QUESTIONNAIRE
A STUDY ON SATISFACTION OF PREPAID - CELLULAR PHONE USERS IN SALEM TOWN.
(WITH SPECIAL REFERENCE TO BSNL – EXCEL ANANT)

1. How long you are using Cell phone?
   - Less than one year [ ]
   - One year to two year [ ]
   - Two year to five year [ ]
   - More than five [ ]

2. Did you have service from any other mobile communication Service provider?
   - Yes [ ]
   - No [ ]
   If Yes Please mention the name of the provider?
     Aircel [ ]
     BPL [ ]
     Airtel [ ]
     Tata [ ]
     Reliance [ ]
   Also mention the type of service?
     Prepaid [ ]
     Postpaid[ ]

3. What made you to suitable from previous scheme/provide to BSNL Anant?
   - A. Coverage [ ]
   - B. Lifetime free incoming [ ]
   - C. Dealers advice [ ]
   - D. Easy availability Recharge Coupon [ ]
   - E. New connection [ ]

4. Where did you buy this simcard?
   - BSNL office [ ]
   - Authorised Dealer [ ]
   - Through other [ ]

5. Do you remember the Brand name of the BSNL lifetime incoming prepaid scheme?
   - Yes [ ]
   - No [ ]
   If yes specify the name..................

6. How do you come to know about this scheme?
   - Through dealer [ ]
   - Friends & Relatives [ ]
   - TV Advertisement [ ]
   - Ad in print media [ ]
   - Others specific [ ]
7. Decision on purchase of BSNL excel Anant is influenced by?
Dealers [ ]
Friends & relatives [ ]
My own Idea [ ]
Through Advertisement [ ]

8. Apart from this connection do you have any other mobile connection for you?
Yes [ ] No [ ]

If yes please name of the provided and type of connection?
Post paid [ ] Pre paid [ ]

9. Where do you buy your re-charge coupon normally?
Authorised dealer shop [ ]
Other retail outlet [ ]
BSNL office [ ]

10. When you buy recharge/top-up card, normally you buy which card?
50 to 100 [ ]
100 to 300 [ ]
300 to 500 [ ]
Above 500 [ ]

11. Please mention the average re-charge period?
Once in 6 months [ ]
Once in 3 months [ ]
Once in 2 months [ ]
Monthly once [ ]
Week only [ ]

12. Give your level of satisfaction on the following factors of BSNL Service?

<table>
<thead>
<tr>
<th>Factors / Rating</th>
<th>Strongly agree</th>
<th>agree</th>
<th>No idea</th>
<th>disagree</th>
<th>Highly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate Connection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land Line Connection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of top-up card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dealers Assistance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talk Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMS charges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Festive offer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
13. Give your opinion on the following statements?

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>No idea</th>
<th>Disagree</th>
<th>Highly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

- Getting connection between BSNL mobile on landline easier.
- Getting connection between BSNL mobile to BSNL mobile is easier
- Getting connection between BSNL mobile to other mobile is easier
- Disclosing information about lifetime card will affect our image

14. In case if you are expected to make an out going card while it is not unnecessary your reaction will be?

- You will deny that by saying "life time prepaid, outgoing costlier". [ ]
- "Battery Low". [ ]
- "No coverage" [ ]
- "Prepaid – less balance" [ ]
- "Landline is cheaper than mobile will try in landline" [ ]
- Just accept and make a call [ ]

15. Which brand of handset do you have?

- Nokia [ ]
- Samsung [ ]
- LG [ ]
- Panasonic [ ]
- Others [ ]

16. Where did you buy this handset?

- Authorized dealer [ ]
- Local shop [ ]
- BSNL Shop [ ]
- Second handed [ ]

17. Do you have any plan to switch over from BSNL-Excel Anant to some other service provider?

- Yes [ ]
- No [ ]

If yes, mention the provider ………………..
Type of connection ……………….. and specify reason ………………..

18. Do you have any other mobile service in your family?

- Yes [ ]
- No [ ]

19. Give your level of satisfaction on the overall performance of BSNL Excel-Anant scheme?

- High [ ]
- Medium [ ]
- Low [ ]

20. Please give problem you face & suggestion to improve, if any?

..............................................................................................
..............................................................................................
Demographic details (Tick the appropriate column)
21. Age : Less than 25 Yrs. [ ] 26-35 [ ] Above 35 Yrs [ ]
22. Sex : Male [ ] Female [ ]
23. Occupation : Student [ ] Employed [ ] Professional [ ] Business [ ] Others [ ]
24. Monthly Family Income (Rs.): Less than 5000 [ ] 5001-15000 [ ]
                      More than 15000 [ ]
25. Education : School [ ] College [ ] Professional [ ] Diploma [ ]
                 Other [ ]

Thank You
BIBLIOGRAPHY
BIBLIOGRAPHY