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MARKETING PROBLEMS AND PROSPECTS OF SMALL SCALE SECTOR – A STUDY IN DAKSHINA KANNADA

QUESTIONNAIRE
(CONFIDENTIAL)

I. BACKGROUND INFORMATION :
A(i) PROFILE OF THE UNIT

I. A(i)-1 Name of the unit :

I. A(i)-2 Location of the Unit :
   a) Place (i) Rural (ii) Semi urban (iii) Urban
   b) Taluk
   c) District

I. A(i)-3 Reasons for selecting the locality for establishing the unit :
   a) Native place f) Inherited from parents
   b) Busy locality g) Availability of raw materials
   c) Economical rent h) Nearness to market
   d) Availability of infrastructural i) Cheap labour
      facilities
   e) Acquired from the (j) To make use of the locally available
      previous owner natural resources

I. A(i)-4 Year of establishment

I. A(i)-5 Category of the unit :
   a) Food & Agro-based i) Mechanical engineering
   b) Electrical & Electronics j) Printing
c) Automobile
d) Chemicals
e) Ferrous & Non Ferrous
f) Glass & Ceramics
g) Boat works & Repairs
h) Leather
k) Paper and Pulp
l) Rubber & plastics
m) Textiles
n) Wood works
o) Miscellaneous

I. A(i)-6 Type of ownership:
   a) Proprietorship
d) Co-operatives
   b) Partnership
e) Others specify
c) Private Ltd.

I. A(i)-7 Source of idea of starting the unit:
   a) Self
e) Relatives
   b) Family
   f) Local administration
   c) Friends
   g) Survey of the area by the Lead bank
d) Motivated by DIC
   h) Others specify

I. A(i)-8 Mode of starting the unit:
   a) Set up as an independent unit
   b) Acquired or take over of existing unit
   c) Inherited

A(ii) PROFILE OF ENTREPRENEURS

I. A(ii)-1 Age: ..... A(ii)-2 Sex: ..... A(ii)-3 Religion: ..... A(ii)-4 Caste: ..... A(ii)-5 Educational Qualification: ..... 

I. A(ii)-6 Place of origin of the entrepreneurs:
   a) Local
c) Migrated from other states
   b) From other places within the state
d) Domicile
I. A(ii)-7 Are you entering into the field as an entrepreneur for the first time or hereditary?
   a) First  b) Hereditary  c) Any other specify

I. A(ii)-8 Reasons for starting the unit:
   a) Desire to be self employed
   b) Desire to make economic gain
   c) Easy to secure professional know-how
   d) Dis-satisfaction with the previous job
   e) Motivated by the success stories of other entrepreneurs
   f) Encouragement by the members of the family
   g) To receive Government incentives / subsidies
   h) Any other specify

I. A(ii)-9 Whether you have any previous experience in this line of Industry?
   Yes/No

If you have previous experience in what capacity?

I. A(ii)-10 Have you attended any EDP? Yes/No

II. PRE-OPERATIONAL INFORMATION:

II. 1 Have you carried out any market survey before selecting the product to be manufactured? Yes/No

II. 2 If yes what was the response?
   a) Favourable  b) Unfavourable

II. 3 What are the major criteria governing the selection of your product?
   a) Availability of raw materials
   b) Demand in domestic market
c) Export potential
d) Technical expertise
e) Availability of skilled labour
f) Any other specify

II. 4 Did you prepare a project report?
   a) Yes       b) No

II. 5 If No, mention the reasons
   a) Not felt necessary
   b) Don’t have the knowledge of preparing the project report
   c) No assistance has been extended in preparing project report
   d) Financial constraints

II. 6 Name/s of the bankers providing financial assistance

II. 7 Mention the name/s of the other financial institutions or agencies provided financial assistance.

II. 8 Sources of Finance:

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>Own</th>
<th>Partners</th>
<th>Commercial Banks</th>
<th>KSFC</th>
<th>Friends or Relatives</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Capital</td>
<td>--</td>
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<td>--</td>
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<td>--</td>
</tr>
<tr>
<td>Working Capital</td>
<td>--</td>
<td>--</td>
<td>--</td>
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<td>--</td>
</tr>
</tbody>
</table>
II. 9 Fixed Assets:

