INTERVIEW SCHEDULE (CONSUMERS)

1. Name and address of the respondents

2. Sex
   : Male / Female

3. Age
   : Below 20 / 20-30 / 30-40 / 40-50 / 50-60 / 60 & above

4. Occupation
   : 1. Agriculture
      2. Trade
      3. Industry
      4. Government employee
      5. Private employee
      6. Any other (specify)

5. Place of residence
   : Rural / Semi urban / Urban

6. Region of residence
   : South / Central / North

7. Monthly income (Rs.)
   : 1. Below 2000
      2. 2000 - 4000
      3. 4000 - 6000
      4. 6000 & above

8. Do you prefer any peculiar occasion for buying products: YES / NO

9. If the answer is YES specify the occasion
   : 1. Christmas
      2. Bakrid
      3. New Year
      4. Deepavali
      5. Ramzan
      6. Pongal
      7. Others (specify)

10. Reasons for making bulk purchases during such occasions
    : 1. Wide choice
       2. Low price
       3. Discounts and concessions
       4. Any other (specify)

11. Do you buy the products/services under the influence of advertisement: YES / NO
12. Level of influence of advertisement
1. Highly influential
2. Influential
3. Influential to small extend
4. Never

13. Which media of advertisement do you like (Rank three in the order of preference)
1. Newspapers
2. Magazines
3. Television
4. Radio
5. Posters and Banners
6. Any other (specify)

14. Preference for buying goods and services
1. High quality
2. Branded items
3. High quality & brand
4. Low price
5. High quality and low price
6. Any other (specify)

15. Views on the quality of SSI products/Services
1. Very good
2. Good
3. Bad
4. Very bad
5. Don't know

16. Views on price of SSI products/services
1. Very high
2. High
3. Moderate
4. Low
5. Very low

17. Views on the finish/appearance of SSI products/services
1. Very high
2. High
3. Moderate
4. Low
5. Very low

18. Views on packing of SSI products
1. Very attractive
2. Attractive
3. Poor appealing
4. Very poor appealing
5. Not concerned

19. Views on variety of SSI products/services
1. Very good
2. Good
3. Bad
4. Very bad
5. Don't know
<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. Frequency in buying SSI products/services</td>
<td>1. Always</td>
</tr>
<tr>
<td></td>
<td>2. Occasionally</td>
</tr>
<tr>
<td></td>
<td>3. Rarely</td>
</tr>
<tr>
<td></td>
<td>4. Never</td>
</tr>
<tr>
<td>21. From which source do you buy the SSI products/services</td>
<td>1. Retailers</td>
</tr>
<tr>
<td></td>
<td>2. Producers</td>
</tr>
<tr>
<td></td>
<td>3. Trade fairs/exhibitions</td>
</tr>
<tr>
<td></td>
<td>4. Others (specify)</td>
</tr>
<tr>
<td>22. In your opinion what area in which SSI products/services have to lay emphasis in boosting sales (Rank five in the order of importance)</td>
<td>1. Quality</td>
</tr>
<tr>
<td></td>
<td>2. Price</td>
</tr>
<tr>
<td></td>
<td>3. Advertisement</td>
</tr>
<tr>
<td></td>
<td>4. Colour</td>
</tr>
<tr>
<td></td>
<td>5. Design</td>
</tr>
<tr>
<td></td>
<td>6. Availability</td>
</tr>
<tr>
<td></td>
<td>7. Salesmanship</td>
</tr>
<tr>
<td></td>
<td>8. Rebate</td>
</tr>
<tr>
<td></td>
<td>9. Variety</td>
</tr>
<tr>
<td></td>
<td>10. Others (specify)</td>
</tr>
<tr>
<td>23. How do you assess the prospects of SSI units in the industrial development of India on the eve of globalisation</td>
<td>:</td>
</tr>
</tbody>
</table>
INTERVIEW SCHEDULE (EMPLOYEES)

1. Name and Address of the unit :

2. Location of the unit : Rural / Semi urban / Urban

3. Region : South / Central / North

4. Form of organisation :
   1. Sole proprietorship
   2. Partnership
   3. Private Company
   4. Public company
   5. Co-operative Society
   6. Any other (specify)

