

Appendix

4. Which things you consider at the time of purchasing notebook ?

Sr.No.	Particular	Rank (1 to 7)
1	Paper Quality	
2	Front page	
3	Size	
4	Binding	
5	Price	
6	Scheme	
7	Other	

5. Which company notebook u prefer to purchase ?

Sr.No.	Particular	Yes
1	Navneet	
2	Sundaram	
3	Blue Bird	
4	Classmate	
5	Express	
6	Pallavi	
7	PYP	
8	Spring	
9	Rajdhani	
10	Camel	
11	Shubham	
12	Regal	
13	Sudarshan	

6. Which things are motivate you to purchase notebook ?

Sr.No.	Particular	Rank (1 to 6)
1	T.V. advertisement	
2	Publicity	
3	Shopkeeper advise	
4	Friends Advise	
5	Parents Preference	
6	Students Preference	

7. What are the your future expectation about the Notebook ?

Sr.No.	Particular	Response
1	Ecofriendly Notebook	
2	General knowledge	
3	Scheme	
4	Other (If any specify)	