


QUESTIONNAIRE

PERSONAL PROFILE:

Name : 
Age : 
Professions : Self Employed / Business / Service / Student
Address:

1. Which Vehicle do you own?
   (a) Splendor Plus (b) Passion Plus (c) CD Deluxe (d) Super Splendor (e) Glamour

2. What makes you to prefer the vehicle?
   (a) Price (b) Mileage (c) Style & Look (d) Comfort

3. What is your opinion on price?
   (a) High (b) Normal (c) Less (d) Not a constrain

4. Are you satisfied with the mileage?
   (a) Very Much Satisfied (b) Satisfied (c) Some What Satisfied (d) Not Satisfied

5. Are you satisfied with the Design & Look?
   (a) Very Much Satisfied (b) Satisfied (c) Some What Satisfied (d) Not Satisfied

6. Are you satisfied with the availability of spares?
   (a) Very Much Satisfied (b) Satisfied (c) Some What Satisfied (d) Not Satisfied
7. What is your opinion about maintenance?
   (a) Frequent Maintenance (b) Once in 6 months Maintenance
   (c) Annual Maintenance (d) Maintenance

8. Your opinion about free service?
   (a) Very Useful (b) Useful (c) Some What Useful
   (d) Done for name sake (not Useful)

9. The availability of service facility?
   (a) Available always (b) Available (c) Some Available (d) Not Available

10. How much your are satisfied with the shock absorbers?
    (a) Very Much Satisfied (b) Satisfied (c) Some What Satisfied
    (d) Not Satisfied

11. What is your opinion about the resale value of your vehicle?
    (a) High (b) Moderate (c) Less (d) No Resale

12. What about the lighting condition of your vehicle?
    (a) Very Much Satisfied (b) Satisfied (c) Some What Satisfied
    (d) Not Satisfied

13. What make you to purchase the vehicle?
    (a) Advertisement (b) Friend’s Advice (c) Self Analysis (d) No Idea
14. What is your opinion about the availability of colours?

(a) Very Much Satisfied  (b) Satisfied  (c) Some What Satisfied
(d) Not Satisfied

15. Which brand do you own previously?

(a) TVS  (b) Yamaha  (c) Bajaj  (d) Others

16. How would you rank the other products Hero Honda?

(a) Splendor Plus  (b) Passion Plus  (c) CD Deluxe  (d) Super Splendor
(e) Glamour

17. What are the improvements to be made in the vehicle of your choice?

(b) Mileage  (b) Colour  (c) Design & Style  (d) Spares

18. Are you satisfied with the extra fittings provided by the company?

(a) Very Much Satisfied  (b) Satisfied  (c) Some What Satisfied
(d) Not Satisfied

Your suggestion to improve the products