

: APPENDIX-I :

: QUESTIONNAIRE :

1. Name of the Farmer :
 2. Address :
 3. Sex : M/F
 4. Number of members in the family :
 5. Education :
 - 1) Primary 2) Secondary 3) College
 - 4) Professional 5) Illiterate.
 6. Pfofession :
 - 1) Agriculture 2) Agriculture and Service.
 7. Annual Income :
 - 1) Less than Rs.10,000 2) Rs.10,000 to Rs.20,000
 - 3) Rs.20,000 to Rs.30,000 4) Rs.30,000 to Rs.40,000
 - 5) More than Rs.40,000.
 8. Total land under agriculture :
 - 1) Under Tenancy 2) Less than 5 acres.
 - 3) 5 acres to 10 acres 4) More than 10 acres.
- Famous brands of mixed fertilizers are listed below :
- 1) BULL BRAND 2) BULLOCK PAIR BRAND
 - 3) KAMAL BRAND.

9. Which brand of mixed fertilizer do you choose ?

- 1) BULL BRAND
- 2) BULLOCK PAIR BRAND
- 3) KAMAL BRAND.

10. Which factors determined the choice of a brand ?

(Please give preference)

	<u>Preference</u>
A) <u>Objective Factors</u> :	
1) Quality	()
2) Economy	()
3) Reputation of the company	()
4) Attractive Packing	()
5) Advertisement	()
6) Past experience	()
7) Easy to handle	()
8) Availability	()
B) <u>Subjective Factors</u> :	
1) Personal advice	()
2) Personal contact	()
3) Personal choice	()

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