

QUESTIONNAIRE

SUBMITTED TO GENERAL MANAGER (MARKETING)

1) Who are your OEM Customers? Name Any Major four -

<u>S.No.</u>	<u>Name of Customs</u>	<u>% Share of there purchase</u>
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2) What is your share in the Replacement market of
Pistons in India ?

3) Who are your Major competitors from -

(a) Public Sector

(b) Private Sector.

4) What is the nature of your marketing strategy

i.e. whether (a) Intensive growth

(b) Growth through Integration.

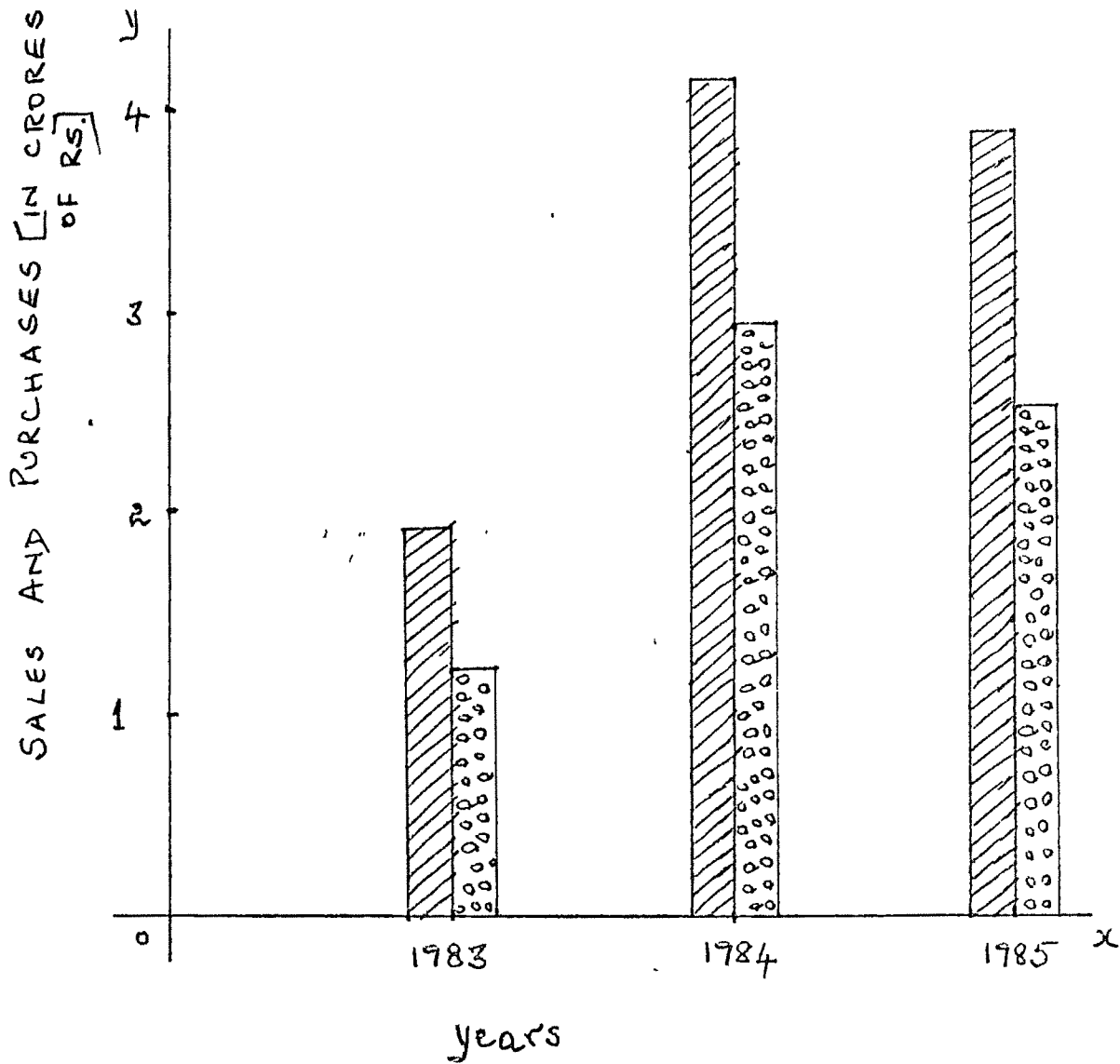
(c) Growth through Diversification.


5) What is the nature of your Pricing Policy and
Strategy ?


