Appendix

## Appendix - I

Questionnaire for the customer
Questionnaire for the Study of Market potential and marketing mix of Notebook Industry

1. Personal Information:

| A | Name of the student |  |
| :--- | :--- | :--- |
| B | Age |  |
| C | Standard |  |
| D | Name of the School |  |
| E | Address |  |

2. How many notebooks you purchase in year?

| Sr.No. | Types | $40-60$ <br> pages | $84-120$ <br> pages | $180-220$ <br> pages |  <br> above <br> pages | Total |
| :---: | :--- | :--- | :--- | :--- | :--- | :--- |
| A. | Square line |  |  |  |  |  |
| B. | Four line |  |  |  |  |  |
| C. | Double line |  |  |  |  |  |
| D. | Single line |  |  |  |  |  |
|  | vii. Small |  |  |  |  |  |
|  | viii. Medium |  |  |  |  |  |
|  | ix. Large |  |  |  |  |  |
| E. | Drawing |  |  |  |  |  |
|  | vii. Small |  |  |  |  |  |
|  | viii. Medium |  |  |  |  |  |
|  | ix. Large |  |  |  |  |  |
|  | Total |  |  |  |  |  |

3. Whether your school provides you Notebook?

Yes
No

If yes then how many
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) |  |

