

Appendix - I Questionnaire for the customer Questionnaire for the Study of Market potential and marketing mix of Notebook Industry

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Name of the student	
Age	
Standard	79
Name of the School	
Address	
	Age Standard Name of the School

2. How many notebooks you purchase in year?

Sr.No.	Types		40-60 pages	84-120 pages	180-220 pages	280 & above pages	Total
A.	Square	line					
B.	Four li	ne					
C.	Double	line					
D.	Single	line					
	vii.	Small					
	viii.	Medium					
	ix.	Large					
E.	Drawin	ng					
.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	vii.	Small					
	viii.	Medium					
	ix.	Large					
	Total		- J				

3.	Whether your	school provides you Notebook?
	Yes	No
	If ves then ho	w many

4. Which things you consider at the time of purchasing notebook?

	Particular	Rank (1 to 7)
Sr.No.		
1	Paper Quality	
2	Front page	
3	Size	
4	Binding	
5	Price	
6	Scheme	
7	Other	

5. Which company notebook u prefer to purchase?

Sr.No.	Particular	Yes
1	Navneet	
2	Sundaram	
3	Blue Bird	
4	Classmate	
5	Express	
6	Pallavi	
7	PYP	
8	Spring	
9	Rajdhani	
10	Camel	
11	Shubham	
12	Regal	
13	Sudarshan	

6. Which things are motivate you to purchase notebook?

Sr.No.	Particular	Rank (1 to 6)
1	T.V. advertisement	
2	Publicity	
3	Shopkeeper advise	
4	Friends Advise	
5	Parents Preference	
6	Students Preference	

7. What are the your future expectation about the Notebook?

Sr.No.	Particular	Response
. 1	Ecofriendly Notebook	
2	General knowledge	
3	Scheme	
4	Other (If any specify)	