

APPENDIX - B

**QUESTIONNAIRE**

FOR MARKETING FUNCTIONARIES

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A] PERSONAL DATA

1) NAME

2) SEX : 1) Female 2) Male

3) EDUCATION :

- |               |                  |
|---------------|------------------|
| 1) Illiterate | 2) Primary       |
| 3) Secondary  | 4) Highschool    |
| 5) College    | 6) Post Graduate |

4) AGE :

5) CASTE :

- |          |              |
|----------|--------------|
| 1) Hindu | 2) Muslim    |
| 3) Jain  | 4) Christian |

6) TOWN / TALUKA

7) ANNUAL INCOME :

8) CAPITAL :

9) TYPE OF ORGANISATION :

- |                           |                |
|---------------------------|----------------|
| 1) Sole Trading           | 2) Partnership |
| 3) Hindu Undivided Family | 4) Company     |
| 5) Co-operative Society   |                |

10) NATURE OF FUNCTIONARY :

- |                                  |                       |
|----------------------------------|-----------------------|
| 1) Merchant                      | 2) Merchant middleman |
| 3) Commission agent              | 4) Broker             |
| 5) Merchant & merchant middleman |                       |

11) Expenditure per year of running business : Rs.

B] MARKETING DATA (BUYING)

12) How do you buy chillies?

- |                            |                  |
|----------------------------|------------------|
| 1) Directly from producers | 2) Through agent |
| 3) Employee                | 4) Any other     |

13) Method of purchase

- |    |    |
|----|----|
| 1) | 2) |
| 3) | 4) |

14) Whom do you consider at the time of purchase?

- |                          |              |
|--------------------------|--------------|
| 1) Ultimate consumer     | 2) Merchant  |
| 3) Trend in other market | 4) Any other |

15) Whether you purchase in the capacity of merchant/agent?

- |             |          |
|-------------|----------|
| 1) Merchant | 2) Agent |
|-------------|----------|

16) Where do you purchase?

- |                       |                            |
|-----------------------|----------------------------|
| 1) In the market yard | 2) At the place of farmers |
| 3)                    | 4)                         |

17) Factors influencing the purchase

- |                           |                    |
|---------------------------|--------------------|
| 1) Price                  | 2) Product quality |
| 3) Trends of other market | 4) Credit facility |
| 5) Consumers              |                    |

18) What are the problems relating to purchase?

- |                         |                      |
|-------------------------|----------------------|
| 1) Selection of product | 2) Price             |
| 3) Skill                | 4) Government policy |

### SELLING

19) Whom do you sell goods?

- |                                     |                  |
|-------------------------------------|------------------|
| 1) To consumers                     | 2) To wholesaler |
| 3) To retailer                      | 4) To agents     |
| 5) To chilly powder making industry |                  |

20) How do you sell goods?

- |         |           |
|---------|-----------|
| 1) Cash | 2) Credit |
|---------|-----------|

21) Where do you send goods?

- |                            |                               |
|----------------------------|-------------------------------|
| 1) Local market            | 2) Different markets in India |
| 3) Foreign market (export) |                               |

22) Do you have any advertisement?

- |        |       |
|--------|-------|
| 1) Yes | 2) No |
|--------|-------|

23) What are the problems relating to sales?

- 1) Selection of person/concern to whom to sell
- 2) Selection of marketing channel
- 3) Selection of market
- 4) Fixation of selling price
- 5) Provision of credit
- 6) Government policy
- 7) Intervention of APMC

24) How do you undertake the sales promotion?

- |             |                    |
|-------------|--------------------|
| 1) Salesman | 2) Business letter |
| 3) Gifts    | 4) News papers     |

C] TRANSPORTATION

25) How do you transport the goods?

- |              |             |
|--------------|-------------|
| 1) Trucks    | 2) Tractors |
| 3) Railway   | 4) Bus      |
| 5) Any other |             |

26) Whether the transport facilities are adequate?

- |            |              |
|------------|--------------|
| 1) Yes     | 2) NO        |
| 3) Not bad | 4) Any other |

27) What is your opinion regarding the conditions of roads?

- |         |            |
|---------|------------|
| 1) Good | 2) Not bad |
| 3) Bad  |            |

28) Whether the transport charges are reasonable?

- |            |       |
|------------|-------|
| 1) Yes     | 2) No |
| 3) Not bad |       |

29) What are the problems relating to transportation?

- |  |           |
|--|-----------|
| 1) Lack of sufficient means of transport |           |
| 2) Not available in time                 | 3) Costly |

D] STORAGE AND WAREHOUSE

30) Where the storage is made?

