yes, what changes did you notice in the new model? 
   - Auto Start
   - Better economy
   - Better comfort & convenience
   - Wide range of colours
   - Better pick up
   - External appearance
   - Others. Please specify. ----------------------------------------
PART – C
Details Related to Buying Decision

15. What was the source of information about the vehicle?
   - Advertisement
   - Discussion with friends
   - Discussion with technicians
   - Broachers
   - Window Display
   - Free Test Drive

16. If advertisement was the source of information, which type of advertisement appealed you most?
   - Print Media
   - Internet
   - Radio / TV
   - Road Show

17. What was the source of acquisition of the vehicle?
   - Company Showroom
   - Dealer Showroom
   - Trade Fair
   - Exchange / Sale Mela

18. What was the reason behind possessing the vehicle?
   - Personal convenience
   - Family convenience
   - Received as gift
   - Replacement of old one
   - Provided by employer / Co.

19. How did you get the information about the Dealer?
   - Friends / Relatives
   - Internet
   - Print Media
   - Own survey

20. What was the reason behind selecting a particular model?
   i. Company Reputation
   ii. Price
   iii. Attractive Offer
   iv. Durability of vehicle
   v. Availability of spares
   vi. Recommendations from friends / relatives
   vii. Wide choice for colour, shape etc.
   viii. Accessible service centres
   ix. Trend for a particular model
   x. Others. Please Specify:-

21. Rate your experience at the Show Room.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Warm Reception</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Waiting period at reception counter</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. Knowledge of the Sales Executive

4. Hospitality

5. Skill to resolve queries

6. Communication skill

7. Provision of complete information about the vehicle and schemes.

22. How did you manage the funds for the vehicle?
   - [ ] Owned funds
   - [ ] Hypothecation with bank
   - [ ] Hypothecation with dealers finance scheme.
   - [ ] Borrowings from relatives / friends
   - [ ] Sale of old vehicle
   - [ ] Financed by employer

23. Did the dealer make follow up after inquiring about the vehicle at the showroom?
   - [ ] Yes
   - [ ] No

24. If the vehicle is financed, what was the reason behind selecting a particular finance scheme?
   - [ ] Low down payment
   - [ ] Low rate of interest
   - [ ] Low E.M.I.
   - [ ] Extended tenure of repayment
   - [ ] Direct deduction from salary
   - [ ] Waiver of Processing fees
   - [ ] Discount on group booking

25. Are you satisfied with the finance scheme in respect of the following?

<table>
<thead>
<tr>
<th>Factors</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Down Payment.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Rate of interest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Amount of E.M.I.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Repayment Tenure</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. Documentation □ □ □

6. Processing Fees □ □ □

25. Rate your opinion about the following factors related to the financier?

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Friendliness</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>ii. Accessibility</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>iii. Ability to understand your needs</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>iv. Flexibility to suit your requirements</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

26. Did you receive adequate guidance / assistance from the dealer at the time of purchasing the vehicle?

☐ Yes   ☐ No

27. Did the dealer offer you ‘Test Ride’ of the vehicle?

☐ Yes   ☐ No

28. If yes, rate the quality of the guidance / assistance in respect of the following.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Explanation of the product features</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>ii. Information about accessories and spares.</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>iii. Information about ‘After Sales Services’</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>iv. Disclosure of records of previous customers.</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>v. Comparison with other vehicles of same segment</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>vi. Appropriateness of price</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>vii. Assurance of satisfaction about the performance.</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
29. Rate the readiness of the dealer in adjusting the terms and conditions.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i.</td>
<td></td>
<td></td>
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<tr>
<td>ii.</td>
<td></td>
<td></td>
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<tr>
<td>iii.</td>
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<tr>
<td>iv.</td>
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<td></td>
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<tr>
<td>v.</td>
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<td></td>
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<tr>
<td>vi.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30. Are you satisfied about the mode of payment of Booking Amount?
   - Yes ☐ No ☐

