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Questionnaire for Customers

1) Name of the customer: ______________________________________________

2) Address: ____________________________________________________

3) Age: _______ years

4) Gender: Male /Female

5) Education Qualifications: a) Illiterate  b) Up to 10 th std  c) Graduate    d) Post Graduate  e) others

6) Income Group (P.A. in lakhs): a) Below 2  b) 2 to 5  c) 5 to 8  d) 8 to 10  e) 10 & above.

7) Occupation: a) Govt. servant  b) Private Service  c) Businessman  d) Farmer  e) Corporate sector  f) Others

8) Family structure: a) Joint  b) Nuclear  c) Others

9) The residence in which you are staying is-- a) Owned  b) Rented  c) Quarter  d) Ancestors

10) The car; you are using at present--- Brand _______________________
       Company ____________________
       Version: Petrol / Diesel / LPG
       Color of the car________________

11) From how long you are using it? ____________________________Years

12) How much of money you have invested from your pocket as down payment for buying this car? Rs_______________

13) Is it your first car? Yes / No  if no; number it ________

14) Reason for purchasing a car: a) Comfort  b) Social status  c) Convenienc
15) Give the preferences in order as which parameters are considered while purchasing a car. Give preferential rating (1 to 4)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Parameter</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price &amp; Millage</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Style/ look &amp; safety</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Availability</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Brand Name</td>
<td></td>
</tr>
</tbody>
</table>

16) From where do you come to know about the car?
   a) T.V   b) Radio  
   c) Newspaper  d) Magazines  e) Internet  
   f) Hording   g) Friends & Relatives

17) Who takes the buying decision?
   a) Yourself   b) Yourself & Spouse  
   c) Children   d) Friends   e) Opinion leader.

If opinion leader; who is he/she _______________________

18) Are you satisfied with the fuel consumption of your car?
   a) Fully satisfied   b) Partly satisfied  
   c) Partly dissatisfied  d) Fully dissatisfied  e) can’t say

19) How you compare your dream car with the car of other company:
   a) Price  b) Style & look  c) Availability  d) Millage  
   e) Steadiness  f) After sales service.

20) Are safety measures and advance features important in a car?
   a) Extremely important  b) Very important  
   c) Somewhat important  d) Not very important  e) Not at all important.

21) Are you satisfied by the overall performance of your car?   Yes / No

If yes; give reasons
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

If no; why
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
22) How will you rate the After Sales Service provided by the Company/Dealer?
   a) Excellent    b) Very good    c) Good    d) Fair    e) Poor

23) Have you taken finance for buying a car?      Yes / No

   If yes; name the Bank / Finance Company ____________________________
   Amount of loan availed Rs ____________  Period of repayment _______ years.

24) Where have you insured your car? (Name the Insurance Company)

_________________________________________________________________

25) Are you satisfied with the services provided by Banks/ Insurance Companies?
   Yes / No.      If no; State the reasons

_________________________________________________________________
_________________________________________________________________

26) How long will you use this car?   a) 3 years    b) 5 years    c) 8 years    d) 10 years
       e) Cannot say.

27) Will you exchange your car with the same Company while purchasing a new car?
   Yes / No
Questionnaire for Dealers

1) Name of the Dealer__________________________________________________

2) Address____________________________________________________________

3) Name of the Company for whom you are dealing _______________________

4) Year of establishment _______________________

5) Number of persons working in you establishment ______

   Technical________       Sales Force_________       Administrative________

6) How many cars do you have at any point as inventory? ________________

7) How do you attract the customers at your level?  a) Discount  b) Advertising
   c) Service   d) Prompt Delivery    e) Other efforts

8) Who decides the marketing strategies?              Company/ Yourself

9) Are your suggestions taken into account while deciding the marketing strategies
   by the company?             Yes/No

10) Do you run any other Dealership of car under same roof?            Yes / No

   If yes;   Name the Company_________________________________

11) Have you maintain well equipped work shop?       Yes/No

12) Which media of advertisement is more effective in your area?  a) T.V.   b) Radio

   c) Newspaper   d) Magazines   e) Internet    f) Hoardings

13) Do you get immediate delivery of your requisite:          Yes / No

   If no; of which brands _________________________________________

14)   How do you take feedback of customers’ satisfaction?

   ___________________________________________________________________

   ___________________________________________________________________

15) Do you provide space for Finance/ insurance companies in your show room?

   Yes / No       If yes; Do you charge rent?   How much? Rs ______________p.m.

16)   How the sales target is decided by the company?

   ___________________________________________________________________

   ___________________________________________________________________
17) Do you offer exchange facility to the customers? Yes / No

If yes; what criteria is adopted

_____________________________________________________________________
_____________________________________________________________________

18) Where do you sell the pre-owned cars?

_____________________________________________________________________
_____________________________________________________________________

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