QUESTIONNAIRE
INTERVIEW SCHEDULE FOR STUDY ON INDUSTRIAL MARKET
AND BUYER BEHAVIOUR FOR BRICKS WITH SPECIAL
REFERENCE TO SALEM PLANT OF THE BURN STANDARD
COMPANY LTD.
(A GOVERNMENT OF INDIA UNDERTAKING)

Name of the Interviewer : B.MAHENDRAN.
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A. PERSONAL DETAILS [Confidential]
1. Name of the Interviewee :
2. Designation of the Interviewee :
3. Experience in present designation :
4. Age of the Interviewee :
5. Educational Qualification :
6. Present position in Management :

B. COMPANY DETAILS
7. Name of the company :
8. Address of the company :
9. In which state it is located :
10. Line of production of the company :
C. SUBJECT DETAILS (Tick the suitable box)

11. The company require in
   (a) Bulk quantities : ( )
   (b) Small quantities : ( )

12. Is the company place order to bricks at one time per year?
   (a) Yes : ( )
   (b) No : ( )

13. If the answer is no, the company place purchase order to
   (a) Two times - per year : ( )
   (b) Three times - per year : ( )
   (c) Four times - per year : ( )
   (d) Five times - per year : ( )

14. Is the company requires bricks in bulk or small quantity at one time in a year
   (a) Yes : ( )
   (b) No : ( )

15. Which one is advantages regarding supply of bricks
   (a) Monthly basis : ( )
   (b) Quarterly basis : ( )
   (c) Half yearly basis : ( )
   (d) Yearly basis : ( )
16. The company's yearly requirement of bricks is
   (a) Below 10 tonnes per year : ( )
   (b) 11-20 tonnes per year : ( )
   (C) 21-30 tonnes per year : ( )
   (d) 31-40 tonnes per year : ( )
   (e) 41-50 tonnes per year : ( )
   (f) 51 and above tonnes per year : ( )

17. Which brand of bricks are purchased
   (a) Burn standard : ( )
   (b) Tanmag : ( )
   (C) Dalmia : ( )
   (d) Belpahar : ( )
   (e) Other : ( )

18. Which brand of bricks are preferred
   (a) Burn standard : ( )
   (b) Tanmag : ( )
   (C) Dalmia : ( )
   (d) Belpahar : ( )
   (e) Other : ( )
19. The Burn standard company Salem (i) bricks quality is

(a) Very high than other companies bricks : ( )
(b) Higher than other companies bricks : ( )
(c) Equal to other companies bricks : ( )
(d) Lower than other companies bricks : ( )

(ii) Bricks price is

(a) Very high than other companies bricks : ( )
(b) Higher than other companies bricks : ( )
(c) Equal to other companies bricks : ( )
(d) Lower than other companies bricks : ( )

20. % of defective bricks in burn's bricks

(a) 1% - 2% : ( )
(b) 3% - 5% : ( )
(c) 5% - 10% : ( )
(d) 11% and above : ( )

21. The product defect(s) is or are

(a) Size of the bricks : ( )
(b) Density of the bricks : ( )
(c) Colour of the bricks : ( )
(d) Content of the bricks : ( )
22. % of order with Burn Standard Co., Ltd., will be

(a) 01% - 10% of the total requirement : ( )
(b) 11% - 20% of the total requirement : ( )
(c) 21% - 30% of the total requirement : ( )
(d) 31% - 40% of the total requirement : ( )
(e) 41% - 50% of the total requirement : ( )
(f) 51% - 60% of the total requirement : ( )
(g) 61% - 70% of the total requirement : ( )
(h) 71% - 80% of the total requirement : ( )
(i) 81% - 90% of the total requirement : ( )
(j) 91% and above of the total requirement : ( )

23. Is the Burn Standard present package system is effective one.

(a) Yes : ( )
(b) No : ( )

24. If no specify the reason

(a) It is unable to avoid damage
(b) It is Costly
(c) It causes damage
(d) Others

25. How do you feel the payment through bank?

(a) Advantageous
(b) No specific reason

26. What is your company expectation on bricks?

27. Give your suggestions regarding Burn Standard Company Salem – Bricks for further the Improvement.