5. Status of the respondent :
   1. Owner
   2. Co-owner
   3. Managing Director
   4. Secretary
   5. Any other (specify)

6. Category of industry :
   1. Food products
   2. Cotton textiles
   3. Hoisery and garments
   4. Wood products
   5. Paper products
   6. Printing press
   7. Leather products
   8. Rubber products
   9. Chemical and Chemical Products
  10. Non-metallic mineral products
  11. Basic metal products
  12. Metal products
  13. Machinery equipments & parts
  14. Miscellaneous manufacturing industries
  15. Repairing and servicing
  16. Services not elsewhere classified.

7. Nature of products/services manufactured/rendered : Consumer / Industrial / Service
8. Factors motivated to the establishment of the unit:

1. To acquire profit and accumulation of wealth
2. For an independent job
3. For the social standing and prestige in the society
4. For utilising wealth and experience
5. By the motivation of family members, relatives and friends
6. By the assistance and incentives given by the government agencies
7. For utilising training in trade and industry
8. Absence of competition
9. Heavy demand for the product
10. For utilising industrial and business experience
11. To serve the social and national interest
12. Any other reason (specify)

9. Details of performance of the unit:

<table>
<thead>
<tr>
<th>Factors</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1990-91</td>
</tr>
<tr>
<td></td>
<td>1991-92</td>
</tr>
<tr>
<td></td>
<td>1992-93</td>
</tr>
<tr>
<td></td>
<td>1993-94</td>
</tr>
<tr>
<td></td>
<td>1994-95</td>
</tr>
</tbody>
</table>

| Production capacity            |            |
| Value of Production (Rs.)      |            |
| No. of persons employed        |            |
| No. of shift                   |            |
| Value of machines (Rs.)        |            |
| Value of sales (Rs.)           |            |
| Long Term Funds                |            |
| Owned                          |            |
| Borrowed                       |            |
| Net Profit (Rs.)               |            |

---------------------------------------------
10. Reasons for underutilisation of capacity (Rank three in the order of importance)

1. Marketing difficulties
2. Financial difficulties
3. Power shortage
4. Disorder of plant & machinery
5. Non availability of spare parts
6. Non availability of skilled labourers
7. Shortage of raw materials
8. Competition from large concerns
9. Competition from small concerns
10. Govt. regulations & control
11. Other reasons (specify)

11. Problems in the availability of raw materials (Rank three in the order of importance)

1. No problem
2. Non availability of required quantity
3. Non availability in time
4. High price
5. Poor quality
6. Forecasting of raw material position not possible
7. Seasonal availability
8. Any other (specify)

12. Problems in the availability of labourers (Rank three in the order of importance)

1. No problem
2. Scarcity of skilled labourers
3. High Cost
4. Lack of technical skill
5. Any other (specify)

13. Nature of problems in the availability of

1. Machines
2. Power
3. Water
4. Others (specify)

14. Nature of financial difficulties

1. Long term funds
2. Working capital
15. Areawise sales (in percentages):

<table>
<thead>
<tr>
<th>Area</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the District</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Outside the district but within the state</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Outside the state but within India</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Outside India</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Total</td>
<td>1. Increased demand</td>
</tr>
</tbody>
</table>

17. Channels of distribution:
1. Sole selling agency
2. Direct to wholesalers
3. Direct to retailers
4. Direct to consumers
5. Direct to government
6. Parent units
7. Direct to other industrial units
8. Any other (specify)

18. Share of sales to various parties (in percentages):

<table>
<thead>
<tr>
<th>Parties</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct to consumers</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Through intermediaries</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Others (specify)</td>
<td>1. Increased demand</td>
</tr>
<tr>
<td>Total</td>
<td>1. Increased demand</td>
</tr>
</tbody>
</table>
19. Break up of sales (in percentage)

<table>
<thead>
<tr>
<th>Parties</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td></td>
</tr>
<tr>
<td>Credit</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

20. Average credit period allowed

- 1. Less than ½ months
- 2. ½ months to 1 month
- 3. 1 month to 2 months
- 4. 2 months to 3 months
- 5. 3 months to 4 months
- 6. 4 months to 5 months
- 7. 5 months to 6 months
- 8. 6 months and above

