Questionnaire
QUESTIONNAIRE (A)

Below are given few questions regarding to the working of Management Information System in Maruti Udyog Ltd. Please give careful response to these questions since your valued corporation is very essential for the success of this study (This questionnaire is purely for academic purpose and information given by you will be kept strictly confidential).

a) Name of the Respondent
b) Age
c) Qualifications
d) Male/Female
e) HO/Branch in which working presently
f) Division of HO/Branch in which working presently

1. Do you think that Management Information System is important for the Corporation due to the following reasons? Specify any four reasons in order of preferences:

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

2. What is the role of MIS in the organisation? Specify any four function:

__________________________________________
__________________________________________
__________________________________________
__________________________________________

3. Do you have separate MIS division in the Corporation?
   a) At HO level Yes/No
   b) At Regional level Yes/No
   c) At Branch level Yes/No

4. Nomenclature of your MIS division
   a) MIS Division b) E D P Section
   c) Computer Division d) Any other
5 What type of organisation is adopted for MIS Division?
   a) Line Organisation
   b) Line and Staff Organisation
   c) Functional Organisation
   d) Divisionalised Organisation
   e) Committee Organisation
   f) Marfix Grindu or Project Organisation

6 If divisionalised organisation state its basis?
   (a) Product       (b) Territory

7 What are the main equipments used in MIS?
   Equipments Used                       Cost
   1 _______________________________     _________
   2 _______________________________     _________
   3 _______________________________     _________
   4 _______________________________     _________

8 Are Computer used in your MIS division?  Yes/No

9 If Yes describe its main functions?
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   If no why?
   __________________________________________
   __________________________________________
   __________________________________________

10 What is the size of computer?
   a) Mini Computer        b) Micro Computer
   c) Supermini Computer   d) Main Frame Computer
   e) Any other Computer

11 No of employees working in MIS division?
   Level                  No. of employees
   Top                    _____________
   Middle                 _____________
   Lower                  _____________

12 a) Do you have a system analyst for proper operation of
   MIS?                        Yes/No
(b) If no who looks after the work of system analyst in your organisation
(a) System Manager  (b) Programmer
(c) Any other

13 Do you have data base?  Yes/No

14 Do you have data Bank?  Yes/No

If yes, please mention the main function of your data bank
1 ____________________________________________
2 ____________________________________________
3 ____________________________________________

15 Are data bank safe and sound?  Yes/No

16 Name of Main Data Processing techniques which are used in the Corporation?
a) Manual  b) Key Driven
c) Punched Card  d) Computer
e) Any other

17 In your opinion which types of MIS is more effective?  
a) Computer based  b) Manual based

18 If you have Computer based MIS in your corporation, how far this is effective? Give reason
_____________________________________________
_____________________________________________
_____________________________________________

19 What are the main sources of information in the Corporation?
_____________________________________________
_____________________________________________
_____________________________________________

20 Does, overlapping of information takes place in the Corporation? If yes, what problem arises due to overlapping?

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
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</tbody>
</table>
21 Does underflow of information occurs? Yes/No

22 What are the Channels of information flow?
   a) Vertical direction    b) Horizontal direction
   c) Both                d) Any other

23 What type of MIS exist in your organization?
   a) Strategic Information System
   b) Technical Information System
   c) Operational Information System

24 What kind of control techniques are useful for data base?
   a __________________________
   b __________________________
   c __________________________
   d __________________________

25 What are the main physical control?
   a) Maintenance of Computer site
   b) Environment Control
   c) Uninterruptible Power System
   d) All of above
   e) Any other

26 What are the main hazard of the information system?
   a) Mal Function            b) Excess Information
   c) Files                  d) Power and Communication
   e) Any other              failure

27 What legal problem MIS causes?
   1 __________________________
   2 __________________________
   3 __________________________
   4 __________________________

28 What are the limitations of MIS?
   a __________________________
   b __________________________
   c __________________________
   d __________________________

29 What are your future plans about MIS? Mention important points
   1 __________________________
30. Do you think that MIS has increased the effectiveness of the organisation? Yes/No

