

**APPENDIX-3**

**Questionnaire for Marketing Managers**

1. Name & address of Manufacturer :
2. Year of Establishment of Business :
3. Year of Establishment as TV manufacturer :
4. When did you collaborate with \_\_\_\_\_ Company of \_\_\_\_\_ country?
5. What kind of approach do you have in mind while developing your promotional strategy? (Please put ✓ mark in appropriate boxes).
  1. Selling
  2. Marketing
  3. Other.
6. Design of effective promotional strategy requires a detailed knowledge of target customers and their buying habits. Do you agree with this? Yes/No.
  - 1) Are there several segments to the market or just the one?
  - 2) Do the segment(s) differ in socio-economic characteristics?
  - 3) Is the purchase decision made by:
    - (1) The buyer alone
    - (2) A joint decision between husband and wife
    - (3) Your brand dealer and buyer
    - (4) Relatives and friends
    - (5) Users of your brand
    - (6) Your advertisements
  7. Other

(Please put ✓ mark in appropriate box/boxes).
7. A most useful idea which helps to understand the need for different promotional strategies is the concept of product lifecycle. Do you agree? Yes/No.



Segment may also differ in:

1. Their need for information
2. Their need for reassurance
3. Their need for technical support
4. Their need for service
5. Their need for promotion
6. Their need for distribution.
7. And a host of other non-product benefits.

(Please give your preference to the above starting with the most important dimension).

15. What factors do you think may influence your buyers?  
(Please give your preference with comments, if any).

A) Objective Factors:

1. Attractive appearance
2. Colour and sound clarity
3. Use of imported technology
4. Warranty conditions
5. Price differential
6. Quality aspect
7. Product durability
8. Company reputation
9. Promotional advertisement
10. Credit purchase facility
11. Cash purchase discount facility
12. Instalment purchase scheme
13. After-sales-service
14. Other

B) Subjective Factors:

1. Personal advice
2. Personal relations with dealer
3. Personal/self decision
4. Status/Prestige symbol
5. Other

16. What mode of distribution channel do you for the brand?
17. Do you find that your distribution strategy differs from the others?  
Yes/No.  
How ?
18. In what way your pricing policy/strategy seems to be different than that of others?

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