APPENDICES

1 Questionnaires
2 Raw Accounting Data
Covering Letter to Export Houses and Trading Houses

Dated:

Dear Sir,

I have undertaken a research study on "Export Houses in India" for the Ph.D. Degree. For this purpose I have selected some leading export houses in the country, to highlight their role and contribution in exports. Yours is a leading export organization and must necessarily figure in this list.

With a view to eliciting authentic information and views a Questionnaire has been designed (copy enclosed). I shall be obliged if you please reply to the questionnaire in as much detail as possible. Needless to assure you that the information supplied will be in strict confidence and used only for research purposes. If you so wish I will supply a summary of my study to you, when it is completed.

Your co-operation in the matter is earnestly solicited and will be gratefully acknowledged in the study. Hoping to receive an early response, which will undoubtedly further the cause of export marketing in India and develop Industry-Academic relationship.

Thanking you,

Yours sincerely,

(Satish Kapoor)
### A. Questionnaire for Export Houses

**Instructions**

1. Please send with the completed questionnaire, the following:

2. a) Detailed Market-wise, product-wise data for the last five years, for your EXPORTS.
   
   b) Company annual reports/audited accounts for the last five years, ending 1981-82.

3. Please answer all the questions, as far as possible only in regard to your EXPORT operations.

4. Please tick-mark (/) where appropriate.

#### Q.1 What were your total export sales during the last five years?

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#### Q.2 (i) How much of your total exports were from the small-scale sector?

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Q.2(ii) (For manufacturer Export Houses Only) own
How much of the exports are from your production unit?

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Q.3 Do you provide the following to your supporting manufacturing units?

- a) Raw Materials
- b) Information about Market opportunities
- c) Information about design and product changes in export markets
- d) Help in designing and building a prototype
- e) Financial help
- f) Any other help (Please specify)

Q.4(i) Do you have in-plant quality control?

Yes No

If yes:

What is the basis of your quality control?
Buyer Specifications
Company production standards  

YES  No

ISI standards

Any other standards  
(Please specify)

(ii) Do you have any quality marking?  

Yes  No

If yes

What is the quality marking?

ISI Marking

State quality marking

Panel items of Export  
Inspection Agency

Any other marking?  
(Please specify)

(iii) Does your product line undergo compulsory  
Pre-shipment Inspection?  

Yes  No

If yes

Name the products in your product-line which  
are not covered by compulsory pre-shipment  
Inspection?

(1)

(2)

(3)

(4)
(iv) Has any Government agency ever visited/ inspected your Export House?
If so, when and with what results?

Q.5(i) Name any new product which you have added during the last year/five years, to your exports.
   a) Last Year
   b) Last 5 years

Q.5(ii) Name any new country/ies which you have added to your market/s during the last year/five years.
   a) Last Year
   b) Last 5 years

Q.6 (i) Is export department in your organization:
   a) Independent & Separate
   b) Who heads the organization?

Q.7 (i) Do you use the following for your marketing decisions? (Please tick mark your answer)
   a) Your own company records
   b) Outside Secondary data
   c) Primary market surveys in foreign countries
   d) None of these

(ii) Please List Down the sources of outside secondary data.
(iii) Do you use the following for secondary data?

a) IIFT reports
b) TDA reports
c) Commercial statistics of Ministry of Commerce
d) Operations Research Group Studies
e) Studies done by foreign agencies, e.g., Nielsen (Please specify the agency)

Q.8 (i) Do you prepare any plan for exports?

Yes ☐ No ☐

(ii) What is the time-span of the plan?

a) Less than 6 months
b) 6 months - 1 year
c) 1 year - 3 years
d) 3 years - 5 years
e) More than 5 years

(iii) What are the contents of your export plan (Please tick mark, which ever is/are applicable)

a) Market facts
b) Problems & Opportunities
c) Specific written objectives
d) Budget
e) Action Plan
(iv) Do you submit detailed organizational plans to Government/any other agency?

Yes  No
□  □

Q.9 (i) Do you have a separate Export Marketing Research Department?

Yes  No
□  □

(ii) If Yes

(a) When was it set up?

(b) Who heads the department? (Please give the designation of the person)

(iii) How many persons are engaged in this Department?

Q.10. (i) Please Name any new product/s which you have introduced for the export market?

(ii) Year of introduction of the new product/s.