31. Are you satisfied with overall performance of MIS? Yes/No

32. Is there any specific division for marketing information system to get the feedback of consumers? Yes/no

33. If Yes, How is that
   a. Company's to consumer
   b. Company to wholesaler
   c. Company to dealer
   d. All the above

Thank you very much for your help and cooperation.
QUESTIONNAIRE (B)

Below are given few questions regarding the growth and sales policies of the Maruti Udyog Ltd. Please give careful response to these questions since your valued corporation is very essential for the success of this study (This questionnaire is purely for academic purpose and information given by you will be kept strictly confidential)

1 What kind of sales promotion technique are being used by the company? Specify any five in order of preference
   a) Samples  
   b) Coupons  
   c) Cash refund offers  
   d) Prices off  
   e) Cash payment through premium  
   f) Offer prizes  
   g) Free trial  
   h) Warranties  
   i) Demonstrations contests  
   j) Advertising Specialities  
   k) Buying allowances

2 What were the main purposes of sales promotion techniques?
   a) To introduce new product  
   b) To attract new customers  
   c) To counter-attack the competitors  
   d) To simplify the task of selling  
   e) To induce middlemen

3 Whether the present advertising through electronic media is adequate for handling the new model without hurting the other existing models?
   Yes/No

4 Whether the present advertising through press is adequate
   Yes/No

5 Is there any plan to change the sales promotion techniques
   Yes/No
   If Yes what?
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________

6 Do you think that the sales of Maruti vehicles is affected due to environmental factors.
   Yes/No
If yes which environmental factor is more positive influencing the sales
(a) Economic Environment,
(b) Social and Cultural Environment
(c) Political Environment
(d) Technological Environment
(e) Logical Environment

7 Do you think that your vehicles can compete well in the market where technological changes are frequent? Yes/No

8 Which model is attracting more number of buyers?
1 Maruti 800
2 Omni
3 Gypsy
4 Maruti 1000
5 Zen
6 Esteem LX
7 Esteem VX
8 Esteem AX
9 Zen Automatic
10 Gypsy King

9 Which type of Maruti vehicle is contributing to sales volume?
1 Maruti 800
2 Omni
3 Gypsy
4 Maruti 1000
5 Zen
6 Esteem LX
7 Esteem VX
8 Esteem AX
9 Zen Automatic
10 Gypsy King

10 What are the major achievements in R&D?
1 ________________________________
2 ________________________________
3 ________________________________
4 ________________________________
5 ________________________________

11 Please indicate the R&D expenditure of your company

<table>
<thead>
<tr>
<th>Year</th>
<th>Approx. R&amp;D expenditure</th>
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<tbody>
<tr>
<td>1990</td>
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<td>1991</td>
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<td>1997</td>
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<td>1998</td>
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</table>
12. What is the capacity utilization percentage of your company.  

<table>
<thead>
<tr>
<th>Year</th>
<th>Capacity Utilization</th>
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<tbody>
<tr>
<td>1990</td>
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<td>1997</td>
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<td>1998</td>
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</table>

13. Which of the following factors affecting full capacity utilization in your company?  

1. No competition  
2. Slackness of Demand  
3. High Cost  
4. Govt. Taxes Excise  
5. Power Cut  
6. Labour Unrest  
7. Availability of Raw Material  
8. Any other (If yes please specify)  

14. What is the present level of indigenisation of your vehicles  

1. Maruti 800  
2. Omni  
3. Gypsy  
4. Maruti 1000  
5. Zen  
6. Esteem LX  
7. Esteem VX  
8. Esteem AX  
9. Zen Automatic  
10. Gypsy King  

(a) Are you satisfied with it?  
(b) If yes please project the future indigenisation level  

15. What factors were responsible for continuous price hiking of your vehicle?  

1.  
2.  
3.  
4.  
5.  

16. What factors were responsible for continuous price hiking of your vehicle?
17. **What are the main problems of your company?**
   1. 
   2. 
   3. 
   4. 
   5. 

18. **Who are your main competitors?**
   1. 
   2. 
   3. 
   4. 
   5. 

