Questionnaire
A CASE STUDY ON CUSTOMER RELATIONSHIP
MANAGEMENT IN BSNL IN SALEM

QUESTIONNAIRE

PERSONAL INFORMATION

1. a. Name of the Customer___________________________________________ (Optional)

   b. Telephone Number_______________________________________________ (Optional)

2. Age Group
   □ Below 25   □ 25 – 35   □ 35 – 45   □ 45 – 60
   □ 60 above.

3. Sex  □ Male        □ Female

4. Level of Education
   □ PG    □ UG    □ HSC    □ SSLC
   □ Others : Specify ______________________

5. Income per month (Family) Rs.
   □ below 5000  □ 5000 - 10000  □ 10000 - 15000  □ 15000 above.

6. Occupation of the respondent
   □ Student        □ Business        □ Professional
   □ Employed:
     i) □ private   ii) □ govt   iii) □ others : please specify ________

7. Your home is situated in
   □ Rural         □ Urban         □ Sub-Urban
   □ Others : Specify ______________________
8. Do you have a Telephone connection, if yes
   □ Landline    □ Mobile    □ Both

9. State the plan under which the connection is obtain (Monthly Plan)
   □ Rs.150     □ Rs.250     □ Rs.350     □ Rs.500
   □ Rs.750

10. Which type of Telephone are you using
    □ Landline    □ Cell (Post Paid)    □ Cell (Prepaid)

11. Are you having internet facility
    □ Yes    □ No

12. If yes, Which type of plan are you using
    □ Rs.99 for Student    □ Rs.500
    □ Rs.1800
    □ Rs.5500 (if large concern)

13. Do you feel that Internet facility is useful?
    □ Yes    □ No

14. The Service of the Land line Telephone Scheme is
    □ Excellent    □ Good    □ Moderate    □ Poor

15. The Telephone Billing system is
    □ Very Good    □ Good    □ Satisfied    □ Poor

16. Are you having
    □ Local    □ With STD    □ With ISD

17. Is Your Telephone line faulty?
    □ No Faults    □ Weekly Once    □ Twice in a Month
    □ Twice in 6 Months
18. If faulty, it is corrected within a

☐ Day ☐ Week ☐ Month

☐ Not taking any Care

19. Your Relationship with the Telephone Exchange officers

☐ Excellent ☐ Good ☐ Satisfied ☐ Poor

20. Your Relationship with the Telecom Department

☐ Excellent ☐ Good ☐ Satisfied ☐ Poor

21. Your Land line connection is used for

☐ Personal ☐ Family ☐ Business ☐ Profession

☐ Others

22. Whether corruption takes place in BSNL Department

☐ Yes ☐ No

If yes, as a customer what are the suggestions to avoid that?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Mobile Phone

23. How long you are using mobile phone

☐ less than 1 yr  ☐ 1-2yrs  ☐ 3yrs  ☐ More than 3yrs

i). Your Mobile Rechargeable Plan is

☐ Rs. 331  ☐ Rs. 551  ☐ Rs. 1102  ☐ Rs. 2204

24. Are you using Post paid facility mention your rental plan

25. Do you pay rent with in the period specified

☐ Yes  ☐ No

26. If no, What type of action is taken by the BSNL Department

27. Are you using SMS facility in your mobile

i) ☐ Yes  ☐ No

ii) If no, Why?

☐ High Cost  ☐ High Risk

☐ No Usage  ☐ Don’t Know about SMS

28. Your Previously do you had any other service provider connection

☐ Air Cell  ☐ Air Tel  ☐ Reliance  ☐ Others  ☐ Specify

29. Why you have changed to BSNL

30. Do\will you use Internet Service in your Mobile

☐ Yes  ☐ No

31. Are you satisfied with the BSNL service

☐ Yes  ☐ No

32. Do you think that the BSNL has to improve any service facilities

☐ Yes  ☐ No

If yes what would you recommend.

1. ___________________________________________

2. ___________________________________________