- |                   |                           |
|-------------------|---------------------------|
| 1) Own godowns    | 2) Privately owned godown |
| 3) Godown of APMC | 4) Government godown      |

31) Whether storage facilities are adequate?

- 1) Adequate
- 2) Inadequate
- 3) Not bad

32) What are the problems relating to storage?

- 1) Lack of sufficient godown/storage space
- 2) High storage charges
- 3) Lack of APMC godowns
- 4) Lack of scientifically maintained godowns

33) Whether storage charges reasonable?

- 1) Yes
- 2) No
- 3) Not bad

E] GRADING

34) By whom the grading is made?

- 1) Self grading
- 2) Grading by graders appointed by APMC
- 3) Grading done by private agency

35) How many grades are there and what are those?

- a) Number :
- b) Specify

36) What are the problems of grading?

- 1) No uniformity
- 2) Mixed quality
- 3) Lack of skill
- 4) Any other

F] FINANCING

37) How do you finance your business?

- 1) Own capital
- 2) Loan from nationalised bank
- 3) Loan from co-op. bank
- 4) Loan from money lender
- 5) Credit facility
- 6) Any other

- 38) What are the problems of raising of finance?
- 1) Government policy
  - 2) High rate of interest
  - 3) Lack of co-operation from banks
  - 4) Problem relating to security
  - 5) Any other

39) What is the rate of interest?

40) What is the rate of commission?

G] RISK BEARING (INSURANCE)

41) What type of insurance are there to cover risk?

- 1) Fire insurance
- 2) Transport insurance
- 3) Theft insurance
- 4) Any other

42) Do you make use of insurance facility?

- 1) Yes
- 2) No
- 3) Some times

43) Are there any problems to secure insurance facility?

- 1) Lack of communication
- 2) High premiums
- 3) Personal reasons
- 4) Any other

44) Whether the insurance premium are reasonable?

- 1) Yes
- 2) No
- 3) Not bad

H] MARKET INFORMATION

45) Can you get adequate market information?

- 1) Yes
- 2) No
- 3) Some times

46) How do you get market information?

- |                           |                     |
|---------------------------|---------------------|
| 1) News papers            | 2) Journals         |
| 3) Radio                  | 4) T. V.            |
| 5) Agents of other market | 6) Employees        |
| 7) Telephone/telegrams    | 8) Business letters |

47) What are the problems in getting market information?

- |                               |                  |
|-------------------------------|------------------|
| 1) Lack of communication      | 2) Lack of skill |
| 3) Lack of timely information |                  |
| 4) Any other                  |                  |

I] ASSEMBLING

48) How do you assemble red chillies?

- |                            |                             |
|----------------------------|-----------------------------|
| 1) In the market           | 2) Through different agents |
| 3) Going to farmer's place | 4) Any other                |

49) What are the problems related to assembling?

- |    |    |
|----|----|
| 1) | 2) |
| 3) | 4) |

J] PACKING

50) How do you pack the chillies?

- |                  |                  |
|------------------|------------------|
| 1) In gunny bags | 2) In gunny nets |
| 3) Mats          | 4) Any other     |

51) What are the problems in purchasing?

- |    |    |
|----|----|
| 1) | 2) |
| 3) | 4) |

K]

EMPLOYEES/MANAGERS/ACCOUNTANTS/HAMALI

52) Do you appoint the above persons?

- 1) Yes
- 2) No
- 3) Some times

53) Whether the remuneration paid to them is reasonable?

- 1) Yes
- 2) No

54) Do you face any problems regarding employees?

- 1) Availability
- 2) Strikes
- 3) High charges
- 4) Any other

55) Do you have consumer oriented marketing?

- 1) Yes
- 2) No
- 3) Some times

L]

REASONS FOR BUSINESS FAILURE

56) What are the reasons for business failure?

- 1) Lack of capital
- 2) Inadequate accounting
- 3) Over buying
- 4) Poor location
- 5) Lack of market information
- 6) Unwise granting of credit
- 7) Failure to collect book debt
- 8) Fall in the value of goods
- 9) Change in demand and supply
- 10) Miscalculation of market trend
- 11) Speculation
- 12) Dishonesty
- 13) Carelessness
- 15) Destruction of goods
- 14) Shrinkage
- 16) Wastage



M]

SUPPORT FROM APMC

57) Do you get adequate co-operation from APMC, Byadgi?

1) Yes

2) No

3) Sometimes

58) In what way APMC. Byadgi obstructs you while marketing of red chillies? Please specify.

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RESEARCHER

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