19. **Which company is competing with you in terms of**
   - A) Design
   - B) Quality
   - C) Price
   - D) Fuel Efficiency
   - E) Any Other

20. **Which type of passenger cars were preferred by the consumer? Give the order of preferences**
   1. Maruti 800
   2. Omni
   3. Gypsy
   4. Maruti 1000
   5. Zen
   6. Esteem LX
   7. Esteem VX
   8. Esteem AX
   9. Zen Automatic
   10. Gypsy King

**PLEASE GIVE SOME PERSONAL INFORMATION**

Name: ________________________________
Designation: __________________________
Department: ____________________________
Pay Scale: ____________________________

Thank you very much for your help and cooperation.

**Note**: To mention name and designation is optional.
QUESTIONNAIRE (C)

Questionnaire for Measuring Consumers attitude towards Maruti vehicles?

Dear Customer.

Please tick your response/choice in the space provided against each question.

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Age</th>
<th>Designation</th>
<th>Nationality</th>
<th>Occupation</th>
<th>Income per Month (in Rs)</th>
<th>Qualifications</th>
<th>How did you purchase the vehicle?</th>
<th>Which of the following factors influenced you in conceiving the idea to purchase Maruti specify not more than three reasons of in the order of preference</th>
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</tbody>
</table>
b) Encouragement of family members
c) To fulfil your esteem need
d) Due to distance between your industry and house
e) Due to distance between your department and house

10 What were the reasons for selecting this car? Specify not more than five reasons in order of preference
a) Easy to Purchase   b) Most Comfortable
c) Fuel Efficiency   d) Resale Value
e) High Quality   f) Low Price
g) Handsome Design
h) Easy to enter in small streets
i) Require less space for parking
j) Motivated by advertising
k) Better technology
l) No other choice in this range

11 Are you satisfied with the overall performance of your car? Yes/No

12 Indicate the level of satisfaction of performance of the following

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Dissatisfied</th>
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<tbody>
<tr>
<td>i) Starting</td>
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<td>ii) Pick up</td>
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<td>iii) Fuel consumption</td>
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<td>iv) Ignition &amp; Head Light</td>
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<tr>
<td>v) Balancing</td>
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<td>vi) Alignment</td>
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<td>vii) Brakes</td>
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<td>viii) Clutch</td>
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<tr>
<td>ix) Shockers</td>
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<tr>
<td>x) Steering</td>
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<td>xi) Fuel Filter &amp; Air Filter</td>
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<td>xii) Engine</td>
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<tr>
<td>xiii) Glasses</td>
<td></td>
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</table>

13 Have you experienced any major problems with any of the following parts?

<table>
<thead>
<tr>
<th>Minor</th>
<th>Major</th>
<th>Replaced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repair</td>
<td>Repair</td>
<td></td>
</tr>
<tr>
<td>i) Differential</td>
<td></td>
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</tbody>
</table>
ii) Gear Box
iii) Engine
iv) Clutch & Pressure Plate
v) Muffler
vi) Radiator
vii) Shockers
viii) Fuel Pump
ix) Steering
x) Body rattling/alignment

14 Can you suggest the maximum duration of waiting period after making payment?
a) Upto one year  
b) One to two years  
c) Two to three years  
d) more than three years

15 What was the behaviour and response of the dealer while purchasing the vehicle? Is it upto your expected level?  
Yes/No

16 How do you feel about the dealer’s responsiveness to your problem?  
Positive Satisfactory Not Satisfactory
i) During the warranty period  
ii) After the warranty period

17 (a) If the behaviour of the dealer was not proper? Did you report your grievances to company?  
Yes/No

(b) If yes action taken by the company was to your satisfaction?  
Yes/No

18 How often do you get the vehicle serviced?  
(I) After every 5000 km  
(II) After every 10000 km  
(III) According to service booklet

19 Are you facing any problem to get the vehicle serviced?  
Yes/No

(If yes, specify)
20. Are you particular about visiting only the authorised dealers for
   (i) Repairs Yes/No
   (ii) Servicing Yes/No
   (iii) Spare parts Yes/No

21 Are the genuine spare parts available with the dealer?
   (i) Most of the time (ii) Some time
   (iii) Rarely

22 Do you classify this car primarily as
   (a) Economical (b) Luxury
   (c) Utility

Model of Vehicle

Number of Vehicle

Thank you very much for your help and cooperation