Appendix

Note: It is hereby declared that the information collected through this questionnaire will neither be shared with anyone nor will be published anywhere. Information collected will be kept secret and anonymity of the respondent will be maintained.

QUESTIONNAIRE FOR ENTREPRENEURS

GENERAL INFORMATION ABOUT THE ENTREPRENEUR

1) Enterprise: ____________________________

2) Registered Address: ____________________________

3) Type of Industry: Medium Scale
   Large Scale

4) Nature of Business: Trading
   Manufacturing

5) Status of the Enterprise: Proprietorship
   Partnership
   Private Limited Company
   Public Limited Company
   Limited Liability Partnership

6) Number of Marketing Staff Hired:
   a) Manager
   b) Assistant Manager
   c) Salesman
   d) Any Other

7) State the value of Gross Capital Employed
   Amount (Rs.)
a) Land & Building  
b) Plant & Machinery  
c) Other Fixed Assets  
d) Net Current Assets (CA-CL)

**PRODUCT**

8) Which of the following methods do you use for developing a new product or modifying the existing one:

a) Developing own R&D  
b) Modify Competitor’s product  
c) Undertaking market surveys  
d) Consulting an Expert

9) Do you use any brand name for your product?

   YES  
   NO

10) Is your organisation ISO certified?

   YES  
   NO

11) Is packaging an indispensable part of your product?

   YES  
   NO

12) Who among the following is your target customer?

   a) Retail Customers  
   b) Whole Sellers  
   c) Industries  
   d) Government Institutions  
   e) Export
13) Have your organisation ever conducted any market survey for the product?

   YES

   NO

**PRICING**

14) How do you rank the following pricing objectives?
   (Assign Rank order by writing 1, 2, 3, ....)

   a. Sales Growth
   b. Marketing Competition
   c. Target Return on Sales
   d. Increasing market share

15) Please give percentage share of the following factors in the total price of your product:

   a) Cost of Raw Material
   b) Cost of Transportation
   c) Power
   d) Fuel
   e) Excise Duty Consumed
   f) Administrative Expenses
   g) Finance Cost/Bank Interest
   h) Packaging Cost
   i) Advertisement Cost
   j) Distribution Cost
   k) Margin

16) Which of the following factors affect your pricing decisions/policies the most?
   Choose any one.

   a) Cost of Production
   b) Consumer paying capacity
   c) Consumer demand
   d) Competitor's prices
   e) Government policies
17) What type of discounts do you generally offer to the customers

a) Quantity Discounts
b) Cash Discounts
c) Special Discounts
d) Trade Discounts
e) Seasonal Discounts

18) How frequently have the following led to rectification of prices of your product(s)?

<table>
<thead>
<tr>
<th>Event</th>
<th>Generally</th>
<th>Occasionally</th>
<th>Never</th>
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<tbody>
<tr>
<td>a) Decision to introduce new item</td>
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<tr>
<td>b) Change in the overall trend in the market prices</td>
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<td>c) Change in major Competitor's prices</td>
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<td>d) Selling in new domestic market</td>
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<tr>
<td>e) Increasing sales</td>
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19) How frequently you consider the revision of price of your product?

a) Quarterly
b) Half Yearly
c) Yearly
d) No Fix Time

20) What are the factors which force negative revision of price of the product? Choose any one.

a) Competition in market
b) Poor product quality
c) Government policies
d) Seasonal stock clearance
21) Does your organisation involved in any type of advertising practices?

YES
NO

22) What is the percentage of advertising budget to total budget of your organisation?

23) What factors from the following does normally affect your advertising budget? Choose any one.

a) Competitors' Advertising Practices
b) Launching of a new product by your organisation
c) Launching of a new product in the market
d) Customer awareness

24) What type of Direct Product Promotion practices does your organisation follow?

a) Advertising in newspapers
b) Advertising on the Television
c) Advertising on the Radio
d) Posters/Hoardings
e) Advertising through games/live shows

25) Does your organisation follow indirect product promotion practices while dealing with the agents/middlemen? Choose any one.

a) Free Gifts/Samples
b) Free Tour
c) Cash Back Schemes
d) Any Other

26) What is your advertising coverage?
a) Local  
b) State  
c) Regional  
d) National  
e) International

**DISTRIBUTION**

27) Which of the following distribution channel does your organization use to sell products?

a) Government Agency  
b) Whole sellers  
c) Retailers  
d) Distributers  
e) Stockists  
f) Direct Selling

28) Which of the following factors do you consider while selecting a dealer/agent?

a) Goodwill  
b) Financial Position  
c) Promotional Support to the product  
d) Warehousing facilities

What type of incentives or facilities does your organization provide to the dealers or agents to maintain good relations?

- Easy Credit Terms
- Special Discount on Stock Clearance
- Special Incentives/Gifts on target achieving
- Easy Product replacement
- Product training

**CUSTOMER RELATIONSHIP MANAGEMENT**

30) Does your organisation have a specific Customer Relationship Policy?
31) Does your organisation have the support system to handle customer complaints/queries?

Yes
No

32) What is the strength of Customer Relationship Department (CRD) in your organisation?

a) Manager
b) Supervisor
c) Associate Staff

33) What is the reporting system of CRD of your organisation? Choose any one.

Reporting to
a) Senior Management
b) Middle Management
c) Only Managers

34) According to you, why customers choose your company over the others? Choose the three (3) most effective.

a) Location of the company
b) Prompt and hasslefree service
c) Staff’s behaviour
d) Reputation/Goodwill of the Company
e) Innovative Services
f) Technology Adoption
g) Reasonable service charges