ANNEXURES

1. A copy of Questionnaire for Service Utilizers of South-Western Railway

2. A copy of Questionnaire for Service Providers of South-Western Railway
Questionnaire for Railway Passenger/Traveler/User to Pursue the Ph D Degree in Business Administration, Karnataka University, Dharwad

MARKETING OF SERVICES: A CASE STUDY OF SOUTHERN RAILWAY

A. DEMOGRAPHIC PROFILE:

1. Name ________________________________ 2. Sex M / F

3. Age (Please tick indicating your age)
   - Less than 21 years
   - 21-40 years
   - 41-60 years
   - Above 60 years

4. Income (in Rupees per annum)
   - Less than 60,000
   - 61,000-1,20,000
   - 1,20,001-2,40,000
   - 2,40,001-5,00,000
   - More than 5 Lakhs

5. Occupation
   - Self Employed
   - Govt Employee
   - Not Employed
   - Private Enterprises
   - Other professionals

6. Family size (Indicate Nos of persons)
   - Adults Male Female
   - Children Male Female

B. SERVICE USAGE PATTERN:

7. How many times do you travel by trains (times per year) on official duty?
   - At least Once
   - 2-4 times
   - Once in few years
   - More than 12 times

8. How much time do you travel by train for personal purposes?
   - Once in a year
   - 2-4 times
   - More than 12 times

9. By which class of Train do you travel?
   - First Class
   - Second Class
   - Low Class
   - Only of Purchase of Tickets

10. How do you rate the performance of railway services in general?
    - Very poor
    - Below average
    - Good
    - Poor
    - Average
    - Very good
E. PRE-CONSUMPTION OF SERVICES:

15 0 Please give your responses to the following questions relating to the station and Platform, when you arrive at the Railway station.

a) Car park is easily available  

b) Trolley service is easily available  

c) Information on delayed Tram is always available on entry  

d) Valet (coolie) services is easily available  

e) Pavement is suitable for movement of trolleys and trolleys  

f) Ramps and other infrastructure suitable for handicapped and old-aged travelers is satisfactory  

g) Wheelchair facilities are easily provided at station  

Codes: Strongly Agree-1  Agree-2  Disagree-3  Strongly Disagree-4  
No Response-5  Not Available-6  

F. CONSUMPTION OF SERVICES-PLATFORM:

16 0 How do you feel about the following facilities available at the Railway station? (mention the codes in the appropriate box)

a) Drinking Water  

b) Toilet facility  

c) Restroom facility  

d) Sitting lounge  

e) Announcement of tram arrival/departure  

f) Electronic display of tram movement  

g) Issue of platform tickets  

h) Lighting facilities  

i) Noise level is high  

j) Quality of food is good  

k) Large variety of food available  

l) Large type of provisions available  

m) Telephone facility is available  

n) Staff assistance for passenger good  

o) Cloak room facility is good  

p) Dormitory facility  

q) Dustbin  

r) Medical emergency facility  

s) Baby sitting/child care facility  

Codes:  
Delighted-1  Pleased-2  Mostly Satisfied-3  Mixed-4  Mostly Dis-satisfied-5  Unhappy-6  Terrible-7  Not Available-8
H CONSUMPTION OF SERVICES - OUTSIDE THE TRAIN:

19 0 Given below are a few statements regarding services available outside the train. What are your opinions about them?

a) Facility for display of posters on Railway services/ maps/ timings  
   \[ \square \]

b) Trolleys facility  
   \[ \square \]

c) Railway guides  
   \[ \square \]

d) Ticket collection facility at exit  
   \[ \square \]

e) Prepaid autos/taxis availability  
   \[ \square \]

f) Public phone availability  
   \[ \square \]

g) Rest rooms facility for all onward travelers  
   \[ \square \]

h) Assistance for change over to connecting trains  
   \[ \square \]

i) Easy accessibility to different platforms  
   \[ \square \]

j) Escalator facility  
   \[ \square \]

k) Assistance for emergency in health care  
   \[ \square \]

l) Assistance when loss of baggage  
   \[ \square \]

m) Assistance for special customers  
   \[ \square \]

n) Assistance for child care and safety  
   \[ \square \]

Codes:

- Delighted-1
- Pleased-2
- Mostly Satisfied-3
- Mixed-4
- Mostly Dis-satisfied-5
- Unhappy-6
- Terrible-7
- Not Available-8

20 0 If you have been using/used railway services outside India, what is your general opinion about the kind of service available there and here?

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

20 0 Which of those facilities would you like to be implemented in Indian Railways?

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____________________________________________________________________________________

____________________________________________________________________________________

21 0 What is your general opinion about the service like “Palace on Wheels”?

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