<table>
<thead>
<tr>
<th></th>
<th>Cash or Cost</th>
<th>Leased or owned</th>
<th>First hand or Second hand</th>
<th>Imported or indigenous</th>
<th>Financed by</th>
<th>Amount (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Plant &amp; Machinery</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
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<tr>
<td>ii) Land &amp; Building</td>
<td>--</td>
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<td>--</td>
<td>--</td>
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<tr>
<td>iii) Furniture &amp; Fixtures</td>
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</tr>
</tbody>
</table>

III. OPERATIONAL INFORMATION
A. PRODUCTION

III. A-1. Sources of Raw materials:
   a) Direct purchase from the local sources
   b) Direct purchase from outside sources
   c) Purchasing from local dealers
   d) Government Quota
   e) Imported

III. A-2. Whether required quality of raw materials are available in adequate quantity at the right time? Yes/No

III. A-3. If ‘No’ what are the usual problems in procuring raw materials?
   a) Price variations  b) Irregular supply
   c) Import restrictions  d) Not supplied as needed when finance was available

III. A-4. Capacity Installed:
III. A-5. Capacity utilized:

III. A-6. Reasons for not utilizing the full capacity:
   a) Non-availability or shortage of raw materials
   b) Financial constraints
   c) Labour problem
   d) Power cut/failure/voltage drops
   e) Break-down of plant & machinery
   f) Govt. restrictions
   g) Managerial Problems
   h) Competition
   i) Lack of marketing facilities
   j) Any other specify

III. A-7. Type of production schedule adopted:
   a) Continuous       b) Seasonal       c) No definite schedule

III. A-8. Basis of production:
   a) On demand       b) On order       c) As per production schedule

III. A-9. If the production is based on order please mention the reasons.
   a) Irregular demand   b) Financial constraints
      c) Nature of product & industry   d) Any other specify

III. A-10. a) Whether your product bears ISI mark or certification? Yes/No
           b) If 'No' why?
III. A-11  Output of the unit (Item wise data for five financial years)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994 – 95</td>
<td>--</td>
</tr>
<tr>
<td>1995 – 96</td>
<td>--</td>
</tr>
<tr>
<td>1996 – 97</td>
<td>--</td>
</tr>
<tr>
<td>1997 – 98</td>
<td>--</td>
</tr>
<tr>
<td>1998 – 99</td>
<td>--</td>
</tr>
</tbody>
</table>

III. A-12  Local market sales

III. A-13  Exports

III. A-14  Stock / Inventory

III. A-15  Profit or Loss

**B. ORGANISATION & MANAGEMENT**

III. B-1. Who manages the business?

a) Self / owner manager
b) Professional Manager
c) Manager without professional qualification
d) Partners / managing partners
e) Others specify

III. B-2. Do you Impart any special training to your personnel? Yes/No

If special training imparted mention the nature of training

a) Orientation programme  b) On the Job training
c) E.D.P. Programme  d) Conducting special lectures
e) Any other specify
III. B-3. If the unit is run by partners, mention the relationship between partners
a) Cordial  
   b) Satisfactory  
   c) Not satisfactory

III. B-4. If the relationship between the partners is not cordial. Give the reasons:
   a) Mis-understanding  
      b) Personal clash  
   c) Lack of co-operation  
      d) Dishonesty  
   e) Lack of involvement and participation

IV. MARKETING PROBLEMS

PROBLEMS ASSOCIATED WITH PRODUCTS

A. PRODUCT DECISION

IV. A-1. Do you consider your 'product selection' is right?  
   If no what measures you have taken to make your product suitable to the needs of customers ?
   a) To improve the quality of the product  
      b) Diversification of the product  
      c) To change the market  
      d) Any other specify

