Appendix - A

"MARKETING PERFORMANCE OF SMALL SCALE INDUSTRIAL UNITS"
- A STUDY WITH SPECIAL REFERENCE TO KANYAKUMARI DISTRICT

INTERVIEW SCHEDULE

1. GENERAL INFORMATION

1.1. Name (optional) :
1.2. Address :
1.3. Sex : Male ☐ Female ☐
1.4. Social Status : OC ☐ B.C ☐ MBC ☐ SC/ST ☐
1.5. Religion : Hindu ☐ Christian ☐ Muslims ☐ Others ☐
1.6. Marital Status : Married ☐ Unmarried ☐ Others ☐
1.7. Age :
   Below 20 years ☐ 20-30 ☐ 30-40 ☐ Above 40 years ☐
1.8. Level of Education : No Education ☐ School Education ☐
   UG ☐ PG ☐ Professional ☐
1.9. Experience :
   Same Industry ☐ Other industry ☐
   Private job ☐ job less ☐
1.10. Occupational Background :
   Agriculture ☐ industry ☐ Trade ☐
   Govt. Service ☐ Any other (specify) ☐

2. ABOUT SSI UNITS:

2.1. Name of the Unit :
2.2. Address of the Unit :
2.3. Date of Commencement of the Unit :
2.4. No. of years of functioning:

2.5. Whether Registered with DIC: Yes ☐ No ☐
If ‘Yes’ the date of Registration: ...........................................

2.6. Factors that motivated to start SSI:
- Self employment ☐
- Previous Experience ☐
- Encouragement from friends ☐
- Provide employment ☐
- Earn Profit ☐
- Provide goods and services to the society ☐
- Any other (Specify) ☐

2.7. Form of organization:
- Sole trader ☐ Firm ☐
- Joint family system ☐ Private Ltd ☐
- Joint Stock company ☐
- Co-operative society ☐
- Any other (Specify) ☐

2.8. Type of Business activity:
- Manufacturing ☐ Repairing ☐
- Job work ☐ Processing ☐
- Assembling ☐ Any other (Specify) ☐

2.9. Nature of units:
- Capital intensive ☐ Labour intensive ☐
- Any other (specify) ☐

2.10. What were the reasons for which you choose the particular unit:
- Availability of Raw materials ☐
- Cheap labour ☐
- Cheap Capital ☐
- Existence of basic industry ☐
- Manufacturing facilities ☐
- Family business ☐ Govt. Assistance ☐
- Any other (Specify) ☐

2.11. What were the difficulties faced by you during inception:
- Technical ☐ Financial ☐
- Processing ☐ License ☐
- Arranging machine ☐ Suitable site ☐
- Power Supply ☐ Water Supply ☐
- Any other (Specify) ☐
2.12. Mode of acquisition: Newly started ☐ Purchased ☐ Rented ☐ Leased ☐ Any other (Specify) ☐

Any other (Specify) ☐

2.14. Have you undergone any training connected with the Industry? Yes ☐ No ☐
If ‘Yes’ Give the nature of Training: Management Course ☐ Apprenticeship training ☐
On the job training ☐ Any other (Specify) ☐

2.15. Do you get proper guidance Assistance from Govt. Institutions? Yes ☐ No ☐
If ‘Yes’ state the nature of Guidance/Assistance received:
Site ☐ Power ☐ Finance ☐
Raw materials ☐ Technology ☐
Marketing ☐ Any other (Specify) ☐

2.16. Do you get any incentive from Govt.? Yes ☐ No ☐
If ‘Yes’ state the incentives received:
Financial subsidy ☐ Transport subsidy ☐
Power subsidy ☐ Sales tax subsidy ☐
Backward Area subsidy ☐
Any other (specify) ☐

2.17. State the amount of subsidy Received: Rs.

2.18. Are you a member of any Trade Association? Yes ☐ No ☐ Date
If ‘Yes’ membership in :

3. PRODUCTION:

3.1. Name of the product produced:

3.2. Type of Raw material required:
3.3. Availability of Raw material:

- Very near
- At distant place
- Average distance
- Any other (specify)

3.4. Capacity of the unit:

- At commencement
- At present

3.5. If the capacity is not fully utilised, reasons for underutilisation:

- Shortage of Raw materials
- Shortage of labour
- Lack of finance
- Lack of Storage facilities
- Lack of demand
- Lack of Marketing
- Facilities
- Lack of modernization
- Any other (Specify)

3.6. Do you face any problem in acquiring raw materials?

- Yes
- No

If ‘Yes’ state the reasons:

- High Cost of Raw materials
- Transportation problem
- Shortage of working capital
- Irregular supply
- Terms and conditions of supplier
- Any other (Specify)

3.7. Do you face any problem of power supply?

- Yes
- No

If ‘Yes’ State the nature of Problem:

- Irregular supply of power
- Power cut
- Voltage drop
- Any other (specify)

3.8. Did you get power connection without any delay for your Industry?

- Yes
- No

3.9. Does the Electricity Board delay in sanctioning industrial Tariff lines?

- Yes
- No

3.10. Have you installed power generating sets?

- Yes
- No
3.11. State whether the items manufactured are exclusively reserved for SSI?

