QUESTIONNAIRE

Dear Sir / Madam,

I am a research scholar, pursuing study on “Market strategies of fertilizer manufacturing companies: Case study of selected units”. You are requested to spare some time for providing me valuable information by filling this questionnaire. All the information provided by you will be kept confidential and will be used for academic purposes only.

Thanking you.

Name (Optional) ........................................................................................................................................

Q1 (a) Are you satisfied with the marketing strategies adopted by NFL?  Yes/No

(b) Are you satisfied with the marketing strategies adopted by IFFCO?  Yes/No

Q2 (a) Does NFL implements its marketing strategies.  Yes/No

(b) Does IFFCO implements its marketing strategies.  Yes/No

Q3 (a) Any suggestion by which you can change the implementation of marketing strategies adopted by NFL.  Yes/No

(b) Any suggestion by which you can change the implementation of marketing strategies adopted by IFFCO.  Yes/No
Q4  (a)  Are you aware of KISAN UREA produced by NFL?  Yes/No
(b)  Are you aware of IFFCO UREA produced by IFFCO?  Yes/No

Q5  (a)  Do you sell KISAN UREA?  Yes/No
(b)  Do you sell IFFCO UREA?  Yes/No

Q6.  (a)  Which are the brands that you sell?
..........................................................................................................................................................

(b)  Which UREA is more preferable to you?
..........................................................................................................................................................

Q7.  (a)  By which media do you come to know about KISAN (NFL) UREA?
     i.  Newspaper  ii.  TV
(b)  By which media do you come to know about IFFCO (IFFCO) UREA?
     i.  Newspaper  ii.  TV

Q8.  (a)  What is your opinion about the publicity & advertisement campaigns by NFL?
     i.  Good  ii.  Average
     iii.  Below average
(b) What is your opinion about the publicity & advertisement campaigns by IFFCO?
   i. Good    ii. Average
   iii. Below average

Q9. Which type of bag do you prefer?
   i. Poly bag    ii. Jute bag

Q10. (a) Does the company promote KISAN (NFL) UREA? Yes/No
   (b) Does the company promote IFFCO (IFFCO) UREA? Yes/No

Q11. (a) Are you satisfied by the distribution of NFL? Yes/No
   (b) Are you satisfied by the distribution of IFFCO? Yes/No

Q12 (a) What are the services that you enjoy, From NFL?
   i. Credit    ii. Discount
   iii. Replacement    iv. Damage.

    (b) What are the services that you enjoy, From IFFCO?
   i. Credit    ii. Discount
   iii. Replacement    iv. Damage.

Q13. (a) What is the mode of transport that is used by NFL?
   i. Railways    ii. Road
(b) What is the mode of transport that is used by IFFCO?
   i. Railways  ii. Road

Q14. Are you satisfied by the present transportation system?  Yes/No

Q15. According to you, which is the best urea available in the market?
   i. KISAN  ii. IFFCO
   iii. UJALA  iv. OTHERS

Q16. (a) Are you satisfied with the sales performance & turn over of NFL  Yes/No
   (b) Are you satisfied with the sales performance & turn over of IFFCO.  Yes/No