IV. A-2. Do you practice standardisation for your product ? Yes/No
   If yes in what way it is helpful ?
   a) To ensure quality control  
      b) Good collateral, security for loan  
      c) in increasing exports  
      d) in Govt. purchases  
      e) Avoids damages & breakages  
      f) In securing promissing customers  
      g) Reduce marketing costs
IV. A-3. Do you follow any quality control device to ensure the quality of your product? Yes/No

If yes mention the various devices of quality control?

a) Lab testing facilities 1. Own  2. Borrowed
b) Quality testing equipments 1. Own  2. Borrowed
c) Through ISI/BIS Certification scheme
d) SISI services
e) Testing on trial and error
f) Standardised mix of ingredients
g) If any other specify

IV. A-4. Do you follow packing and packaging for your product? Yes/No

If ‘Yes’ what is the type of packaging adopted?

a) Attractive  b) Handy  c) Economical
d) Sentimental attachment  e) Protective / safety
f) After use  g) Elegant
h) If any other specify

IV. A-5. If ‘No’ what are the reasons?

a) Not needed
b) Cannot afford
c) No idea about modern packaging
d) Packaging materials have to be obtained from distant places
e) If any other specify

IV. A-6. Do you use ‘trade marks’ and ‘brand names’ for your products? Yes/No

If ‘Yes’ what are the brand names?

a) Family name  b) Special name / design
c) Manufacturers name  d) Any other specify
B. PRICING DECISION

IV. B-1. Do you follow any scientific method while fixing the prices for the products? Yes/No

   If yes mention the basis
   a) Cost plus pricing
   b) Skim the cream pricing
   c) Penetration pricing
   d) Price based on quality of raw materials
   e) Based on competitors price
   f) In accordance with fluctuation in the prices of raw materials
   g) Compelled to follow big manufacturers

IV. B-2. If no what is the basis followed?
   a) Arbitrary pricing policy
   b) Depending upon the market forces
   c) On the basis of customer’s purchasing power
   d) Going rate price
   e) If any other specify

IV. B-3. Do you provide any commission and credit facilities to your dealers/retailers? Yes/No.

   If ‘Yes’ please specify the percentage of commission and length of credit period?

IV. B-4. Do you allow any discount to your dealers/retailers? Yes/No

   If Yes the type of discount provided
   a) Trade discount   b) Cash discount

IV. B-5. What is the percentage of discount allowed in case of?

   a) Trade discount   b) Cash discount
C. DECISION ON CHANNELS OF DISTRIBUTION

IV. C-1. What are your channels of Distribution?
   a) Own retail outlet   b) Manufacturer to consumer
   e) Mfr-Agents-Govt. Departments   f) Mfr-Agents/Dealers-W.S-Re-C
   g) Departmental stores   h) If any other specify

IV. C-2. Are you faced with storage problems? Yes or No.
   If ‘Yes’ what are such problems?
   a) Deterioration in the quality due to local weather conditions
   b) Inadequate storage facilities
   c) Spoilage / pilferage / leakage
   d) Perishability
   e) Any other specify

IV. C-3. Do you face any transportation problems while distributing the products?
   Yes/No. If ‘yes’ what are such problems please specify?

D. PROMOTION DECISION

IV. D-1. Do you advertise for your products? Yes / No
   If ‘Yes’ what are your advertising media?
   a) Door to door advertisement
   b) Market reports/Bulletin/hoarding
   c) Local newspapers   d) Radio   e) T.V.
   f) Wallposter   g) Film slides in the local Cinema theatres
   h) Street advertisement   i) Special media like gift articles
   j) Through agents   k) any other specify
IV. D-2. If ‘no’ what are the reasons?
   a) Cannot afford due to poor financial condition
   b) Costly media                      c) Established brand name
   d) Costly agencies                   e) Not needed
   f) It adds to the price of the product
   g) Misleading                       h) If any other specify

IV. D-3. Do you use any specific advertising models? Yes/No
   If ‘Yes’ which are the models?

IV. D-4. Do you provide any incentives to your customers? Yes/No
   If ‘Yes’ what are such incentives?

E. MARKET DECISIONS

IV. E-1. Do you collect market information for identifying the consumers likes and dislikes about the product before the production? Yes/No

IV. E-2. If Yes through whom?
   a) Through dealers & whole salers
   b) Salesmen                        c) Through retailers
   d) Published reports               e) Through consumers
   f) Association of small scale industries
   g) DIC                              h) SISI
   i) KSSIDC                          j) KCCI
   k) Through market                  l) If any other specify

IV. E-3. What feedback system do you have in order to know the response of the market for the product?
   a) Through the customers
   b) Periodical market survey
   c) Regular feedback from Salesmen
d) No feed-back

e) Daily newspapers/Consumers forums

IV. E-4. What are sources of your marketing finance?

a) Self
ej) SIDBI
b) Banks
f) Small Scale Industries Development Corporation
c) Other financial institutions
g) Trade credit
d) KSFC
h) Mercantile credit
e) Concentrating on younger group
i) Accounts receivable financing
j) Any other sources specify

IV. E-5. Whether in your opinion finance has posed a major problem in marketing your products? Yes/No

If yes specify the problem

a) Inability to expand the market
b) Inability to appoint sufficient sales force
c) Selection of advertising media and advertisement in national media/dynamic media.
d) Handicap in modernisation

IV. E-6. What is the basis for your market segmentation?

a) Concentrating much on lower income group
b) Concentrating much on middle income group
c) Concentrating on higher income group
d) Concentrating on households and housewives
e) Concentrating on younger group
f) Institutional Consumers / Hostels
g) If any other specify
IV. E-7. Geographical coverage of the market.
   a) Local  b) National  c) International

IV. E-8. What is your present market share?

   If ‘No’ what are the reasons?
   a) Seasonal demand
   b) Lack of consistency in the precision / fineness and quality of the product
   c) Lack of modifications of the existing product
   d) Time of introducing the new product is not favourable
   e) Competition from SSIs
   f) Any other specify

IV. E-10. Do you sell your product in the same market segment where large companies also sell their product? Yes/No. If yes what is the reason? Specify.

IV. E-11. Who are the major competitors?
   a) Locally established units  b) Large units
   c) Multinationals  d) Any other specify

IV. E-12. Do you face stiff competition for your product from large companies? Yes/No.

IV. E-13. Do you face stiff competition from the local manufacturers of similar products? Yes/No. If ‘Yes’ what are the reasons? Specify.

IV. E-14. Whether in your opinion your products are on par with that of competitors? Yes/No
   If ‘No’ what reasons in your opinion are responsible for inferior quality of products?
a) Poor quality of raw materials
b) Difference in quality of raw materials from region to region
c) Absence of constant inspection and quality control of finished products
d) Due to unskilled labour
e) Faulty manufacturing process
f) Packing defect
g) Lack of production skill
h) Lack of adequate finance to compete

IV. E-15. Do you feel that your products are not preferred to similar products of others? Yes/No. If 'Yes' please mention the reasons.
   a) Lack of advertisement in the national media
   b) Established brand names of the competitors
   c) Low quality
   d) High price
   e) Sold in loose packs
   f) Lack of elegant packaging
   g) Imitations from others
   h) No brand name
   i) Unfamiliar brand name
   j) If any other specify

IV. E-16. What are your future Marketing plans?
   a) Exploring the new markets
   b) Expansion / Diversification
   c) Export orientation
   d) Profit maximisation

IV. E-17. Do you have marketing strategy of your own?
   Yes / No. If 'Yes' please specify.
IV. E-18. What will be your future marketing strategy?

a) Retaining the existing market  
b) Retaining existing market and entering into new market  
c) Diversifying  
d) Entering into foreign market  

IV. E-19. What are your marketing problems please specify: What suggestions do you advocate to overcome such problems:

<table>
<thead>
<tr>
<th>Problems</th>
<th>Suggestions to overcome them</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
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<td>3.</td>
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