Yes [ ] No [ ]

3.12. Do you have any problem in maintaining the production schedule?

If ‘Yes’ state the nature of Problems:

- Shortage of raw materials [ ]
- High Cost of raw materials [ ]
- Lack of capital [ ]
- Want of equipment [ ]
- Labour problem [ ]
- Want of skilled – Labourers [ ]
- Power shortage [ ]
- Lack of production Techniques [ ]

Yes [ ] No [ ]

3.13. State the nature of Technology Used:

- Indigenous [ ]
- Imported [ ]
- Own [ ]
- Any other (Specify) [ ]

3.14. Give the details of Production: (Units)

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<thead>
<tr>
<th>Name of Products</th>
<th>At commencement</th>
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Total

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4. LABOUR:

4.1. Type of Labour required:
- Skilled □
- Semi-skilled □
- Unskilled □

4.2. State the No. of Workers in your unit:

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<thead>
<tr>
<th>Type of Workers</th>
<th>At Commencement</th>
<th>At present</th>
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</thead>
<tbody>
<tr>
<td>Skilled</td>
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4.3. State the method of wage payment:
- Time Rate □
- Piece Rate □
- Any other □

4.4. Mode of wage payment:
- Daily □
- Weekly □
- Bi-monthly □
- Monthly □
- Any other □

4.5. Benefits offered to the workers:
- Incentives □
- Over-time □
- Bonus □
- EPF □
- ESI □
- Loans/Advances □
- Any other (Specify) □

4.6. Do you face any labour problems?
- Yes □
- No □

If ‘Yes’ state the nature of Problem:
- Absentism □
- Negligence of duty □
- Labour Turnover □
- disobediance □
- Union activities □
- Strikes □
- Any other (Specify) □

4.7. How do you solve the labour problems?
- Negotiation □
- Giving liberal benefits □
- Any other (Specify) □

4.8. Do you get adequate skilled labour.
- Yes □
- No □

4.9. Is there any training Institute to generate skilled labour?
- Yes □
- No □
### 4.10. Employment generation:

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<th>Category</th>
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<th>91-92</th>
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### 4.11. Labour Turnover:

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### 5. FINANCE:

5.1. How much capital invested

- Initially: Fixed capital Rs.
- Working capital Rs.

5.2. Is your capital sufficient?

- Yes [ ]  No [ ]

5.3. Sources of capital

- Own capital [ ]
- Borrowings from friends [ ]
- Bank [ ]
- Specialised financial Institutions [ ]
- Money lender [ ]
- Any other specify [ ]

5.4. Did you receive any financial subsidy?

- Yes [ ]  No [ ]
5.5. Nature of financial problems: Fixed capital [ ] Working capital [ ]

5.6. Do you utilise any seed capital out of past savings? Yes [ ] No [ ]

5.7. Do you borrow any seed money from friends and relatives? Yes [ ] No [ ]

5.8. Did the financial institutions supply adequate seed capital in Kanyakumari Dist? Yes [ ] No [ ]

5.9. Do the Bank give liberal financial assistance for working capital requirements? Yes [ ] No [ ]

5.10. State your problems regarding: Bank loan.

5.10.1. Too many formalities in sanctioning loan: Yes [ ] No [ ]

5.10.2. High rate of interest: Yes [ ] No [ ]

5.10.3. Heavy instalment amount: Yes [ ] No [ ]

5.10.4. Limited No. of instalments: Yes [ ] No [ ]

5.10.5. Sufficient financial Assistance by public Bank: Yes [ ] No [ ]

5.11. State the Nature of loan: Short term loan [ ] Long term loan [ ]

5.12. Are you able to repay the loan promptly? Yes [ ] No [ ]

If ‘No’ state the reasons: High Rate of interest [ ] Low return on capital [ ]

No surplus income [ ] Difficulty in sales [ ] Any other (specify) [ ]
5.13. State the purpose of loan availed
- Modernisation of Industry
- Expansion of Business
- Technology upgradation
- Working capital requirements
- Any other (specify)


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5.15. Operating Expenses

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5.16. Net Earnings

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6. MARKETING:

6.1. State the area of market for your product:
- Local [ ]
- State [ ]
- National [ ]
- Foreign [ ]

6.2. State the nature of demand for your product:
- Elastic demand [ ]
- In Elastic demand [ ]

6.3. What is the mode of marketing:
- Direct sale [ ]
- Through Agency [ ]
- Through Branch [ ]
- Through cooperatives [ ]
- Through regulated market [ ]
- Through wholesalers [ ]
- Through Retailers [ ]
- Dealers [ ]
- Govt. Agencies [ ]

6.4. Do you have Registered trade mark?
- Yes [ ]
- No [ ]

6.5. State the type of sales made:
- Cash [ ]
- Credit [ ]
- Both [ ]

6.6. If credit sales, the period of credit allowed:
- 15 days [ ]
- 1 month [ ]
- 2 months [ ]
- 3 months [ ]
- Any other (specify) [ ]

6.7. Whether debts are collected promptly:
- Yes [ ]
- No [ ]
6.8. Value of sales achieved

<table>
<thead>
<tr>
<th>Category</th>
<th>Cash</th>
<th>Credit</th>
<th>Total</th>
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6.9. Are you satisfied with the present sales? If 'No' what steps have been taken for improvement?

Yes ☐ No ☐

6.10. Do you concentrate on product improvement regularly?

Yes ☐ No ☐

6.11. State the nature of competition:

- Competition from large scale Industry ☐
- Competition from medium scale Industry ☐
- Competition from multinational companies (MNC) ☐
- Competition from local units ☐
- Competition due to the entry of foreign product ☐
- Any other (specify) ☐

6.12. Do you have Quality control facilities?

Yes ☐ No ☐

6.13. Do you depend on local market?

- Yes ☐ No ☐
- 100% local market ☐
- 50% local market ☐
- Less than 50% local market ☐
- Nil ☐

If 'No' what is the percentage of up country market?

6.14. Do you have adequate marketing Agencies in Kanyakumari Dist.

Yes ☐ No ☐
6.15. Does the Govt. buy your products? : Yes ☐ No ☐ ☐

6.16. Does the Govt. promote marketing of your product? : Yes ☐ No ☐ ☐

6.17. Do you have potential marketing Information system? : Yes ☐ No ☐ ☐

6.18. Do you Advertise your product: If ‘Yes’ what is the media of Advertising? : Yes ☐ No ☐ ☐ News Paper ☐ Radio ☐ TV ☐ Films ☐ Magazines ☐ Trade journals ☐ Stickers ☐ Souveniors ☐ Any other (specify) ☐

6.19. Have your product been certified by ISI? : Yes ☐ No ☐ ☐

6.20. Do you feel that consumer of Kanyakumari Dist. Have adequate purchasing power? : Yes ☐ No ☐ ☐

6.21. Do they buy value added product? : Yes ☐ No ☐ ☐

6.22. State the advantage enjoyed by you at present? : Cheap land ☐ Easy of purchase Raw Material ☐ Access to marketing ☐ Less Transport cost ☐ Cheap Labour ☐ Better communication service ☐ Bank services ☐ Any other (specify) ☐
6.23. State your opinion regarding the following reasons for failure of marketing of SSI products.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Strongly Agreed</th>
<th>Agreed opinion</th>
<th>No Disagreement</th>
<th>Strongly Disagreed</th>
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</thead>
<tbody>
<tr>
<td>1. Inadequate Market Analysis</td>
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<td>2. Lack of demand for the Product</td>
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<td>3. Poor marketing practices</td>
<td></td>
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<td>4. Problem of producing quality product</td>
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<td>5. Failure of diversification of product</td>
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<td>6. Poor packing</td>
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<tr>
<td>7. Absence of proper branding</td>
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<td>8. Non-use of ISI</td>
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<td>9. Small range of products</td>
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<td>10. Weak equity base</td>
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<td>11. Acute competition from large and medium scale industry</td>
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<td>12. Weak competitive capacity of SSI</td>
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<td>13. Weak bargaining power of SSI</td>
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<td>14. Lack of marketing facilities</td>
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<td>15. Lack of sales promotional activities</td>
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<td>16. Lack of advertisement</td>
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<td>17. Poor selection of marketing channels</td>
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<td>18. Lack of Govt. marketing Assistance scheme</td>
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<td>19. Entry of foreign market</td>
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<td>20. Govt’s Liberalisation and Economic policy</td>
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</tbody>
</table>

6.24. The following factors are responsible for marketing problems in small scale Industries – Do you agree?

1. Locational problems : Yes [ ] No [ ]
2. Problem of space : Yes [ ] No [ ]
3. Infrastructure problems : Yes [ ] No [ ]
4. Market participants problems : Yes [ ] No [ ]
5. Lack of storage space : Yes [ ] No [ ]
<table>
<thead>
<tr>
<th></th>
<th>Problem</th>
<th></th>
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<tbody>
<tr>
<td>6</td>
<td>Transportation problems</td>
<td>Yes</td>
<td>No</td>
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<td>7</td>
<td>Problem of delay in payment</td>
<td>No</td>
<td>Yes</td>
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<td>8</td>
<td>Problem of price variation</td>
<td>No</td>
<td>Yes</td>
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<td>9</td>
<td>Inadequate market intelligence</td>
<td>No</td>
<td>Yes</td>
</tr>
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<td>10</td>
<td>Slow performance of market operation</td>
<td>Yes</td>
<td>No</td>
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<td>11</td>
<td>Charge of market fees</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>12</td>
<td>Poor Advertisement and sales promotion</td>
<td>Yes</td>
<td>No</td>
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<td>13</td>
<td>Lack of support from the Govt.</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>14</td>
<td>Entry of foreign products</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>15</td>
<td>Entry of multinational companies</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>16</td>
<td>Govt. Economic Policy</td>
<td>No</td>
<td>Yes</td>
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<td>17</td>
<td>Impact of Liberalisation</td>
<td>No</td>
<td>Yes</td>
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<td>18</td>
<td>Impact of Global market</td>
<td>No</td>
<td>Yes</td>
</tr>
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<td>19</td>
<td>Lack of financial resources</td>
<td>No</td>
<td>Yes</td>
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<td>20</td>
<td>Delay in getting assistance</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>21</td>
<td>Lack of entrepreneurial background</td>
<td>No</td>
<td>Yes</td>
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<td>22</td>
<td>Lack of technical development</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>23</td>
<td>Lack of sales force management</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>24</td>
<td>Acute competition</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>25</td>
<td>Poor quality of the product</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>26</td>
<td>Poor marketing practices</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>27</td>
<td>Poor competitive capacity of the product</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>28</td>
<td>Improper selection of the product</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>29</td>
<td>I.S.I. certificate not obtained</td>
<td>No</td>
<td>Yes</td>
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<td>30</td>
<td>Poor packing of the product</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>31</td>
<td>Absence of proper branding</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
32. Poor pricing of the product : Yes   No
33. Poor choice of channel of distribution: Yes   No
34. Engaging to many middle men : Yes   No
35. Giving long credit period : Yes   No
36. Lack of Training programmes by Govt: Yes   No
37. Lack of Export marketing Assistance : Yes   No
38. Lack of Direct/Indirect marketing Assistance : Yes   No
39. Poor product planning : Yes   No
40. Inappropriate means of Advertising : Yes   No

6.25. **The following are the marketing factors responsible for sickness of small scale Industries – Do you agree?**

1. Lack of demand for the product : Yes   No
2. Lack of Brand names and places of responsibility for SSI – product. : Yes   No
3. Improper identification of proper markets and consumers. : Yes   No
4. No standard-isation and quality improvement. : Yes   No
5. Problem of introduction of products in foreign market. : Yes   No
6. Insignificant marketing system : Yes   No
7. Simple marketing mechanism : Yes   No
8. Marketing of goods not entrusted to Agencies specialised in such operation : Yes   No
9. Poor product planning : Yes   No
10. Poor Barganining power : Yes   No
<table>
<thead>
<tr>
<th></th>
<th>Lack of service after sales</th>
<th>Yes ✗</th>
<th>No ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.</td>
<td>Less number of products in product Line</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>13.</td>
<td>Lack of distribution contacts</td>
<td>Yes ✗</td>
<td>No ☐</td>
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<tr>
<td>14.</td>
<td>Lack of knowledge about marketing techniques.</td>
<td>Yes ✗</td>
<td>No ☐</td>
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<tr>
<td>15.</td>
<td>Competition-MNC- foreign goods</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>16.</td>
<td>Unfamiliarities with export activities</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>17.</td>
<td>Financial weakness-limited resources</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>18.</td>
<td>Limited local market and heavy dependence on middle men</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>19.</td>
<td>Lack of advertisement and sales promotional activities</td>
<td>Yes ✗</td>
<td>No ☐</td>
</tr>
<tr>
<td>20.</td>
<td>Absence of marketing strategy</td>
<td>Yes ✗</td>
<td>No ☐</td>
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