| L | I | S | Т | 0 | F | Т | Α | В | L | Ε | S |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | _ | - | | | - | | | - | _ |

.

| Table No. | Title | Page No. |
|-----------|--|----------|
| 1. | 2. | ۶. |
| | | |
| 1.1 | Fertility of Land in the District | 6 |
| 1.2 | Break-up of Taluka-wise Cropping Pattern | 6 |
| 1.3 | Taluka-wise Break-up of Land Holding | 7 |
| 1.4 | Present and estimated future areas under main horticulture crops. | 7 |
| 1.5 | Animal population in the district \hat{A} | 8 |
| 1.6 | Break-up of Industries in the district. | 10 |
| 1.7 | Fishing industry in the district | 11 |
| 1.8 | Proportion of workers and non-workers | 12 |
| 1.9 | Population as per Census-1991 (roughly) | 12 |
| 1.10 | Taluka-wise Electrification in the district | 14 |
| 1.11 | Cooperative Organizations in the district \uparrow | 14 |
| 1.12 | Present and estimated roadways under development | 17 |
| 1.13 | Taluka-wise break-up of infrastructural facilities. | ^ 17 |
| 1.14 | Transport and non-transport vehicles in the district | 18 |
| 1.15 | Maharashtra State Road Transsport Corpora- tion in Sindhudurg District. | 19 |
| 1.16 | Tal ka-wise break-up of automobile shops and authorised dealrs. | 19 |
| 4.1 | Schedule of Services. | 54 |
| 4.2 | Comparatively Servicing Schedule | 54 |

contd.

LIST OF TABLES (contd.) 1.

.

| IST OF | TABLES (contd.) | |
|-------------|---|----|
| 1. | 2. | 3. |
| | · | |
| 5.1 | Break-up of Service Stations | 61 |
| 5.2 | Break-up of mechanics | 62 |
| 6.1 | Table showing occupation-wise ownership pattern of models. | 69 |
| 6.2 | Table showing model owned in rural and urban areas. | 71 |
| 6.3 | Table showing age-wise ownership pattern of models. | 71 |
| 6.4 | Table showing model-wise purpose of buying the vehicle. | 73 |
| 6.5 | Table showing purpose of buying vehicles in rural and urban areas. | 74 |
| 6 .5 | Table showing model-wise brand preference | 76 |
| 6.7 | Table showing urban and rural area-wise brand preference | 77 |
| 6.8 | Table showing occupation-wise number of services enjoyed. | 78 |
| 6.9 | Table showing rural and urban area-wise number of services enjoyed. | 80 |
| 6.10 | Table showing model-wise number of services enjøyed | 82 |
| 6.11 | Table showing model-wise services enjoyed | 82 |
| 6.12 | Table showing occupation-wise services enjoyed | 84 |
| 6.13 | Table showing urban and rural area-wise services enjoyed | 85 |
| 6.14 | Table showing occupation-wise experience of mishandling by the mechanics at service station | 87 |
| 6.15 | Table showing rural and urban area-wise experience of mishandling | 88 |

contd.

(vii)

LIST OF TABLES (contd.) 1.

| IST OF TABL | ES (contd.) | |
|-------------|---|------|
| 1. | 2. | 3. |
| | | |
| 6.16 | Table showing model-wise experience of mishandling. | 90 |
| 6.18 | Table showing rural and urban area-wise opinion about warranty period | 91 |
| 6.19 | Table showing model-wise opinion about warranty period | 92 |
| 6.20 | Table showing occupation-wise opinion about warranty period | 94 |
| 6.21 | Table showing occupation-wise opinion about distance of service station from residence | 96 |
| 6.22 | Table showing model-wise availability of spareparts and their cost. | 97 |
| 6.23 | Table showing occupation-wise opinion of avail ability of spareparts and their cost. | 99 |
| 6.24 | Table showing rural and urban area-wise availability of spareparts and their cost | 100 |
| 6.25 | Table showing rural and urban area-wise use of non-genuine spareparts | 10 1 |
| 6.26 | Table showing model-wise preference for use of non-genuine spareparts | 103 |
| 6.27 | Table showing occupation-wise preference for use of non-genuine spareparts | 103 |

LIST OF MAPS

| Map No. | Title | Page No |
|---------|--|---------|
| 1.1 | Sindhudurg District | 9 |
| 1.2 | Sindhudurg District - Roads | 16 |
| 1.3 | Maharashtra State showing Location of Sindhudurg District | 20 |
| | Bar Grap - Samples | 21 |
| | | |

| Chapter | Title | Page No. | | |
|---------|---|----------|--|--|
| 1. | <u>.</u> 2. | <u>ن</u> | | |
| | | | | |
| | Declaration | (i) | | |
| | Certificate | (ii) | | |
| | Acknowledgement | (iii) | | |
| | List of Tables | (v) | | |
| | List of Maps | (vii) | | |
| I | PROFILE OF SINDHUDURG DISTRICT | 1 - 21 | | |
| 1.1 | Location | | | |
| 1.2 | Topography | | | |
| 1.3 | Rainfall | | | |
| 1.4 | Climate | | | |
| 1.5 | Hills and Rivers | | | |
| 1.6 | Tourist Centres and Holy Places | | | |
| 1.7 | Soil | | | |
| 1.8 | Forest | | | |
| 1.9 | Social Forestry Programme | | | |
| 1.10 | Agriculture | | | |
| 1.11 | Horticulture | | | |
| 1.12 | Animal Husbandry and Other Industries | | | |
| 1.13 | Occupation and Participation Ratios | | | |
| 1.14 | Distribution and Growth Trends | | | |
| 1.15 | Sources of Income | | | |
| 1.16 | Electrification | | | |
| 1.17 | Cooperative Movement | | | |
| II | THEORETICAL ASPECT OF AFTER-SALES-SERVICES | 22 - 45 | | |
| 2.1 | Introduction | | | |
| 2.2 | Definition of 'Service' | | | |
| 2.3 | Classification of Services | | | |
| 2.4 | Characteristics/Features of Services | | | |
| 2.5 | Marketing Concept in Service Marketing | | | |

,

CONTENTS

| 1. | 2. | 3. |
|-----|---|----------|
| | | |
| 2.6 | Marketing Strategy | |
| 2.7 | Product Support Service | |
| 2.8 | Product Warranty | |
| | | |
| III | OBJECTIVES AND METHODOLOGY | 46 - 49 |
| 3.1 | Introduction | |
| 3.2 | Objectives of the Study | |
| 3.3 | Methodology of the Study | |
| 3.4 | Sample Design | |
| | ſ | |
| IV | COMPANY'S POLICIES_REGARDING AFTER-SALES-SERVICE | 50 - 59 |
| 4.1 | Warranty – Scope and Limits from the viewpoint of Bajaj Auto Limited | |
| 4.2 | Jobs carried out at the time of First, Second and Third Services | |
| 4.3 | Jobs carried out at the time of Second Service | |
| 4.4 | Jobs carried out at the time of Third Service | |
| v | ANALYSIS OF AFTER-SALES-SERVICE AT DEALERS' LEVEL | 60 - 67 |
| 5.1 | Mechanic's Performance | |
| 5.2 | Spoilage | |
| 5.3 | Services | |
| 5.4 | Dealers' Policies | |
| 5.5 | Complaints | |
| 5.6 | Spareparts | |
| 5.7 | Warranty | |
| 5.8 | Other Services (Paid Services) | |
| VI | ANALYSIS OF AFTER-SALES-SERVICES FROM THE CUSTOMERS' POINT OF VIEW | 68 - 105 |

...contd.

1.

| VII | CONCLUSIONS | AND | SUGGESTIONS |
|-------|-------------|-----|--------------|
| • • • | CONCLUSIONS | | 200000110102 |

2.

106 - 112

з.

- 7.1 Brand Preferences
- 7.2 Warranty Period and Services
- 7.3 Types of Services
- 7.4 Spareparts
- 7.5 Use of Non-genuine Spareparts
- 7.6 Experience of Mishandling and Dissatisfaction
- 7.7 Cost of Repairs
- 7.8 Other than After-Sales-Services
- 7.9 Major Defects
- 7.10 Suggestions

APPENDICES

| Appendix-I | : | Specimen of Free Service Coupon |
|-------------|---|------------------------------------|
| Appendix-II | : | Questionnaire |

BIBLIOGRAPHY

117 - 119

113 - 116