

Ref Research/Survey/HBP/

To

Hasmukh B Patel
Ph.D Researcher in Management Studies,
M. S. Patel Institute of Management Studies,
Faculty of Management Studies
The M. S. University of Baroda, Baroda – 390 002

Address for communication

Hasmukh B Patel
5/A, Parmatma Park, Near Heavy Water Colony,
Chhani Jakat Naka, Vadodara – 390 002

Date

Sub REQUEST TO FILL-IN RESEARCH INTENDED QUESTIONNAIRE.

Dear Sir,

I am research scholar pursuing a research study in the field of Marketing Management at the Faculty of Management Studies, M. S. University of Baroda, Baroda under the guidance of my research guide, Dr. Jayraj D. Jadeja, Reader at the M. S. Patel Institute of Management Studies, Faculty of Management Studies, M. S. University of Baroda, Baroda

I have selected a study in the field of marketing of services in Port and Port based infrastructure companies in India. During my pursuance of the study, I have come across your presence in India in the activities connected with the Port & Terminal based operations and I consider that your inputs through this questionnaire as part of my Market Survey shall contribute for analytical studies.

I would like to draw conclusion about the phenomenon, which is to be analyzed and studied, which will emerge out of the set of questions contained in this questionnaire. I request you to address carefully each of the questions to enable me to complete my analysis. The views expressed against the questions in the questionnaire should necessarily be your views and shall not be binding to you in any manner. Your views whatever expressed in the questionnaire shall be treated as strictly confidential and I undertake to utilize the same only for the limited purpose of my intended research study.

It is my humble request to you to read carefully all questions in the questionnaire and express your independent views or comments for all the questions, such that the correct observations and your views in the questionnaire help me as research scholar to complete my analysis and draw a correct and meaningful conclusion in my thesis.

I look forward for your kind support and help by devoting some time out of your busy schedule by filling-in the enclosed questionnaire and return me the same at an early date (preferably within 15/20 days. thanks). For your convenience, I am enclosing herewith a pre-addressed and duly stamped envelope to return me the questionnaire duly filled-in.

Should you require any clarification / information relating to my study any time, I will be much pleased to share the same, which may upgrade / contribute to the knowledge in the field of my study.

I am sure, you will help me by your immediate response to my questionnaire and mail back the same as early as possible.

Thanking you,

Sincerely yours,

(Hasmukh B. Patel)

Encl (1) Questionnaire
(2) Self-addressed & stamped envelope

Forwarded through

Dr. Jayraj D. Jadeja, Reader
(Research Guide to Shri Hasmukh B. Patel),
Faculty of Management Studies,
The M. S. University of Baroda, Baroda - 390 002

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QUESTIONNAIRE

- 1 Name and Designation of person responding to the Questionnaire _____
2. Name and Address with contact details of Organisation _____

- 3 Date of Incorporation _____
4. Constitution Govt.Body/Company/Firm/Others
- 5 Your main business operations are in (Please Tick whichever is applicable only in your case)
Port / Port & Terminal Service
Company / Shipping Agent /
Ship Owner / Carriers / C&F
Agent / Importer / Exporter / Any
Port regulatory authority
- 6 Do you agree on the presence of competition and need of marketing efforts in port based services sector in India for quality service and cost efficacy ?

Yes

No
- 7 Have you felt presence of good marketing to improve quality of service and cost efficacy for the requirements of users of Port & Terminal facilities and a Port Operator ?

Yes

No
8. According to you, what are the essentials of good marketing services expected from a Port and/or a Terminal company Rank in order of priority (1 to 5, wherein 1 ranks highest priority and 5 indicates lowest priority)
 1. Quality of deliverable services
 2. Timely service
 3. Price
 - 4 Flexibility
 5. Service customization / dimension

- 9 What you always look for from a Port and/or a Terminal company to keep you satisfied while dealing with them ? Rank in order of priority (1 to 5)
- 1 Low Price ☐
 - 2 Performance Quality ☐
 - 3 On time Service ☐
 4. Service Reliability ☐
 5. Continued Services ☐

- 10 (a) With which of the Indian Ports you have dealt with for your import / export requirement (Applicable, if you are an Importer / Exporter / Trader)
- 1 _____
 - 2 _____
 - 3 _____
 - 4 _____
 5. _____

- (b) What is your import / exports at various ports (if you are an Importer/Exporter/ Trader) or cargo handled (if you are a Port / Terminal company) during last 3 years of following products ?

	Quantity (in MT)		
	1999-2000	2000-01	2001-02
(1) Naphtha			
(2) SKO / LDO			
(3) Gaseous (LNG, LPG, Propane, Propylene, Butadiene) Products			
(4) Other Chemical Products			

- 11 (a) Do you support privatization in Ports ?
- ☐ Yes
 ☐ No

- (b) What is your opinion on present business environment in which Indian Ports & Terminal (Major Ports, intermediate ports or minor ports) are operating ?
1. Monopolistic ☐
 2. Perfect competition ☐
 - 3 Imperfect competition ☐
 - 4 Fierce competition ☐
 - 5 Users' sovereign ☐

- 12 In your opinion, which are the best marketing practice/s to keep the Users of any Port and/or a Terminal satisfied in all respects. Rank in order of priority (1 to 6).
- 1 Customer concern the highest priority ☐
 2. Quality service dimension ☐
 3. Matching with competition health check. ☐
 - 4 Low price capabilities ☐
 5. Flexibility ☐
 - 6 Continued services ☐

13. Please Rank in order of priority (1 to 17)
What are the factors determining a
Need for good marketing practice for user
satisfaction ?

1. No demurrage ☐
2. No hidden charges ☐
3. Quality service ☐
4. Presence of competition ☐
5. Cost consciousness ☐
6. Minimum product losses ☐
7. Adequate standards of ☐
safety & hazards control
8. Statue compliance ☐
9. Uninterrupted service ☐
10. Volume of business ☐
11. Period of service ☐
12. Global industry practice ☐
13. Maritime synergies ☐
14. Penalties/compensation ☐
Practice
15. Performance incentives ☐
16. Business prudence ☐
17. Back-up Infrastructural ☐
facilities

14. Please tick against the business interest, if you are operating as a Port and/or a
Terminal Company (only applicable Box should be ticked)

- (1) In the case of only Port Operations

- (a) Only liquid cargo ☐
- (b) Only bulk cargo ☐
- (c) Only solid cargo ☐
- (d) Only container cargo ☐
- (e) Liquid & bulk / solid cargo ☐
- (f) All cargo ☐

- (2) In the case of only Terminal Operations

- (a) Only liquid cargo ☐
- (b) Only bulk cargo ☐
- (c) Only solid cargo ☐
- (d) Only container cargo ☐
- (e) Liquid & bulk / solid cargo ☐
- (f) All cargo ☐

- (3) In the case of comprehensive Port & Terminal Operations

- (a) Only liquid cargo ☐
- (b) Only bulk cargo ☐
- (c) Only solid cargo ☐
- (d) Only container cargo ☐
- (e) Liquid & bulk / solid cargo ☐
- (f) All cargo ☐

- 15 In your opinion sound marketing decisions should be based on sound information on (Please rank them in order of priority)
- | | |
|--------------------------------------|--------------------------|
| 1 Marketing Philosophy | <input type="checkbox"/> |
| 2 User/Customer expectations | <input type="checkbox"/> |
| 3 Competitors' strength & weaknesses | <input type="checkbox"/> |
| 4. Opportunities | <input type="checkbox"/> |
| 5. Threats | <input type="checkbox"/> |
| 6 Market Risks | <input type="checkbox"/> |
- 16 Do you agree that quality of service essential for customer care and as a good marketing practice ? Yes / No
- 17 Do you agree that quality certification in port based infrastructure services will help to market port facilities ? Yes / No.
- 18 What is your opinion on marketing alliance on a "Pool Basis" ? (To Tick "✓" any one)
- | |
|------------------|
| 1. Very Good |
| 2. Advisable |
| 3 Not preferable |
- 19 Do you consider, that India would be benefited as a developing Nation with MNC's presence in port based infrastructure projects? Yes / No.
- 20 What is your weightage for an ideal port service rendering company on following ? Please tick in any one of the columns for all 9 elements.
- | | 100% | 50% | 25% |
|---|--------------------------|--------------------------|--------------------------|
| 1 Human Resources Development | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Logistics & Information Services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Environment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Safety & Hazards Control | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Health | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Cost Consciousness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Client Care | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Sophistication / Mechanization / Automation of Services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Healthy Marketing Strengths & Practices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- 21 In your opinion how commitment to User / Customer can be better demonstrated ? (To rank as 1, 2, 3, 4)
- | | |
|--|--------------------------|
| ➤ Meeting User needs | <input type="checkbox"/> |
| ➤ Adhering to Quality & Service Policy | <input type="checkbox"/> |
| ➤ Meeting good Business Practices | <input type="checkbox"/> |
| ➤ Meeting all perspectives. | <input type="checkbox"/> |

- 22 Which are the excellent advertising medium to you (Please Rank atleast any five in order of your ranking) for marketing of port based services?
- * TV / Audio / Vedio Shows ☐
 - * Newspapers ☐
 - * Magazines ☐
 - * Radio ☐
 - * Conferences & seminars ☐
 - * Workshops ☐
 - * Banners / hoardings ☐
 - * Leaflets ☐
 - * Presentation ☐
 - * Digital library ☐
 - * Customer orientation ☐
- 23 Do you agree that a market place for the exchange of goods & services in Port based infrastructure Industries can be created by?
- (1) Attractive M&A Yes/No
(2) Synergism benefitting port developers & users Yes/No
- 24 Rank in order of priority (1 to 6) Which consumer driven e-commerce application and services do you prefer in Port based infrastructure services.
- (1) Which is digitised ☐
 - (2) Enable to enhance the way to do business ☐
 - (3) Adaptability ☐
 - (4) To facilitate bringing together information. ☐
 - (5) Sparing innovation ☐
 - (6) Supporting collaboration across enterprise and its supply / value chain ☐
- 25 Do you consider that a Special Economic Zone for import / export of liquid cargo, will help the industries and the port based infrastructure projects?
- ☐ Yes / ☐ No
- 26 Which are the Drivers for Growth of Market in Port services? (Please Rank in order of priority 1 to 5 in the Box)
- (1) Awareness of the concept of competitive import / export facilities ☐
 - (2) Growth in cosumer base ☐
 - (3) Availability of facilities ☐
 - (4) Global Trade practices ☐
 - (5) Threat of substitution ☐
- 27 Indicate that the present market for port and port infrastructure services is:
- ☐ Supply Driven OR ☐ Demand Driven