(iii) Have you made any product changes in the domestic product, for export market on the following lines?

a) Automation of existing product  □

b) Quality change  □

c) Change in tolerance limits  □

d) Climatic adaption  □

e) Recalibration  □

f) Re-sizing  □

g) Any other  □
Q.11 (i) Are your products priced lower than your competitors in export market?

(iv) What are the sources of product modification?

a) Customers
b) Scientists
c) Competitors
d) Company salesman
e) Any other (please specify)

Q.12 (i) Indicate the nature of channels you adopt for marketing.

a) Direct to the customer
b) Through the agent
c) Through the distributor
d) Through your branch office abroad
(ii) What factors do you consider while selecting an agent (List them)

Q.13 (i) Do you make a detailed comparison between different modes of transportation?

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(ii) Do you keep inventory for exports

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(iii) How do you calculate the level of inventory?

a) by hunch

b) By use of scientific Inventory Models

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c) Any other method
(Please specify)

(iv) Are any of your products containerized?

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Name of these products

(v) Do you seek information about new packaging materials?

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(vi) What are the sources for this information? (Please tick mark)

a) Indian Institute of Packaging

b) Competitors

c) Production Department

d) Any other
(vii) Do you use any Free Trade Zones in Europe and U.S.A.?  

Yes  No  

If Yes  

Please name them  

Q 15(i) Do you have a separate Advertising Budget allocated for overseas Market?  

Yes  No  

If Yes  

Please give:  

a) Year when first allocated  

b) Amount allocated for 1981-82  

(ii) What media do you use for Overseas Advertising?  

(Please tick mark)  

Newspaper  T.V.  Radio  Trade Journals  

Company Brochures  Point of sale display  

Any other  

(iii) Do your company personnel pay personal visits to your customers?  

Yes  No  

If Yes  

i) Once a year  

ii) Once in six months
Q.17 Comment on the recent changes in the Government Industrial Policy, for increasing exports.

Q.18 For increasing exports what changes would you suggest in:
a) Infrastructure for exports
b) Export House Scheme
c) Other export procedural matters
d) What are your views on the new category of TRADING HOUSES, formed by the Government.

Q.19 Have your expectations from the Export House Scheme been met?  
    Yes    No  

Q.20 Do you think a Government agency can successfully take part in trading activities, where decisions have to be quick?

Q.21 (For public sector Export Houses only) Is sufficient autonomy given to your organization for decision making?
B. Questionnaire for Export Promotion Councils, Academicians, Experts etc.

1 Please comment on the policy of Export Houses in India.

2 What are the drawbacks in its working. Suggestions to improve these?

3 Small Scale Export Houses and the objectives of the Export House Scheme, are they not contradictory?

4 Do you think exporting on a small scale is possible?

5 What are the problems faced by your industry (E.P.C.s.)?

6 What role the EPCs may in the operations of Export Houses. What role they can play?

7 Comments about the Export Houses in the public sector.

8 Your comments on Export Houses in other countries.
C. Questionnaire for Commerce Ministry

1. What is the sales growth criteria?

2. Do you enforce the 20% growth criteria?

3. How many manufacture/export houses fulfil the criteria for exports of other manufacturers?

4. Why is there a delay in issuing the Export Houses Certificate or renewal of Export House Certificate?

5. Why has the criteria been diluted for SSI Export Houses?

6. What criteria applies to Export Houses owned by the Government?

7. What is the mode of settling Inter-Ministerial problems?

8. What steps have been taken to simplify procedures in exporting?

9. Who takes the final decision on the eligibility of Export Houses and Trading Houses?

10. Do the Export Houses submit detailed organization Plans? The form of such plans submitted.

11. Has any Export House been de-recognised? Reasons.

12. How do you enforce the other criteria in para.177.

13. What are the additional benefits available to Export Houses.

14. What are the objectives of Export Houses?

15. Why were the Trading Houses set up?

16. Do you have any analysis with regard to Export Houses?
D. Letter to Export Promotion Bodies in other Countries

Date:

Dear Sir,

I am doing a research project for my Ph.D. thesis on "EXPORT HOUSE AND TRADING HOUSES". Besides analysing the performance of Indian Companies I wish also to study the phenomenal success of the general Trading Companies in your country.

For this purpose, I need your Government's policy regarding the General Trading Companies (Criteria for recognition, relationship with small industry, incentives etc.).

I would be grateful if you are able to send me this information.

Thanking you,

Yours sincerely,

(Satish Kapoor)