Appendix 1

Dear Respondent,

Hello! I am Pramod Kumar, a Ph.D. Research Scholar, doing research on Marketing Practices of Pharmaceutical Companies in India. This research is solely for academic purpose and no information of individual should be given to anyone in any case. You and your time are valuable to me and my research work. Your favour and time for filling this questionnaire will be highly regarded and welcome.

1. Name: Mr./ Mrs./ Ms.

2. Qualification (Highest degree and Graduate level degree):

3. Name and Address of the Organisation in which you work:

4. Designation you hold in organization:

5. Place of posting :

6. Experience (in Years):


<table>
<thead>
<tr>
<th>Number</th>
<th>Visit Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors</td>
<td>Medical Retailers</td>
</tr>
</tbody>
</table>

8. Does your company or you yourself categories the doctors according to the potentiality of the business they provide e.g. VVIP/ VIP/ Core/ GP etc.?

   a) Yes   b) No

9. Generally how much time doctor/s provide you for their presentation/s? Please Tick (√)

   a) 1-2 minutes   b) 2-3 minutes   c) 3-4 minute   d) 4-5 minutes   e) as required

10. Do you feel that doctors have any priority for providing time to the Reps. of Pharma. Company/ies on the basis given below? Please Tick (√) which ever applicable.

<table>
<thead>
<tr>
<th>a) Name of the Company</th>
<th>b) Quality of the Product of the Company</th>
<th>c) Behaviour of the Representative</th>
<th>d) Look and Gesture of Representative</th>
<th>e) Frequent Visit by the Representative</th>
<th>f) Gifts/ Samples Provided</th>
</tr>
</thead>
</table>
11. Does every doctor accept Samples of the medicine? Please Tick (√)
   a) Yes  
   b) No

12. Do you feel that doctors test given Samples on few patients before prescribing the medicine at large? Please Tick (√)
   a) Yes  
   b) No  
   c) Can’t Say

13. Do you feel that doctors provide Samples given by Co. Reps. to the patient/s Free of Cost? Please Tick (√)
   a) Yes  
   b) No  
   c) Can’t Say

14. Do you provide researched articles, journals and literatures related to the latest development in medical science and medicines to support the promoted products of the company/ies to the doctors? Please Tick (√)
   a) Yes  
   b) No

15. Is it common practice that you ask for special favour for the products of their company/ies (specially the sampled product)? Please Tick (√)
   a) Yes  
   b) No

16. Do you offer/ provide Sponsorship/s for attending Seminars/ Conferences/ Symposia/ Meetings etc to doctor/s? Please Tick (√)
   a) Yes  
   b) No

17. Do you offer/ provide financial support for doctor’s spouse and/or children to visit the place of Seminars/ Conferences/ Symposia/ Meetings etc.? Please Tick (√)
   a) Yes  
   b) No

18. Do you offer/ provide money to doctor/s for the time spent for attending Seminars/ Conferences/ Symposia/ Meetings etc. (other than Traveling and Lodging & Boarding) except they are invited Key Speaker or Chair Person? Please Tick (√)
   a) Yes  
   b) No

19. Do you offer/ provide tour packages to doctor/s for other than Seminars/ Conferences/ Symposia/ Meetings etc? Please Tick (√)
   a) Yes  
   b) No

20. Do you offer/ provide handsome and costly gift/s to doctor/s such as AC/ Colour TV/ Computer/ LapTop/ Motor-Bike/ Car/ Sofa-Set etc.? Please Tick (√)
   a) Yes  
   b) No
21. Do you offer/ provide medical instrument/s to doctor/s? Please Tick (√)
   a) Yes  b) No

22. Do you give cash to doctor/s on the special occasion/s like Birth-Day/ Marriage-Day/ other important festival of importance? Please Tick (√)
   a) Yes  b) No

Please Tick (√) whichever applicable.

23. In order to make big sales you permit yourself to withhold negative information/s to related parties about products you promote.

<table>
<thead>
<tr>
<th>Strongly Disagreed</th>
<th>Disagreed</th>
<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
</thead>
</table>

24. Sometimes you consciously give wrong/ manipulated and approximate figures of expenses to your organisation for meeting sales.

<table>
<thead>
<tr>
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<th>Disagreed</th>
<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
</thead>
</table>

25. Whatever the cause, you violate sometimes contract and safety norms (eg. Timely reaching at destination, packaging of products, etc) in order to get on with the job.

<table>
<thead>
<tr>
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<th>Disagreed</th>
<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
</thead>
</table>

26. Even though you doubts about rightness of the information/s and suggestion/s of your manager/s, you should do what they suggested/ asked for?

<table>
<thead>
<tr>
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<th>Disagreed</th>
<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
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</table>

27. Sometimes it is necessary to conduct personal business on company time?

<table>
<thead>
<tr>
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<th>Disagreed</th>
<th>Agreed</th>
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</table>

28. To get the order from stockiest/ C& F/ Distributor, you manipulate information/s related to stock/ Shipping/ promotional inputs etc.

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<th>Agreed</th>
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</tr>
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</table>
29. To justify the thought that management is just target oriented, you try to achieve the ends by any means because you believe that ends justifies means.

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<th>Agreed</th>
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30. Using sometimes Company’s resources such as phones/ photo-copier machines/ vehicles etc. for personal cause and benefit, without prior information to company is justifiable.

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<th>Agreed</th>
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31. To achieve target of the business you use Samples and Promotional tools in manipulated way so that it does not reach to doctors informed by the company but to chemists who may give increased business.

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<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
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</table>

32. Taking home company properties and promotional items for personal use is an accepted fringe benefit.

<table>
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<th>Disagreed</th>
<th>Agreed</th>
<th>Strongly Agreed</th>
</tr>
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</table>

33. Any other information you like to share?