31. Did the dealer give you a specific date for delivery?
   - Yes ☐ No ☐

32. Was the ‘Waiting Period’ appropriate?
   - Yes ☐ No ☐

33. Did you receive the vehicle as promised earlier?
   - Yes ☐ No ☐

34. Did the dealer explain in detail the terms of ‘After Sales Service’?
   - Yes ☐ No ☐

35. Did the dealer explain in detail the contents in the ‘Owner’s Manual’?
   - Yes ☐ No ☐

36. Did the dealer offer you ‘Free Servicing’ of the vehicle?
   - Yes ☐ No ☐

37. Do you receive reminder calls from the dealer for the servicing due?
   - Yes ☐ No ☐

38. If yes, by which means?
   - SMS ☐ Letter ☐
   - Phone calls ☐ Email ☐

39. Did you receive ‘Warranty’ along with the vehicle?
   - Yes ☐ No ☐
40. If yes, about what aspects?

☐ Engine parts  ☐ Electrical & Electronic parts
☐ Manufacturing defects  ☐ Battery

41. Do you wish to get the vehicle serviced from the same dealer?

☐ Yes  ☐ No

42. During the entire procedure, did you experience any undue delay in respect of the following?

<table>
<thead>
<tr>
<th>Factors</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Delivery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Servicing and repairing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

42. Rate your experience at the ‘Service Department’.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Convenient Location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Behavior of the employees.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Attending to your queries and complaints</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Quality of service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Cost of servicing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

43. Rate the services offered by the dealer.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Not satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Documentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Insurance Procedure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Reminder Calls for services.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. free vehicle pick up and drop for servicing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Seasonal free check up camps</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

44. Did the dealer provide you with the ‘Feed Back Form’?

☐ Yes  ☐ No
45. To what extent did the vehicle fulfill your expectations? (Please give marks out of 10)

<table>
<thead>
<tr>
<th>Factors</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pick up</td>
<td>☐</td>
</tr>
<tr>
<td>2. Durability</td>
<td>☐</td>
</tr>
<tr>
<td>3. Availability of spares</td>
<td>☐</td>
</tr>
<tr>
<td>4. Fuel efficiency</td>
<td>☐</td>
</tr>
<tr>
<td>5. Smooth drive</td>
<td>☐</td>
</tr>
<tr>
<td>6. Price</td>
<td>☐</td>
</tr>
<tr>
<td>7. Resale value</td>
<td>☐</td>
</tr>
</tbody>
</table>

46. Do you have any complaints about the vehicle with respect of the following? (Please Tick Mark)

<table>
<thead>
<tr>
<th>Factors</th>
<th>Tick if yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Smooth running</td>
<td>☐</td>
</tr>
<tr>
<td>2. Brakes clutch etc.</td>
<td>☐</td>
</tr>
<tr>
<td>3. Battery</td>
<td>☐</td>
</tr>
<tr>
<td>4. Fuel efficiency</td>
<td>☐</td>
</tr>
<tr>
<td>5. Pick up</td>
<td>☐</td>
</tr>
<tr>
<td>6. Others (Please Specify)</td>
<td>☐</td>
</tr>
</tbody>
</table>

47. Would you like to make suggestions for further improvement in the product?

- ☐ Yes  ☐ No

48. If yes, the suggestions would be related to:---------------------------------------------
--------------------------------------------

49. Do you feel that the price of Vehicle increase due to the expenditure incurred on advertisement?

- ☐ Yes  ☐ No
50. Rate your level of satisfaction related to the following aspects of the vehicle.

<table>
<thead>
<tr>
<th>Non Mechanical Factors</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Size and shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii. Accessories (Please Specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii. Weight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iv. Side stand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>v. Saree guard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vi. Switch Start Facility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vii. Side indicators</td>
<td></td>
<td></td>
</tr>
<tr>
<td>viii. Steapeny</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ix. Storage Capacity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>x. Leg space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>xi. Comfort during driving</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Mechanical Factors</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Fuel efficiency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii. Gear and break system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii. Pick up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iv. Shock absorbers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Network</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Availability of Spares</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii. Efficiency in providing service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii. Hassle free replacement of parts under warranty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iv. Free check up camps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>v. Reminders for servicing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vi. Quality of repair work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vii. Cost of servicing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>viii. Behavior of Service Centre Staff</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Factors</th>
<th>Reasonable</th>
<th>Not Reasonable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product (Vehicle)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Mode of Payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Spare Parts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Labour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
51. Would you like to recommend the same dealer to your friends / relatives?

☐ Yes
☐ No

52. To what extent the dealer fulfilled your expectations?

☐ 100%
☐ 75%
☐ 50%
☐ Less than 50%

*****
QUESTIONNAIRE FOR THE DEALERS OF TWO WHEELERS

1. Name of the Dealer :-
2. Name of the Manufacturer :-
3. Models available for sale :-
4. Address :-
5. Nature of operation :-
6. Year of Establishment :-
7. Approximate sales for last five years of all the models :-

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Year</th>
<th>Sales (In Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. Which sales strategy have you applied to increase sales?

