The Following is a questionnaire which attempts to study the CRM in the Automobile Industry with special reference to Two-wheeler after sales service market in region of Mumbai. Your response will remain confidential. However you are requested to write down your name and correct contact details as is the requirement of conducting this research. The details would be required in case the examiner wants to cross check the authenticity of the work done

Q1) The Two wheeler you own belongs to which company?

1. Hero Moto Corp
2. Bajaj Auto
3. TVS
4. Honda
5. Yamaha
6. Mahindra
7. Suzuki
8. Royal Enfield
9. Others(Specify) ___________

Q.2) What influenced your decision to purchase the above mentioned brand of Two Wheeler?

Rate all the factors on a scale of 1 – 5,

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

1. Aesthetics/Appearance
2. Price
3. Brand Name
4. Reliability
5. Performance
6. Availability of After sales service

Q.3) From where do you get your two wheeler serviced?

1. Company Authorised Service Station.
2. Unauthorized Service Station (Road side Mechanic).
3. Both

Q.4) Did you avail the free maintenance services given by the company? If yes how many?

1) Yes [ ]  2) No [ ]

5 4 3 2 1

All Some Difficult To Say Few None

Q.5) Do you get any SMS / Mails / Reminders from the company, as reminders for your two wheeler service? If yes what was the frequency?

1) Yes [ ]  2) No [ ]

5 4 3 2 1

Always Very Often Can’t Say Sometime Never

Q.6) After getting your two wheeler serviced at company **authorised service station**, what is your satisfaction level?

5 4 3 2 1

Excellent Good difficult to say Bad Very Poor

Q.7) After getting your two wheeler serviced at **non authorised service station**, what is your satisfaction level?

5 4 3 2 1

Excellent Good difficult to say Bad Very Poor

Q.8) How often do you get your two wheeler serviced?

1. Once a month
2. Once in 2 months
3. Once in a Quarter
4. Once in six month
5. Once a year

Q.9) Does availability of companies after sales service has a significant impact on your purchase decision? If yes kindly rate the impact on scale of 1 – 5?

1) Yes 2) No

High Impact Moderate Impact Can’t Say Low Impact No Impact

Q.10) Having a good after sales service network would help the companies to sell their products easily? If yes, to what percentage the sales would increase?

1) Yes 2) No

0-10 % 11-20% 21-30% 31-40% Above 41%

Q.11) If the two wheeler companies adopt effective Customer relationship strategies, will their Two wheeler sales increase? If yes, to what percentage the sales would increase?

1) Yes 2) No

0-10 % 11-20% 21-30% 31-40% Above 41%

Q.12) Having an effective customer relationship strategy would get the company new customers for after sales service? If yes, to what percentage the sales would increase?

1) Yes 2) No
Q.13) Why do / would you get your two wheeler serviced from Company Authorised Service Station? Rate all the factors on a scale of 1 – 5,

Strongly agree    Agree    Neutral    Disagree    Strongly Disagree

1. Warranty
2. Guarantee
3. Original Parts
4. Peace of Mind
5. Special Offers
6. Availability of latest equipments
7. Trust
8. Annual Maintenance Contract
9. Near to Residence

Q14) Why don’t / wouldn’t you get your two wheeler serviced from Company Authorised Service Station? Rate all the factors on a scale of 1 – 5,

Strongly agree    Agree    Neutral    Disagree    Strongly Disagree

1. Expensive
2. Time Consuming
3. Far from residence
4. End of Free service
5. Expire of warranty / guarantee tenure
6. Lack of Trust
Q15) Why do / would you get your two wheeler serviced from Unauthorized Service Station (Road side Mechanic)? Rate all the factors on a scale of 1 – 5,

