## QUESTIONNAIRE

### A. PERSONAL INFORMATION

<table>
<thead>
<tr>
<th>Name</th>
<th align="right">:---------------------------:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td align="right">:..........................:</td>
</tr>
</tbody>
</table>

1. Gender
   - Male [   ]
   - Female [   ]

2. Age (in years)
   - 20 – 40 [   ]
   - 40 – 60 [   ]
   - 60 and above [   ]

3. Marital Status
   - Married [   ]
   - Unmarried [   ]

4. Educational Qualification
   - Upto H.S.C / P.U.C [   ]
   - Degree/Diploma [   ]
   - P.G Degree [   ]
   - Professional Degree [   ]

5. Occupation
   - Employee [   ]
   - Business [   ]
   - Profession [   ]
   - Agriculture [   ]
   - Household [   ]
   - Others [   ]

6. Annual Income (in Rs.)
   - Upto 1,00,000 [   ]
   - 1,00,001 – 2,00,000 [   ]
   - 2,00,001 – 3,00,000 [   ]
   - Above 3,00,000 [   ]

7. Area of Residence
   - Village [   ]
   - Town [   ]
   - City [   ]

8. You have
   - Own house [   ]
   - Rental / Leased house [   ]

9. Have you attended the customer meet, arranged by the BSNL, in the last one year?
   - Yes [   ]
   - No [   ]

### B. DETAILS OF YOUR LANDLINE CONNECTION

10. For how long do you have been using the BSNL landline connection?
    - 0 – 2 years [   ]
2 - 4 years [ ]
4 – 6 years [ ]
6 & above [ ]

11. What type of connection is yours at present?
   Prepaid [ ] Prepaid and post paid [ ]

12. Do you have caller ID with your telephone?
   Yes [ ] No [ ]

13. How do you pay the telephone bill usually?
   Counter payment in the BSNL office [ ]
   In Post Office [ ]
   Through Bank Account [ ]
   By ATM [ ]
   By Online [ ]

C. EXPERIENCE IN THE USAGE OF LANDLINE IN THE LAST ONE YEAR PERIOD

14. What type of technical problem you face in your landline connection?
   Line fault [ ]
   Cross talk [ ]
   No clear voice [ ]
   Engaged line [ ]
   Repairs of the instrument [ ]
   Any other ........................................

15. Do you receive voice from other end without clarity?
   Often [ ]
   Sometimes [ ]
   Occasionally [ ]
   No [ ]

16. What is the defect in the billing system?
   No full information [ ]
   Short Period of the Bill [ ]
   Any other .................................

17. What is the difficulty in the payment of Bill?
   Crowd in the counter [ ]
   Inconvenient working hours [ ]
   Penalty [ ]
   Any other .................................
18. In the case of complaint how do you communicate it to the BSNL office?
   - By writing [ ]
   - By phone [ ]

19. How often the complaint is cleared by the BSNL office?
   - Immediately [ ]
   - In reasonable time [ ]
   - Very slowly [ ]
   - No complaint [ ]

20. How do you know about the concessions / offers/ schemes of the BSNL ?
    (Mention the major source only)
   - Through the BSNL office [ ]
   - Through the Advertisements [ ]
   - Through my Friends/ Relatives [ ]
   - Any other ........ (pl.specify) [ ]

21. In the era of cell phones, why do you have landline service still?
   - For broadband internet connection [ ]
   - For free calls [ ]
   - Convenient to old age/ illiterate family members [ ]
   - Cheap means of communication [ ]

D. LEVELS OF SATISFACTION
(Pl. make a tick mark in the relevant box)
   (Please disclose your perception on the basis of experience in the past one year period)

22. Satisfaction towards the Call Rate
   - Highly satisfied [ ]
   - Satisfied [ ]
   - Neutral [ ]
   - Dissatisfied [ ]
   - Highly Dissatisfied [ ]

23. Satisfaction towards the Extent of Free Calls
   - Highly satisfied [ ]
   - Satisfied [ ]
   - Neutral [ ]
   - Dissatisfied [ ]
   - Highly Dissatisfied [ ]