☐ Pull Strategy         ☐ Push Strategy

9. Which sales techniques do you find more effective for sales promotion?

☐ Improvement in product        ☐ Innovation in product to suit customer demands
☐ Exhibition cum sales           ☐ Trade fairs
☐ Free maintenance camps        ☐ Financial support
☐ Brand Name                    ☐ Less Polluting Vehicle
☐ Competitive Price             ☐ Durability
☐ Performance (Mileage)         ☐ Less Maintenance
☐ Wide Service Network.         ☐ Any other:-

10. Do you offer discount? If yes, in what way?

☐ Cash discount         ☐ Off Season discount
☐ Loyalty Bonus Points ☐ If Any other, Please specify:-

11. Which complimentary sales promotion schemes do you offers?
12. Have you implemented any special / exclusive business strategy for improvement in sales at your own? If yes, of which nature?

☐ Offering various schemes  ☐ Free test rides
☐ Free insurance  ☐ Buy Back Scheme
☐ Customer Awareness Programme  ☐ Advertisement at local level

13. Do you offer any scheme in the form of a gift to make the customer feel ‘Special’?

☐ Yes  ☐ No

14. If yes, what is the nature of the gift?

☐ Loan scheme at doorstep  ☐ Awards through lucky draws
☐ Free gifts on purchase of vehicle  ☐ If Any other, Please specify:-
☐ Free service camps

15. Do you possess your own advertising mechanism to popularize your product?

☐ Yes  ☐ No

16. If yes, of what kind?

☐ Road Show Vehicle  ☐ Sponsoring Radio Programmes
☐ Print media  ☐ Sponsoring local events / festivals
☐ Mobile Display Van  ☐ If Any other, Please specify:-

17. In today's changing business world, is there any change in your advertising policy?

☐ Yes  ☐ No

18. If yes, of what kind?
19. In order to convince the customer, which aspect of the product is highlighted?

☐ Design of the vehicle
☐ Safety, Durability and convenience of the vehicle
☐ Segment satisfaction

20. Have you made any suggestions to the manufacturer for the improvement in the existing product or in planning and development before launching any other model?

☐ Yes
☐ No

21. If yes, what do the suggestions mainly consist of?

☐ Performance
☐ Increase in engine capacity (CC)
☐ Special requirement of special segment i.e. Women, College students, teenagers etc.
☐ Change in liking of the customers regards to colour, shape or design of the vehicle.
☐ If Any other, Please specify:-

22. Do you face any sort of difficulties while procuring the vehicles from the manufacturer? If yes, of what nature?

☐ Delay in receiving the delivery of vehicles
☐ Damages during transportation
☐ Insufficient availability of vehicles
☐ Non availability of special colour
☐ If Any other, Please specify:-

23. Do you provide insurance cover to the vehicles sold by you? If yes, which insurance companies are associated with you?

☐ Bajaj Allianz
☐ United India Assurance Co Ltd.
☐ New India Insurance Co. Ltd.
☐ If Any other, Please specify:-

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24. What types of arrangements are you required to make at your own cost and risk before selling the vehicle?

- Warehouse
- Transportation
- Working capital investment
- Contribution for advertisement budget
- If Any other, Please specify:-

25. In what way do you help the manufacturer in product simplification, product improvement and product diversification and product elimination?

- By forwarding the feedback of the customers
- By discussing the changes in the likes and dislikes of the customers with the manufacturer.
- By arranging dealers’ meet with the manufacturer
- Abnormal complaints / experiences communicated
- If Any other, Please specify:-

26. How did you arrange capital for business?

- Loan from bank
- Owned fund
- Financial Assistance from Manufacturer
- Financial assistance from relatives and friends
- If Any other, Please specify:-

27. In what ways are you entitled to commission?

- Commission @ fixed rate
- Increasing rate of commission on achieving the sales target
- Del credere commission
- If Any other, Please specify:-

28. Are you satisfied with the commission entitled to you by the dealer?

- Yes
- No

29. What is the frequency of the periodical sales reports?

- Daily
- Monthly
- Quarterly
- Half yearly and more

30. Do you regularly conduct the meetings of the Sales Executives / Managers to enhance sales and discuss the changes in the marketing policies to be introduced, if required?

- Yes
- No
31. Are the customers provided with “Suggestions Box” at your Showroom and Service Station?
   □ Yes  □ No

32. What normally are the suggestions about the marketing policies to the manufacturer?
   □ Organization of Free Service  □ Reduction in price of the vehicle Camps
   □ Improvement in advertising  □ Improvement in after sales services.

33. What incentives are offered by you to the employees for enhancement in sales?
   □ Increase in salary  □ Provision of perks
   □ Gifts  □ If Any other, Please specify----

34. In your opinion, what are the problems affecting the performance of your organization?
   □ Lacunas in the vehicles  □ Quality, availability and affordability of spares
   □ Problems in providing after sales services  □ HR Issues
   □ Service efficiency of local outlet  □ Competitors Policies in respect to Price, Quality of service etc.

35. What suggestions will you make to the manufacturer to ensure enhanced sales and improvement in quality of the service offered?
   """
   Name, Address and Signature of the Dealer with seal
   """
QUESTIONNAIRE FOR THE MANUFACTURER OF TWO WHEELERS

36. Name of the Manufacturer :-

37. Year of establishment :-

38. Address :-

39. Models available for sale :-

40. What is the basis for appointment of dealers?
   - Previous experience
   - Capacity to invest funds
   - Location / space available with the dealer

41. Whether the training facility is provided to dealer’s staff?
   - Yes
   - No

42. Whether skilled staff is appointed by the manufacturer at dealer’s show room and service station?
   - Yes
   - No
   - Staff is deputed at the initial stage

43. Nature of the marketing strategy applied by the manufacturer.
   - Pull strategy
   - Push strategy

44. Techniques used by the manufacturers to enhance sales:-

<table>
<thead>
<tr>
<th>Technique ‘A’</th>
<th>Technique ‘B’</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Improvement in technology</td>
<td>☐ Offering Competitive Prices</td>
</tr>
</tbody>
</table>

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45. Is there any change in advertising policies and techniques in last ten years?

☐ Yes
☐ No

46. What are the reasons for change in advertising policies and techniques?

☐ Increase in budget
☐ Technological changes
☐ Need of the hour
☐ Change in target group
☐ Availability of multiple finance options.

47. What are the product features emphasized in advertising?

☐ Mileage
☐ Durability
☐ Style
☐ Engine capacity

48. What are the methods of obtaining feedback for improvement in quality of service?

☐ Conduct of surveys
☐ Formal feedback from the customers at the time of delivery
☐ Use of ‘Suggestion Box’.
49. Which means of advertising do you adopt?

- Print media i.e. newspapers, magazines, pamphlets etc.
- TV / radio
- Mobile display van
- Sponsoring local cultural events or radio programmes.

50. What is the approximate of growth in advertisement budget (%) in last ten years?

- 100% to 200%
- 75% to 100%
- 30% to 75%
- Upto 30%

51. What is the approximate time taken to resolve warranty claims?

- On the same day
- Within two days
- Within a week
- More than a week

52. Is there any ‘Waiting period’ for delivery of vehicles?

- Yes
- No
- During certain occasions only

53. What are the various offers made by you to enhance sales?

- Cash discount
- Offering free gifts
- Offering free insurance
- Offering free holiday packages
54. In case of ‘Product Elimination / Withdrawl, what are mainly the reasons for such ‘Elimination / withdrawal’ of a model from the market?
   - Decrease in sales owing to cut throat competition
   - Poor performance of the vehicle
   - Failure of the model in fulfilling the expectations of the customers.
   - Other reasons (Please specify)

55. Do you adopt ‘Customer Retention Measurement’ policies? If yes, in which way?
   - Yes
   - No
   - If yes, nature of the policies
     - Offering of ‘Free Servicing of the vehicle’
     - Offering ‘Extended Warranty’
     - Offering ‘Free Checkup camps’.
     - Obtaining regular feedback to improve overall quality and provide optimum satisfaction

56. Do you Organize programmes for customer awareness, training and orientation?
   If yes, of what nature?
   - Yes
   - No
   - If yes, Nature of such programmes:-

57. What are the proposed plans to improve the performance of the company?
   - Technological improvement in the product
   - Enhancement in service network
- Capturing of rural market
- Offering competitive prices
- Focus on exports
- Any other, (Please specify)