

**APPENDIX-2**

**Questionnaire for Dealers**

1. Name & address of the Dealer:
2. Year of Establishment as TV dealer
3. When did you get the dealership of \_\_\_\_\_ Brand?
4. Is there any deposit for getting dealership? Yes/No.  
If yes, how much? Rs. \_\_\_\_\_.
5. Do you have dealership of any sother TV brands? Yes/No.  
If no, is there any restriction to sell other brands with this dealership? Yes/No.  
If no, why you have not taken another dealership?
6. What are the dealer facilities offered to you by the Company?  
(Please put ✓ mark in appropriate boxes with comments, if any).
  - a) Profit margins
  - b) Transportation facility
  - c) Advertisements
  - d) Credit facility
  - e) Commission
  - f) After-sales-service facility  
from Company
  - g) Others
7. Do you suggest any other dealer facilities to be offered to you in addition to the above?
8. Do you advertise this brand? Yes/No.  
If yes, which media generally you prefer for this purpose?  
(put ✓ mark in appropriate box or boxes).

a) Newspaper	c) Posters	e) Television
b) Magazines	d) Filmslides	f) Others

9. Is it a joint advertisement effort whereby Company shares expenses with you? Yes/No.

If yes, how?

10. Do you have any strategy of your own to promote this brand?

11. Are you providing service-after-sales? Yes/No.

Brief description :

12. How many number of TV sets you have sold during last year?

13. Are you satisfied with the present sales? Yes/No.

If No, what plans do you have to overcome this?

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