Appendix
QUESTIONNAIRE
A STUDY ON INVESTMENT OPPORTUNITIES AND INVESTORS' PREFERENCE IN COIMBATORE CITY

1. Name & Address :

2. Age
   a. 25 – 30 [ ]   b. 30 – 35 [ ]   c. 40 – 45 [ ]
   d. 40 – 45 [ ]   e. 45 & Above [ ]

3. Sex
   a. Male [ ]   b. Female [ ]

4. Annual Family Income
   a. Below Rs.60,000 [ ]
   b. Rs.60,001 – Rs.1,20,000 [ ]
   c. Rs.1,20,001 – Rs.1,80,000 [ ]
   d. Rs.1,80,001 – Rs. 2,40,000 [ ]
   e. Above Rs.2,40,001 [ ]

5. Annual Family Expenditure
   a. House Hold
   b. Education
   c. Entertainment/Leisure
   d. Consumer Durable
   e. Any Other
6. **Average Annual Investment**
   a. Below Rs.10,000
   b. Rs.10,001 – Rs.20,000
   c. Rs.20,001 – Rs.50,000
   d. Rs.50,001 – Rs.1,00,000
   e. Above Rs.1,00,001

**PART – II**

1. **Ranking of criteria for the Investment Decision**
   a. Return [ ]
   b. Security [ ]
   c. Liquidity [ ]
   d. Tax Benefit [ ]
   e. Appreciation [ ]
   f. Others [ ]

2. **Kindly rank the following investment according to your preference**
   a. Government Securities [ ]
   b. Insurance [ ]
   c. Primary Share Market [ ]
   d. Secondary Share Market [ ]
   e. Bank Deposits [ ]
   f. Deposits / Debentures [ ]
   g. Mutual Funds [ ]
   h. Land & Buildings [ ]
   i. Gold/Silver [ ]
   j. Others [ ]
3. Preference for investment in terms of following criteria (please give your ranking)

### I. RETURN

#### A. FIXED

<table>
<thead>
<tr>
<th>Preference</th>
<th>Rank</th>
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<tbody>
<tr>
<td>a. Government Securities</td>
<td>[ ]</td>
</tr>
<tr>
<td>b. Bank Deposits</td>
<td>[ ]</td>
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<tr>
<td>c. Insurance</td>
<td>[ ]</td>
</tr>
<tr>
<td>d. Preference Shares</td>
<td>[ ]</td>
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<tr>
<td>e. Loans/Bonds</td>
<td>[ ]</td>
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</table>

#### B. VARIABLE

<table>
<thead>
<tr>
<th>Preference</th>
<th>Rank</th>
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<tbody>
<tr>
<td>a. Shares</td>
<td>[ ]</td>
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<tr>
<td>b. Mutual Funds</td>
<td>[ ]</td>
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<tr>
<td>c. Chit Funds</td>
<td>[ ]</td>
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<tr>
<td>d. Floating Rate Bonds</td>
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<tr>
<td>e. Others</td>
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### II. SECURITY

<table>
<thead>
<tr>
<th>Preference</th>
<th>Rank</th>
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<tbody>
<tr>
<td>a. Government Securities</td>
<td>[ ]</td>
</tr>
<tr>
<td>b. Land</td>
<td>[ ]</td>
</tr>
<tr>
<td>c. Insurance</td>
<td>[ ]</td>
</tr>
<tr>
<td>d. Gold/Silver</td>
<td>[ ]</td>
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<tr>
<td>e. Bank Deposits</td>
<td>[ ]</td>
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<tr>
<td>f. Mutual Funds</td>
<td>[ ]</td>
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<tr>
<td>g. Shares</td>
<td>[ ]</td>
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<td>h. Others</td>
<td>[ ]</td>
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4. Rank the following major purpose of investments.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Rank</th>
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<tbody>
<tr>
<td>a. Future Savings</td>
<td>[ ]</td>
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<tr>
<td>b. Children’s Higher Education</td>
<td>[ ]</td>
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<td>c. To meet out the emergency situation</td>
<td>[ ]</td>
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<tr>
<td>d. Capital Appreciation</td>
<td>[ ]</td>
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<tr>
<td>e. Others</td>
<td>[ ]</td>
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</tbody>
</table>
5. The type of liquidity of investment preferred by you.
   a. Immediate Conversion into Cash. [ ]
   b. Marketability [ ]
   c. Flexible Buy-back Options [ ]
   d. Loans/Withdrawals Facility [ ]
   e. Others [ ]

6. Investment preference for tax planning (Rank the following)
   a. NSC [ ]
   b. LIC [ ]
   c. PPF [ ]
   d. Mutual Funds [ ]
   e. Infrastructure Bonds [ ]

7. What is your opinion would be the ideal period for investment (to ensure maximisation of return with liquidity and flexibility).
   a. Less than 1 year [ ]
   b. 1 – 2 yrs [ ]
   c. 2 – 3 yrs [ ]
   d. 3 – 5 yrs [ ]
   e. More than 5 yrs [ ]
8. **Rank the investment of potential for Appreciation/Growth**
   a. Primary Share Market [ ]
   b. Secondary Share Market [ ]
   c. Mutual Funds [ ]
   d. LIC Schemes [ ]
   e. Land, Gold and Silver [ ]
   f. Others [ ]

9. **The major risk factor to be considered in Investment Decision Making are (Starting from high risk). Please give your ranking.**
   a. Default Risk (non-payment of principal as well as interest) [ ]
   b. Business Risk (where investment is lost due to failure/destruction of an industry/business) [ ]
   c. Purchasing Power Risk (inflation rate exceeds rate of return) [ ]
   d. Interest Rate Risks (Change of interest rates made by govt affecting market value of investments) [ ]
   e. Political Risk (change of government leading to uncertainty/confusion) [ ]

10. **Persons/Agency relied upon for Investment Decision Making**
    a. Agents [ ]
    b. Magazines/Journals [ ]
    c. Investment Consultants [ ]
    d. Friends/Relatives [ ]
    e. Company Direct Mail [ ]
    f. Advertisement [ ]
    g. Others [ ]

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