

APPENDIX -III

QUESTIONNAIRE FOR MUTUAL FUND MANAGERS

1) What is the annual turnover of your MF industry?

2) Are people aware about Mutual Fund industry?

Yes No

3) If not, what do you do to create awareness regarding MF?

4) How people approach you?

<input type="checkbox"/> Broker	<input type="checkbox"/> Bank
<input type="checkbox"/> Friends/Relatives	<input type="checkbox"/> T.V/Newspaper
<input type="checkbox"/> AMC (Asset Mgt.company)	<input type="checkbox"/> Others (specify)

5) How do you advertise?

<input type="checkbox"/> Prospectus/Self analysis	<input type="checkbox"/> Newspaper
<input type="checkbox"/> TV(CNBC etc.)	<input type="checkbox"/> Friends/Relatives
<input type="checkbox"/> Investment advisor	

6) What are the reasons for purchasing your MF?

<input type="checkbox"/> Track record	<input type="checkbox"/> Transparency
<input type="checkbox"/> Service quality	<input type="checkbox"/> Any other

7) What is the future of Mutual Fund industry?

8) What are the expansion plans of Mutual funds?

9) Which plans of your MF are popular according to your experience and why?