21. Rate of commission/margin paid to intermediaries

- 1. Less than 5%
- 2. 5% to 10%
- 3. 10% to 15%
- 4. 15% to 20%
- 5. 20% to 25%
- 6. 25% and above

22. Methods of securing orders

- 1. Direct
- 2. Orders placed by wholesalers
- 3. Orders placed by retailers
- 4. Orders placed by consumers
- 5. Orders placed by agents
- 6. Any other (specify)

23. Problems faced in effecting sales to government dept.

- 1. Procedural problems and delayed payment of bills
- 2. Corruption
- 3. Influence needed
- 4. Low price
- 5. Any other (specify)

24. Supports received from Govt./Governmental agencies for effecting sales

25. If the answer to the above question is 'No' why?
26. Do you export your products: Yes / No

27. If the answer is Yes share of export (in percentage): Direct export

28. What are your difficulties in exporting the products:

29. Have you participated in exhibitions and trade fairs: YES / NO

30. If the answer is Yes:

   1. Benefits attained
   2. Difficulties faced

31. Storage facilities for finished products:

<table>
<thead>
<tr>
<th>Nature of Storage</th>
<th>% of storage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own godowns</td>
<td></td>
</tr>
<tr>
<td>Godowns of large scale units</td>
<td></td>
</tr>
<tr>
<td>Open air</td>
<td></td>
</tr>
<tr>
<td>Others (specify)</td>
<td></td>
</tr>
</tbody>
</table>

   Total

32. State your strategy for fixing the price of product:

   1. Cost plus pricing
   2. Variable price policy
   3. Price discounts
   4. Market rate method
   5. Tender pricing
   6. Product time pricing
   7. Any other (specify)

33. Do you think that you get reasonable prices for your product: YES / NO

34. If the answer is No reason for dissatisfaction:

35. Have you ever conducted market research: YES / NO
36. If the answer is YES the nature of research you are conducted:
Survey among the consumers
Survey among intermediaries
Others (specify)

37. If the answer is NO the reasons for not conducting marketing research:
Not needed
Non availability of skilled personal
Insufficiency of funds
Any other (specify)

38. Have you ever made use of the findings of market surveys conducted by any agency:
YES / NO

39. If the answer is YES name the agency:

40. Do you advertise your products/services:
YES / NO

41. If the answer is YES mention with respective share of advertisement in various media:

<table>
<thead>
<tr>
<th>Media</th>
<th>% share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Radio</td>
<td></td>
</tr>
<tr>
<td>2. Television</td>
<td></td>
</tr>
<tr>
<td>3. Displaying slides in theatres</td>
<td></td>
</tr>
<tr>
<td>4. Newspapers, Magazines, Journals etc.</td>
<td></td>
</tr>
<tr>
<td>5. Posters, Banners etc</td>
<td></td>
</tr>
<tr>
<td>6. Key chains, calenders, diaries etc</td>
<td></td>
</tr>
<tr>
<td>7. Others (specify)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

42. Cost of advertisement made by you for the last five years (Rs.):

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
43. If you don't advertise your product, state why:

44. Nature of sales promotion measures other than advertisement:

45. State the measures taken for ensuring quality of product:

46. Do you have a brand name: YES / NO

47. If NO why:

48. Do you have any competition: YES / NO

49. If the answer is YES state the nature of competition:
   Competition from big units
   Competition from small units
   Competition from both big and small units
   Others (specify)

50. Can you overcome the competition: YES / NO

51. If the answer is YES state how:

52. If the answer is NO state the reasons:
   1. High cost of product
   2. Efficiency of work
   3. Poor quality of products
   4. Size of competition
   5. Other reasons (specify)
53. State your major marketing problems (Rank five in the order of importance): 
- Competition
- Lack of market information
- Quality of products/services
- Price of the products
- Lack of demand
- Change in fashion
- Transportation
- Collections
- Stocking for contract supply
- Lack of advertisement
- Finishing process difficult
- Unawareness of changing consumer trends and specifications
- Lack of attractive packing
- Others (specify)

54. What are your suggestions for the effective marketing of products/services of SSI units: