APPENDIX 1

QUESTIONNAIRE

AN EVALUATION OF THE PROBLEMS AND PROSPECTS
OF SMALL SCALE ENTREPRENEURSHIP IN AN
EMERGING ECONOMY: A STUDY OF SELECTED
INDUSTRIES IN TAMILNADU DISTRICTS

Dear Sir/Madam

I, B.Adhinarayanan doing research leading to Ph.D under part time
basis in the Department of M.B.A., K.S.Rangasamy College of Technology,
Tiruchengode – 637 215 (Affiliated to Anna University of Technology,
Coimbatore). I intended to have a study on Evaluation of the Problems and
Prospects of Small Scale Entrepreneurship in an Emerging Economy: A Study
of Selected Industries in Tamil Nadu Districts. As such, I request the small
scale businessmen to be kind enough in filling up the questionnaire, So as to
enable me to obtain first hand information about the Problems and Prospects
of Small Scale Entrepreneurship.

1. Age Group (in years)
   ✗ Up to 35  ✗ 36- 55  ✗ above 55

2. Gender
   ✗ Male    ✗ Female

3. Marital Status
   ✗ Single    ✗ Married

4. Place of Business/Address: ________________________________
5. Geographical area where your industry is located
   ✧ Rural  ✧ Urban  ✧ Semi urban

6. Educational Qualification
   ✧ Up to SSLC  ✧ HSC  ✧ Diploma
   ✧ Graduate  ✧ Post Graduate and above

7. Is your business family business?
   ✧ Yes  ✧ No

8. How old your business enterprise is (in years)?
   ✧ Up to 5 years  ✧ 6-10 years  ✧ above 10 years

9. Your business falls under which type of industry?
   ✧ Engineering and manufacturing  ✧ Agricultural and Horticulture
   ✧ Textile  ✧ Plastic
   ✧ Services  ✧ Trading  ✧ Others, please specify__________

10. What is the type of ownership of your business?
    ✧ Sole Proprietorship  ✧ Partnership  ✧ Private Limited
    ✧ Public Limited  ✧ Others please specify_______________

11. Capital rose for the business through
    ✧ Own investment  ✧ Friends and relatives
    ✧ Through government support  ✧ Bank loan  ✧ All of the above

12. If capital rose through government support under which scheme.
    ✧ Prime Minister’s Rozgar Yojana (PMRY)
    ✧ Industrial Infrastructure Up gradation Scheme (IIUS)
    ✧ Composite Term Loan (CTL)  ✧ National Equity Fund Scheme (NEFS)
    ✧ Anna Marumalarchi Puthiya Thittam
Women Entrepreneurship Development Programm

Directorate of Industries and Commerce

Credit Guarantee Fund Trust Scheme (CGFTS)

Others, please specify ______

13. What is the total amount of investment in your business (in rupees)?

- Up to 50 lakhs
- 51 lakhs – 2 Crores
- Above 2 Crores

14. How many people are employed in your business?

- Up to 25
- 26-50
- 51 and above

15. Annual profit earned from the business in last financial year (in Rupees) ______________

15. a) If, your business is under loss what is the reason for that?

- Financial related issues
- Production related issues
- Personnel related issues
- Marketing related issues
- Others please specify ______________

16. Premises used for your business

- Free hold (Own)
- Lease hold (Rented)
- Others, please specify ______________

17. Availability of trained and skilled personnel

- Very high
- High
- Moderate
- Low
- Very low

18. Availability of raw materials for your business

- Always available
- Available but not at required quantity
- Interrupted supply
- Seasonal availability
- Scarcity
19. Technology adopted for your business is
   ⬤ Latest    ⬤ Partially updated    ⬤ Adequate one
   ⬤ Not updated    ⬤ Traditional

20. Kindly choose the factors that you are required to be considered before choosing good production system. (Question with ranking Highly Required –

1 to Highly Not Required – 5 please enter ‘9 in the appropriate cell)

<table>
<thead>
<tr>
<th>Factors</th>
<th>Highly Required</th>
<th>Required</th>
<th>Neither Required nor Not Required</th>
<th>Not Required</th>
<th>Highly Not Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimation of financial requirements</td>
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<tr>
<td>Estimation of demand and supply</td>
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<td>Quality control system</td>
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<td>Capacity utilization</td>
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<td>Inventory management system</td>
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<td>Maintenance procedure</td>
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<td>Minimization of wastages</td>
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<td>Availability of working capital</td>
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<tr>
<td>Controlling mechanism applied</td>
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21. Labour turnover in your business is
   ⬤ Very high    ⬤ High    ⬤ Moderate
   ⬤ Low    ⬤ Very low
21. a) If, Labour turnover is on higher side rank the steps taken to retain the employees?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>Introduction of proper salary/wage plan</td>
<td></td>
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<tr>
<td>Introduction of proper Incentive plan</td>
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<tr>
<td>Provision of reasonable amenities and welfare measures</td>
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<tr>
<td>Use of proper tests and interviews while employing the personnel</td>
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<tr>
<td>Maintaining better human relation</td>
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<tr>
<td>Others (respect and recognition, job security, career development etc.)</td>
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</tbody>
</table>

