

APPENDIX -II

QUESTIONNAIRE FOR CUSTOMERS

General Information

1.Name of the customer : _____

2.Residential Address : _____

Telephone No : _____

Mobile No. : _____ E-mail : _____

3) Gender:-

Male Female

4) Age (in years)

Up to 30 years-Y1 31-45 years -Y2 46-60 years -Y3 Above 60-Y4

5) Educational Qualification:

Undergraduates Graduates Postgraduates Professionals

6) Occupation:

Service Businessman Profession Agriculture Other

7) Annual Income of Family:-

Below 1Lac 1lac-3lac 3lacs-5lacs above 5 lacs

8) Are you aware about mutual funds?

Yes No

9) Are you aware of different modes of investment in mutual funds?

Yes No

10) Do you invest in mutual funds?

Yes No

11) Lack of awareness is the main reason behind not investing in MF.

Strongly Agree Agree Neutral Disagree

Strongly disagree

12) Bank deposits, Fixed deposits and Gold are better investment avenues than mutual funds.

Strongly Agree Agree Neutral Disagree

Strongly disagree

13) If you are given an option to invest, in which mutual fund would you like to invest in and why?

UTI MF RELIANCE MF Birla Sun life MF

HDFC MF SBI MF ICICI MF

LIC MF Kotak Mahindra MF Tata AIG mutual fund.

ING Vyasa MF Any other