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peace of Mind</td>
<td></td>
<td></td>
<td></td>
<td>(1 2 3 4 5)</td>
</tr>
<tr>
<td>Less Time Consuming</td>
<td></td>
<td></td>
<td></td>
<td>(1 2 3 4 5)</td>
</tr>
<tr>
<td>Near to Home/Office</td>
<td></td>
<td></td>
<td></td>
<td>(1 2 3 4 5)</td>
</tr>
<tr>
<td>Cheaper Price</td>
<td></td>
<td></td>
<td></td>
<td>(1 2 3 4 5)</td>
</tr>
<tr>
<td>Special Offers</td>
<td></td>
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<td>(1 2 3 4 5)</td>
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<tr>
<td>Trust</td>
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<td>(1 2 3 4 5)</td>
</tr>
<tr>
<td>Credit Facility</td>
<td></td>
<td></td>
<td></td>
<td>(1 2 3 4 5)</td>
</tr>
</tbody>
</table>

Q16) Why don’t / wouldn’t you get your two wheeler serviced from Unauthorized Service Station (Road side Mechanic)?

1. Expensive
2. Time Consuming
3. Non Availability of guarantee
4. Non Availability of genuine spare parts
5. Low satisfaction
6. Lack of waiting room facility
7. Non availability of latest equipments
8. No Trust

Q17) Did you buy an Annual Maintenance Contract with Company Authorised Service Station? If yes kindly rate the Experience of AMC on scale of 1 – 5?

1) Yes □  2) No □
Q.18) Which offer/schemes did you receive while getting your two wheeler serviced from Company Authorised Service Station?

1. Discount on Spares.
2. Discount of Labour.
3. Free Wash
4. Extended warranty
5. Free Break down service
6. Others (Specify)_________________________

Q.19) If the two wheeler companies adopt any Customer relationship strategies, will it increase your satisfaction level? If yes Rate the factors on a scale of 1 – 5.

1) Yes □       2) No □

Very High High Neutral Low Very Low

Q.20) Availability of company after sales service will have a significant impact on your repeat purchase of same company product? If yes Rate the factors on a scale of 1 – 5,

1) Yes □       2) No □

Very Effective Effective Neutral Ineffective Highly Ineffective

Q21) Do you use the company website to book your appointments for after sales service?

1) Yes □       2) No □
A word about you

Name-
Address-
Contact Number -

Age-
  • 18-25
  • 26-30
  • 31-40
  • Above 40

Occupation
  • Student
  • Service
  • Business

Sex-
  • Male
  • Female

Annual Income-
  1. < 100000
  2. 100000 – 150000
  3. 150000 – 200000
  4. 200000 – 250000
  5. 250000 – 300000
  6. >300000
Details of Participation in Seminars & Conferences


2. MDP on Analytics for Academicians, Researchers and Practitioners, 27-30 July 2011 at Department of MBA, PES Institute of Technology, Bangalore.


4. MDP on Working with Emotional Intelligence, 15th September 2012 at GNVS Institute of Management.

**Paper Title** – Role of NGO in upliftment of society- A case study of Kalgidhar trust Baru Sahib Himachal Pradesh, India  
**Date of Conference** - 26th March 2011.  
**ISBN-** 978-81-8424-681-0

**Paper Title** – Determinants of customer satisfaction in response to After Sales Service of Two wheeler – A study of Company Authorised Service Outlets in Mumbai.  
**ISBN-** 978-93-5067-023-1

**Paper Title** – Financial Engineering: Tool for Risk Management  
**Book Details** – Management Issues and Options, 1st Ed, January 2012, pp74-82.  
**ISBN-** 978-93-5067-056-9

**Paper Title** – Business Competitiveness: Strategies for Two-wheeler Industry.  
**Date of Seminar** - March 2012  
**Conference Details** – National Seminar on Customer Capitalism: Sustainability, Challenges and Opportunities  
**ISSN-** 2222-4740

**Paper Title** – Blue Ocean Strategy.  
**Date of Publish**- June 2012  
**ISSN-** 2278-7801.

**Article Title** – Blue Ocean Strategy – Creating a Market,  
**Date of Publish**- November 2011.  