APPENDIX
A STUDY ON MARKETING OF EGGS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

QUESTIONNAIRE

KANDASWAMI KANDAR'S COLLEGE, VELUR.

This questionnaire has been designed only for the project work undertaken by Ms. P. LAKSHMI an M.Phil. (Commerce) student of the Department of Commerce, Kandaswami Kandar's College, Velur. The information provided herein will be strictly confidential. There are no right or wrong answers.

1. Do you have poultry farming?
   Yes [ ] No [ ]

2. What kind of chick do you have in your farming?

3. At what cost did you purchase the chicks?

4. In what type of shed did you have poultry farming?
   Thatched shed [ ] Tiled Shed [ ]
   Asbestos [ ] Cage with multi [ ]

5. How many weeks are required for a bird to yield eggs?
   Weeks [ ]

6. What is the source of getting feed?
   Own Preparation [ ] Purchasing [ ]

7. Kindly state the percentage of yield
   90 – 100% [ ] 80 – 90% [ ]
   70 – 80% [ ] 60 – 70% [ ]

8. State the percentage of mortality at various stages
   Chicks [ ] Yielding birds [ ]
   Due to disease [ ]

9. Do you sell the eggs through?
   NECC [ ] Directly [ ]
10. Will you please give the cost details for poultry farming for 1000 chicks?

**COST SHEET SHOWING COST – PER EGG**

<table>
<thead>
<tr>
<th>Cost</th>
<th>1000 Chicks for 72 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIXED COST</strong></td>
<td></td>
</tr>
<tr>
<td>1 Cost of the Chick</td>
<td></td>
</tr>
<tr>
<td>2 Electricity Charges</td>
<td></td>
</tr>
<tr>
<td>3 Depreciation / Rent / Interest for the shed</td>
<td></td>
</tr>
<tr>
<td>4 Wooden sills Cost</td>
<td></td>
</tr>
<tr>
<td>5 Tank Cost / Depreciation</td>
<td></td>
</tr>
<tr>
<td>6 Insurance</td>
<td></td>
</tr>
<tr>
<td><strong>VARIABLE COST</strong></td>
<td></td>
</tr>
<tr>
<td>1 Feed first 16 Weeks</td>
<td></td>
</tr>
<tr>
<td>2 Feed for the subsequent 56 Weeks</td>
<td></td>
</tr>
<tr>
<td>3 Medicine</td>
<td></td>
</tr>
<tr>
<td>4 Supervisors Salary</td>
<td></td>
</tr>
<tr>
<td><strong>LESS</strong></td>
<td></td>
</tr>
<tr>
<td>1 The Value of the birds sold after exhaustion</td>
<td></td>
</tr>
<tr>
<td>2 The waste of the birds</td>
<td></td>
</tr>
<tr>
<td>3 Gunny bags of the feeder</td>
<td></td>
</tr>
<tr>
<td><strong>Net Cost of the eggs yielded by 1000 birds</strong></td>
<td></td>
</tr>
</tbody>
</table>

11. (a) Do you consider that fodder market is a monopoly or oligopoly market.
   Yes [ ] No [ ]

   (b) Name of the sellers of fodder
       (1) [ ]
       (2) [ ]
       (3) [ ]
       (4) [ ]

12. Who takes delivery of the eggs?
    Fodder Supplier [ ] NECC [ ]

13. How do you know the price of eggs?
    Newspapers [ ] Rate given by procure [ ]
14. From whom you are getting the sale proceeds
From the procurer of eggs after deducting the fodder cost [ ] Getting the entire sale proceeds [ ]

15. What is your perception towards the price fixed by NECC?
   a) Demand and supply of eggs determine the price [ ]
   b) Demand for eggs [ ]
   c) Need to dispose the eggs [ ]

16. Do you find that the egg market is?
   a) Organized Market [ ]
   b) Perfect Market [ ]
   c) Oligopoly [ ]

17. Have you started poultry farming (assigns ranks from 1 to)
   a) As in imitating entrepreneur [ ]
   b) Educationally qualified as BVSC [ ]
   c) Since loans are available for poultry farming [ ]
   d) Less water is required for poultry farming [ ]
   e) Fodders supplied at the doorstep [ ]
   f) Sales are made at the doorstep [ ]
   g) Profitable business [ ]

18. Do you have
   a) Poultry only [ ]
   b) Poultry and Broiler [ ]
   c) Broiler only [ ]

19. Have you formed poultry farming on the strength of NECC for marketing eggs?
   Yes [ ] No [ ]

20. Have you come across undue stagnation of eggs at your farming?
   Yes [ ] No [ ]
21. Are you satisfied with the marketing system of NECC?
   a) Highly satisfied
   b) Satisfied
   c) No other alternative
   d) Not satisfied

22. Do you think that marketing of eggs directly to the retailer/consumers will fetch more revenue?
   Yes [ ] No [ ]

PERSONAL DETAILS

1. Age
   Less than 25 years [ ]
   25 to 40 years [ ]
   40 to 55 years [ ]
   More than 55 years [ ]

2. Occupation other than poultry farming
   Agriculture [ ]
   Business [ ]
   Profession [ ]
   Salaries Class [ ]
   House Wife [ ]
   Others (Please specify) [ ]

3. Name of your poultry farming with address
   Name
   Address

4. How many birds are you having?
   __________________________________________

5. Poultry farming is formed from
   a) Own Funds [ ]
   b) Borrowed Funds [ ]