24. Satisfaction towards the Rental Plans
   - Highly satisfied [ ]
   - Satisfied [ ]
   - Neutral [ ]
<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Dissatisfied</th>
<th>[ ]</th>
<th>Highly Dissatisfied</th>
<th>[ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>25. Satisfaction towards the Billing System</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>26. Satisfaction towards the Mode of Payment</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>27. Satisfaction towards the Voice Clarity</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>28. Satisfaction towards the Online Balance Enquiry</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>29. Satisfaction towards the Service</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>30. Satisfaction towards the Grace Period</strong></td>
<td>Highly satisfied</td>
<td>[ ]</td>
<td>Satisfied</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
31. Satisfaction towards the Information Service
   Highly satisfied [  ]
   Satisfied [  ]
   Neutral [  ]
   Dissatisfied [  ]
   Highly Dissatisfied [  ]

**F. LEVELS OF AWARENESS**

(Pl. make a tick mark in the relevant box)

32. Level of Awareness towards Call Rate for STD & ISD
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]

33. Level of Awareness towards Rental Plans
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]

34. Level of Awareness towards Online Balance Enquiry
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]

35. Level of Awareness towards Grace Period
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]

36. Level of Awareness towards Customer Care Functions
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]

37. Level of Awareness towards Customer Meet
   Fully aware [  ]
   Sufficiently aware [  ]
   Slightly aware [  ]
   Not aware [  ]
38. Level of Awareness towards Information Service
   Fully aware [ ]
   Sufficiently aware [ ]
   Slightly aware [ ]
   Not aware [ ]

39. Level of Awareness towards BSNL Advertisements
   Fully aware [ ]
   Sufficiently aware [ ]
   Slightly aware [ ]
   Not aware [ ]

G. RATING OF ATTITUDE
(Pl. make a tick mark in the relevant box)

40. Landline is easy to use for old-aged / illiterate people
   Strongly Agree [ ]
   Agree [ ]
   Neutral [ ]
   Disagree [ ]
   Strongly Disagree [ ]

41. Landline is the cheapest means of communication
   Strongly Agree [ ]
   Agree [ ]
   Neutral [ ]
   Disagree [ ]
   Strongly Disagree [ ]

42. Landline connection is easy to get
   Strongly Agree [ ]
   Agree [ ]
   Neutral [ ]
   Disagree [ ]
   Strongly Disagree [ ]

43. Landline is the must for Broadband connection
   Strongly Agree [ ]
   Agree [ ]
   Neutral [ ]
   Disagree [ ]
   Strongly Disagree [ ]
44. Caller ID is must to the landline
   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]      | [ ]               |

45. BSNL provides all details to customers
   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]      | [ ]               |

46. I read/ see the BSNL advertisements carefully.
   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]      | [ ]               |

47. I am willing to recommend the BSNL landline to others
   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]      | [ ]               |

48. If call rates increase, I will surrender the landline
   | Strongly Agree | Agree | Neutral | Strongly Disagree | Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]         | [ ]      |

49. Unnecessary advt./ messages are not possible in the landline
   | Strongly Agree | Agree | Neutral | Strongly Disagree | Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]         | [ ]      |

50. Landline is not necessary in the cell phone era
   | Strongly Agree | Agree | Neutral | Strongly Disagree | Disagree |
   | [ ]            | [ ]   | [ ]     | [ ]         | [ ]      |
51. Usage of landline is out of fashion
   - Strongly Agree [   ]
   - Agree [   ]
   - Neutral [   ]
   - Strongly Disagree [   ]
   - Disagree [   ]

H. RANKING
52. Give ranks (1, 2, 3 and so on) to the attractive plus points of the landline?
   **Attractive Factor**
   - Low deposit amount [   ]
   - Free calls permitted [   ]
   - Low monthly rent [   ]
   - Call rates [   ]
   - Easy connection [   ]
   - Billing system [   ]
   - Voice clarity [   ]
   - Service [   ]
   - Any other (pl. specify)……………………

53. What was the major discouraging factor in using the landline connection?
   **Discouraging Factor**
   - Call Rate [   ]
   - Line/technical fault [   ]
   - Cross talk [   ]
   - Poor service [   ]
   - Absence of prior information regarding the bill amount[   ]
   - Any other (pl. specify) ……………………

54. What is your expectation from the BSNL?
   **Expectation Factor**
   - Decrease the call rate [   ]
   - Increase of no. of free calls [   ]
   - Quick service [   ]
   - Full details in the bill [   ]
   - Extension of grace period [   ]
   - Any other (pl. specify)……………………