

**Appendix - II**  
**Schedule for Buyers**  
**Schedule for the study of Market potential and Marketing mix of Notebook Industry**

**1) Personal Information**

|    |                                   |  |
|----|-----------------------------------|--|
| a) | Name of the shop                  |  |
| b) | Name of the owner                 |  |
| c) | Address                           |  |
| d) | No. of employee engaged in a shop |  |

**2) Which Brands are available in your shop ?**

| Sr. No. | Brands    | Yes | No |
|---------|-----------|-----|----|
| 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 |     |    |

**3) Which types of motivation given by company for increasing sale ?**

| Sr. No. |          |  |  |
|---------|----------|--|--|
| 1       | Scheme   |  |  |
| 2       | Monitory |  |  |
| 3       | Discount |  |  |
| 4       | Gift     |  |  |
| 5       | Other    |  |  |

**4) Give details regarding the notebook sale in year ?**

| Sr.No. | Types       | 40-60 pages | 84-120 pages | 180-220 pages | 280 & above pages | Total |
|--------|-------------|-------------|--------------|---------------|-------------------|-------|
| A.     | Square line |             |              |               |                   |       |
| B.     | Four line   |             |              |               |                   |       |
| C.     | Double line |             |              |               |                   |       |
| D.     | Single line |             |              |               |                   |       |
|        | x. Small    |             |              |               |                   |       |
|        | xi. Medium  |             |              |               |                   |       |
|        | xii. Large  |             |              |               |                   |       |
| E.     | Drawing     |             |              |               |                   |       |
|        | x. Small    |             |              |               |                   |       |
|        | xi. Medium  |             |              |               |                   |       |
|        | xii. Large  |             |              |               |                   |       |

5) What are the average prices of Notebook ?

| Sr.No. | Types       | 40-60<br>pages | 84-120<br>pages | 180-220<br>pages | 280<br>above<br>pages | & | Total |
|--------|-------------|----------------|-----------------|------------------|-----------------------|---|-------|
| A.     | Square line |                |                 |                  |                       |   |       |
| B.     | Four line   |                |                 |                  |                       |   |       |
| C.     | Double line |                |                 |                  |                       |   |       |
| D.     | Single line |                |                 |                  |                       |   |       |
|        | xiii. Small |                |                 |                  |                       |   |       |
|        | xiv. Medium |                |                 |                  |                       |   |       |
|        | xv. Large   |                |                 |                  |                       |   |       |
| E.     | Drawing     |                |                 |                  |                       |   |       |
|        | xiii. Small |                |                 |                  |                       |   |       |
|        | xiv. Medium |                |                 |                  |                       |   |       |
|        | xv. Large   |                |                 |                  |                       |   |       |

6) From where you purchase the notebook ?

| Sr.No. | Particular       | Yes | No |
|--------|------------------|-----|----|
| A.     | Wholesaler       |     |    |
| B.     | Distributor      |     |    |
| C.     | Retailer         |     |    |
| D.     | Company agent    |     |    |
| E.     | Other (specify ) |     |    |

7) Whether there is any impact of computerization on notebook sale ?

Yes

No

If yes then what?