22. Do you apply any performance appraisal system to motivate your employees?

- ☐ Yes  ☐ No

22a) If yes, what are the performance appraisal techniques applied in your business?

- ☐ Ranking method  ☐ Paired comparison  ☐ Grading
- ☐ Forced distribution method  ☐ Check list method
- ☐ Field review method  ☐ 360 degree appraisal
- ☐ All of the above  ☐ Others please specify ____________

22. b). If no, please state the reason ____________________________
23. Kindly choose the factors which affects the marketing performance of your business (Question with ranking Highly Affected – 1 to Highly Not Affected – 5 please enter ‘9’ in the appropriate cell.)

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Highly Affected</th>
<th>Moderately Affected</th>
<th>Neither Affected</th>
<th>Not Affected</th>
<th>Highly Not Affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
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<tr>
<td>Availability of</td>
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<tr>
<td>Pricing Strategy</td>
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<td>Promotional</td>
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<tr>
<td>Competitiveness</td>
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</table>

24. What is the mode of marketing used for your products?

- Direct marketing
- Advertisements through media
- Through dealers and distributors
- Marketing programmes arranged by the government agencies.
- All of the above

25. Have you approached any government agencies support for marketing your product?

- Yes
- No

25a) If yes, what are the marketing support you have taken from government agencies, please mention

- Business to Business meet (B2B)
- Buyer Seller Meet (BSM)
- Cluster Development Programme (CDP)
- Central Government Stores Purchase Programme (CGSPP)
- E-club
- Feasibility Reports
- Export Promotion
- All of the above
- Others please specify_______________
26. Marketing support extended by the government agencies are

- Good
- Fair
- Need for improvement

27. To what extent the large scale industries affect your business activity?

- Highly affected
- Moderately affected
- Neither affected nor not affected
- Not affected
- Highly not affected

28. Rank the risk that your business faces in the market or industry

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>Financial related risk</td>
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<tr>
<td>Personnel related risk</td>
<td></td>
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<tr>
<td>Technology related risk</td>
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<tr>
<td>Competitors</td>
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<tr>
<td>Less target customer</td>
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</tbody>
</table>

29. Have you availed any government agencies/NGOs support for your business?

- Yes
- No

29a) If yes, what type of aid did you receive?

- Financial
- Marketing
- Technological
- Infrastructure
- Others please specify ____________________
29. b). If, no what is the reason?

- Not required
- Too complicated
- No proper guidance
- Not aware
- Others please specify ______________

30. Rank the problem you face when you go for Expansion of the business.

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Issues</td>
<td></td>
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<tr>
<td>Space availability</td>
<td></td>
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<tr>
<td>Work force Issues</td>
<td></td>
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<tr>
<td>Marketing Issues</td>
<td></td>
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<tr>
<td>Others (inventory, technology, controlling etc.)</td>
<td></td>
</tr>
</tbody>
</table>

31. Are you aware of development programmes organized by government agencies?

- Yes
- No

31a) If yes, how many development programmes you have attended?

- One
- Two
- Three
- Four
- More than four
31b) Please rank the development programmes you have attended

<table>
<thead>
<tr>
<th>Development Programmes</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Management development programmes</td>
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<tr>
<td>Seminars and workshops</td>
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<tr>
<td>Entrepreneurship development programmes</td>
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<tr>
<td>Quality programmes</td>
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<tr>
<td>Technical consultancy/Technical counseling</td>
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<tr>
<td>Skill development programmes</td>
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<tr>
<td>Others</td>
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</tbody>
</table>

32. Awareness about the government support available for small scale business is

△ Very high △ High △ Moderate △ low △ Very low

33. Rank the additional support and subsidies required from the government agencies

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Financial</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Technological</td>
<td></td>
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<tr>
<td>Infrastructure</td>
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<tr>
<td>Electricity</td>
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</tr>
</tbody>
</table>

34. To what extent the government policies affect your business?

△ Mostly affected △ Moderately affected △ No change

△ Not been affected △ Mostly not affected

35. Please add any further details or comments-----------------------------
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Date: 

Signature of the respondent