- 6) What is the affect of the recent Recession in the automobile Industry on your company ?
- 7) Who takes care of your promotional activities ?
- 8) What are the elements of your promotional Mix ?
- 9) To what extent Packing is used as a tool of advertising?
- 10) What is your recent Marketing expense ratio ?
i.e. Marketing expenses to Sales.
- 11) What is the nature of your distribution System ?
- 12) Do you have a seperate Marketing Information System ?

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GRAPH NO. 1
RELATIONSHIP BETWEEN SALES AND PURCHASES



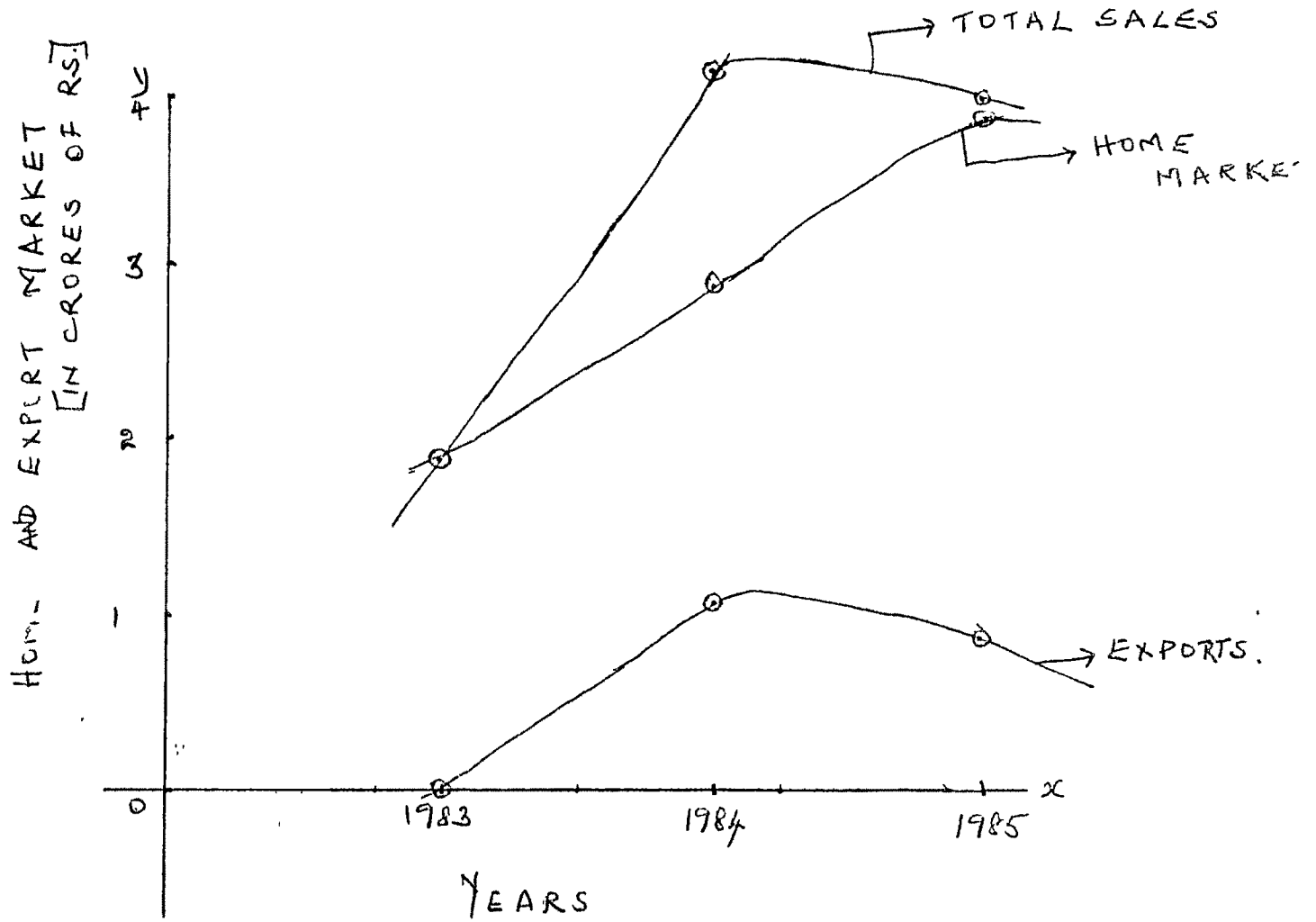
 SALES

 PURCHASES

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GRAPH NO. 2.

SALES ANALYSIS PRODUCTWISE



GRAPH NO. 3

ANALYSIS OF OEM AND REPLACEMENT
MARKET:

