

APPENDIX – I

QUESTIONNAIRE

**A STUDY OF SERVICE MARKETING &
CUSTOMER RELATATIONSHIP MARKETING OF MAI
HYUNDAI, SANGLI.**

QUESTIONNAIRE FOR CUSTOMERS

Research Student :

Mr. K.D. Kamble.

G A.College of Commerce,

Sangli

Research Guide :

Dr. B.N. BELGALI.

M.A.,M.Com.,Ph.D.

1.Name of Customer-

2. Address-

3. Age-

Mobile-

Email ID-

4. Occupation-

- a) Business - []]
- b) Profession- []]
- c) Service- []]

5. Sex-

- a) Male- []]
- b) Female- []]

6. How do you know about Hyundai Car ?

- a) Existing Customer of Hyundai Car []]
- b) By Advertisement []]
- c) By Representative of Hyundai Motors. []]
- d) Any Other []]

7. How were You contacted to Dealer ?

- Telecall []] E-Mail []] Personally []]

8. How did the response of the Dealer towards You ?

- a) Positive []]
- b) Negative []]
- c) No Response []]

9. Why did you Prefer Hyundai Car ?

- a) Friendly Relations []]
- b) Ontime Delivery []]
- c) Competitive Rates []]
- d) Any Other []]

10. How did you Purchase Hyundai Car ?

a) By Own Money []

b) By Credit Facility []

11. Which Model do you Own ?

Santro [] Accent [] Getz [] i10 [] Elantra []

Sonata [] Verna []

12. Vehicle driven by

Own [] Driver [] Other []

13. How do you rate Performance of your Vehicle ?

Good [] Average [] Excellent []

14. When You have Purchased your Vehicle Month & Year []

15. How Many times you have visited the dealer in last 6 months

For Vehicle Service ? []

15. When have you visited last time to get your vehicle serviced ?

[]

16. Have You Received any intimation / Reminder for your Service

Yes [] No []

17. If, Yes How were You Contacted ?

Telecall [] E-Mail [] SMS [] Letter []

18. Were You Attended promptly when you came to workshop ?

a) Politely [] b) Rigorously []

19. Has the advisor understood the vehicle complaints ?

a) Every Time [] b) Most of the time []
c) Some Times [] d) Not at all []

21. Have You advisor given you the estimated repaired cost ?

a) Every Time [] b) Most of the time []
c) Some Times [] d) Not at all []

22. Was Your Vehicle Ready at promised time ?

a) Every Time [] b) Some Times []

23. Was Your Vehicle Cleaned at the time of Delivery ?

a) Every Time [] b) Most of the time []
c) Some Times [] d) Not at all []

24. Has the Advisor explained the bill to you ?

Yes [] No []

25. Have You received a call from workshop asking the performance ?

a) Every Time [] b) Some Times []

26. Are You Satisfied the overall service of the Dealership ?

Good [] Average [] Excellent []

27. Were You Informed regarding 'Value Added Service' During Your Service ?

a) Every Time [] b) Some Times []

28. Have You been Informed regarding the 'Extended Warranty' during Your Visit to Workshop ?

Yes [] No []

29. Have You been Informed by the workshop regarding Free Checkup Camps conducted by Hyundai, Time to Time ?

a) Every Time [] b) Some Times []

30. Will You recommend your friend / relative to buy vehicle from 'Mai Hyundai' ?

Yes [] No []

31. What is Your feelings with respect to Dealer to the following ?

Relationship [] Communication []

Response to Queries [] None Of these []

32. How does Dealer Retain Relations with You ?

Free Gifts [] Gift Vouchers []

Coupons [] Wishing Messages []

33. Are You Satisfied Dealer's Relationship with You ?

Yes [] No []

34. Would You like to convey any message to Dealership Officials-