APPENDIX M

CUSTOMERS OPINION SCHEDULE

1. Kindly list the products of the Corporation being used by you:

2. From where did you come to know about the products(s) of the Corporation?
   (a) Through Cinema Slides/Radio/Newspaper/Magazine/T.V.
   (b) Through Exhibitions/Pamphlets/Leaflets/Direct Mail/Boards at Strategic Points.
   (c) Through Friends
   (d) Any other

3. Indicate your level of satisfaction as regards the quality of product(s) of the Corporation:
   (a) Satisfied  (b) Neutral  (d) Dissatisfied

4. Kindly mention your level of satisfaction with the availability of the products of the Corporation:
   (a) Satisfied  (b) Neutral  (c) Dissatisfied

5. Indicate your level of satisfaction with the price of the products of the Corporation:
   (a) Satisfied  (b) Neutral  (c) Dissatisfied

6. What is the mode of payment?
   (a) Cash  (b) Cheque/Draft  (c) Credit  (d) Any other

7. Indicate your level of satisfaction with the mode of payment:
   (a) Satisfied  (b) Neutral  (d) Dissatisfied
8. Does the Corporation provide its products on discounted prices to increase its sales?
   (a) Yes   (b) No   (c) Don't know

   If 'Yes' indicate your level of satisfaction in this regard:
   (a) Satisfied   (b) Neutral   (c) Dissatisfied

9. Mention your level of satisfaction with the location of the showroom of the Corporation:
   (a) Satisfied   (b) Neutral   (c) Dissatisfied

10. Indicate your level of satisfaction with the basic public amenities available at the Showroom:
    (a) Satisfied   (b) Neutral   (d) Dissatisfied

11. Indicate your level of satisfaction as regards the availability of salesperson at the showroom:
    (a) Satisfied   (b) Neutral   (c) Dissatisfied

12. Mention your level of satisfaction with the behaviour of the salesperson(s) at the counter in the showroom:
    (a) Satisfied   (b) Neutral   (c) Dissatisfied

13. Does the Corporation provide any facility for exchange/return of the products?
    (a) Yes   (b) No   (c) Don't know

    If Yes, indicate your level of satisfaction with regard to these facilities:
    (a) Satisfied   (b) Neutral   (d) Dissatisfied

14. Indicate your level of satisfaction with the
size/quantity of the packing of the products of the Corporation:
(a) Satisfied (b) Neutral (c) Dissatisfied

15. Indicate your level of satisfaction with the packing material of the products:
(a) Satisfied (b) Neutral (c) Dissatisfied

16. Indicate your level of satisfaction with regard to the following statement: "The quantity of the products is the same as that specified on the label" :
(a) Satisfied (b) Neutral (c) Dissatisfied

17. Mention your level of satisfaction with the after-sales services provided by the Corporation:
(a) Satisfied (b) Neutral (c) Dissatisfied

18. Does the Corporation provide any facility for the customer to express their dissatisfaction/complaints?
(a) Yes (b) No (c) Don't know
If Yes, mention your level of satisfaction in this regard:
(a) Satisfied (b) Neutral (c) Dissatisfied

PERSONAL BIO-DATA
Income(p.m.): Age: Sex:
Occupation: Qualification: Family Size:
Rural/Urban Marital Status: