

ANNEXURE - I

QUESTIONNAIRE ON "MARKETING MANAGEMENT IN SMALL
SCALE INDUSTRIES WITH SPECIAL REFERENCE TO
UNITS IN MAKARPURA INDUSTRIAL ESTATE, BARODA".

DEPARTMENT OF COMMERCE,
FACULTY OF COMMERCE,
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
BARODA

ONLY FOR RESEARCH

MRS. PUSHYA BILLIGRAHAM
INVESTIGATOR

GENERAL INSTRUCTIONS

THIS QUESTIONNAIRE IS TO BE FILLED ONLY
BY THE PROPRIETOR/PARTNER OF THE FIRM

Respected Sir,

This questionnaire contains six sections. Kindly answer every question in every section.

The questions are of a very simple nature requiring a minimum of your time. Separate instructions are given where required, otherwise please strike out either 'YES' or 'NO' whichever is not applicable.

I assure you that the data collected in this questionnaire is purely for academic research only and the information therein will be kept strictly confidential and not divulged to anyone. I request you to please express yourself freely so as to avoid any error in analysis.

Thank you for your co-operation.

(Mrs. PUSHYA BILLIGRAHAM)

Investigator

SECTION - I

1. (a) Name of the Firm :
 (b) Plot Number :
 (c) Name and designation
 of the respondent :
2. In which year was your factory set-up? : 19____
3. Is your firm a proprietary concern/
 partnership concern/Limited Company? : _____
4. If partnership, how many partners are
 there in your firm? : _____
5. How many of your partners are
 technically qualified? : _____
 (i.e. hold a diploma/degree in
 the concerned field)
6. How many of your partners have formal
 education in management? (i.e. diploma/
 degree in business Management/marketing
 management/material management/
 industrial management or any other) : _____

ADDITIONAL INFORMATION

Kindly furnish the following data :

Particulars	1982-'88	1983-'88	1984-'85
1. Investment in Plant and Machinery (in Rs. lacs)			
2. Total output (in Rs.lacs)			
3. Workers (in Nos)			
4. Sales in Rs. lacs)			

7. 'Marketing Management' is said to include management of the following aspects. Do you agree?
- (a) Selling and distribution : YES / NO
 - (b) Advertising and Promotion : YES / NO
 - (c) Pricing : YES / NO
 - (d) Product : YES / NO
8. What according to you is the meaning of "TARGET MARKET?"
(Kindly tick (☐) against ONE statement only)
- (a) Rich People : ()
 - (b) Geographical area : ()
 - (c) Buyers having identical characteristics : ()
 - (d) Actual users : ()
 - (e) Actual and potential users : ()
9. For each of your products how many competitors are there? (indicate number only)

Sr. No.	Product	No. of Competitors (Gujarat)
a.		
b.		
c.		
d.		
e.		

10. Regarding each of your competitors do you have the following information?
- (a) Total licensed capacity : YES / NO
 - (b) Present actual production : YES / NO
 - (c) Market share : YES / NO
 - (d) Promotional activities : YES / NO
 - (e) Quality : YES / NO

11. Have you estimated/predicted the following data for your product/s?

	Present (i)	3 years from now (ii)
(a) Total demand	YES / NO	YES / NO
(b) Market share	YES/ NO	YES / NO

SECTION - III

12. What do you think the customer is 'looking for' in your product?

- | | | |
|---------------------------|---|----------|
| (a) Style | : | YES / NO |
| (b) Brand Name | : | YES / NO |
| (c) Packaging | : | YES / NO |
| (d) Quality | : | YES / NO |
| (e) Services | : | YES / NO |
| (f) Customer advice | : | YES / NO |
| (g) Delivery arrangements | : | YES / NO |

13. Have you estimated how many years your product would take to achieve the required level of sales? : YES / NO

14. Do you agree that every product goes through the following stages?

- | | | |
|------------------------|---|----------|
| (a) Introductory stage | : | YES / NO |
| (b) Growth stage | : | YES / NO |
| (c) Maturity stage | : | YES / NO |
| (d) Decline stage | : | YES / NO |

15. Do you agree with the statement - "There exists a necessity to improvise/innovate the product continuously in order to compete successfully in the market? : YES / NO

16. Do you calculate the following at the end of every accounting year?
- (a) Sales generated by each and every product separately : YES / NO
 - (b) Profit generated by each product separately : YES / NO
 - (c) Market share of each product : YES / NO
17. The necessity to review the products in terms of saleability and profitability arises from the changed environment caused by any of the following factors. Do you agree?
- (a) Stiff competition : YES / NO
 - (b) Shortages : YES / NO
 - (c) Changes in the economy : YES / NO
 - (d) Changes in needs of the market : YES / NO
 - (e) Obsolescence : YES / NO

SECTION - IV

18. Do you have alternate plans for adding or deleting a product in the event of your product/s not doing well? : YES / NO
19. Do you visualise any changes in your product mix (i.e. introduction of new products and deletion of old)?
- (a) Three years from now, or : YES / NO
 - (b) Five years from now : YES / NO
20. About the new product in your product mix - from whom did the original idea come from?
- (a) Friends/Relatives : YES / NO
 - (b) Customers : YES / NO
 - (c) Scientists/Formal research organisations : YES / NO
 - (d) Competitors : YES / NO
 - (e) Company Salesman : YES / NO
 - (f) Suppliers : YES / NO
 - (g) Distributors/Dealers : YES / NO
 - (h) Advertising people : YES / NO
 - (i) Top management of your company : YES / NO
 - (j) Your own research department : YES / NO

21. How long was the inclusion of the New product debated/considered? (Kindly tick (/) against ONE only).
- (a) One year : YES / NO
 - (b) Three years : YES / NO
 - (c) Five years : YES / NO
 - (d) Seven years : YES / NO
 - (e) Over seven years : YES / NO
22. In fixing the price for your New product, which of the following methods were used?
- (a) Marginal costing : YES / NO
 - (b) Full costing : YES / NO
23. On what basis did you fix the installed capacity for your new product?
- (a) Utilization of available idle capacity : YES / NO
 - (b) Followed the competitor : YES / NO
 - (c) Based on market survey : YES / NO
 - (d) Just like that : YES / NO

SECTION - V

24. While fixing the price for your product, what aspects are you concerned about?
- (a) Recovering costs : YES / NO
 - (b) High Profits : YES / NO
 - (c) Demand intensity : YES / NO
 - (d) Consumer psychology : YES / NO
25. Which of the following is your objective while fixing the price for your product? (Kindly tick mark (/) against ONE statement only).
- (a) To maximise profits : ()
 - (b) To make high profits initially : ()
 - (c) To penetrate the market : ()
 - (d) To obtain satisfactory rate of return on investment : ()

- (e) To maximise current sales revenue : ()
- (f) To attract customers for your complete range of products : ()
26. According to you which of the following factors cause constraint while fixing the price? (Kindly tick mark (☐) as required).
- (a) Distributors/Dealers : ()
- (b) Competitors : ()
- (c) Suppliers of raw materials : ()
- (d) Government rules & regulations : ()
- (e) Your own company staff : ()
27. What do you understand by the term 'Break Even'? (Kindly tick mark (☐) against ONE statement only).
- (a) Sales level where high profits are made : ()
- (b) Sales level where there is no profit no loss : ()
- (c) Sales level which is below the profit margin : ()
28. Some of the utilities of Break Even analysis is listed below. Do you agree? Break Even point may be used.
- (a) To compare net sales, expenses & operating profits with a budget : YES / NO
- (b) To determine the probable unit cost at varying levels of production : YES / NO
- (c) To determine the effect of a re-organisation or a change in operating policy : YES / NO
- (d) To compare the probable operating profits of different enterprises at various levels of operations : YES / NO
- (e) To determine the increases in net sales required to justify a given plant expansion : YES / NO
- (f) To balance a given reduction in selling price : YES / NO

- (g) To determine the effect upon operating profits of a change in wages or in material cost : YES / NO
- (h) To measure the effect of varying levels of sales secured at various levels of selling and manufacturing costs : YES / NO

SECTION - VI

29. Why do you think a company needs to spend time and money on communicating with its target market? Is it because the company wishes ...
- (a) To give information about the existence of the product : YES / NO
 - (b) To describe product features and how these would benefit the buyers : YES / NO
 - (c) To gain the confidence of the different market segments : YES / NO
 - (d) To establish a reputation for itself regarding its trustworthiness and progressiveness : YES / NO
 - (e) To build confidence in its customers by making satisfying offers : YES / NO
30. Which of the following would you consider as being part of the marketing communication mix?
- (a) Advertising : YES / NO
 - (b) Personal selling : YES / NO
 - (c) Sales promotion : YES / NO
 - (d) Publicity : YES / NO
31. According to you which are the following purposes does advertising serve?
- (a) Advertising builds up a long-term image for the company : YES / NO
 - (b) Advertising builds up a brand image for the product : YES / NO
 - (c) Advertising gives information about the product and its features : YES / NO
 - (d) Advertising announces the dates of any special sale : YES / NO

32. Which of the following do you think are covered under sales promotion?
- (a) Free samples to customers : YES / NO
 - (b) Contests for customers : YES / NO
 - (c) Demonstration to customers : YES / NO
 - (d) Co-operative advertising with trade: YES / NO
 - (e) Sales contests for dealers : YES / NO
 - (f) Bonus for sales force : YES / NO
 - (g) Sales contests for sales force : YES / NO
33. Do you agree that "through publicity a company gains attention of the public and achieves high credibility". : YES / NO
34. According to you what does 'Publicity' mean? (Kindly tick (/) against ONE statement only.
- (a) Advertising in newspapers and magazines : ()
 - (b) Advertising through Cinema or other means : ()
 - (c) Newspaper (or magazine) reporters giving favourable write-up on a company, its products or its services : ()
35. When you communicate to the market through any media what responses are you seeking from the target market regarding your product?
- (a) Exposure : YES / NO
 - (b) Attention : YES / NO
 - (c) Comprehension : YES / NO
 - (d) Favourable/Positive attitude : YES / NO
 - (e) Weaken/remove doubts of customers : YES / NO
 - (f) Effect purchase : YES / NO
36. Have you ever tried to evaluate, how much response by way of sale, you got for the amount of money you spent on promoting your product? : YES / NO

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