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## APPENDIX-3

## Questionnaire for Marketing Managers

1. Name & address of Manufacturer :

2. Year of Establishment of Business :

3. Year of Establishment as TV manufacturer :

4. When did you collaborate with \_\_\_\_\_ Company of \_\_\_\_\_ country?

5. What kind of approach do you have in mind while developing your promotional strategy? (Please put  $\sqrt{\text{mark in appropriate boxes}}$ ).

1. Selling 2. Marketing 3. Other.

6. Design of effective promotional strategy requires a detailed knowledge of target customers and their buying habits. Do you agree with this? Yes/No.

- 1) Are there several segements to the market or just the one?
- 2) Do the segment(s) differ in socio-economic characteristics?
- 3) Is the purchase decision made by:
  - (1) The buyer alone
  - (2) A joint decision between husband and wife
  - (3) Your brand dealer and buyer
  - (4) Relatives and friends
  - (5) Users of your brand
  - (6) Your advertisements
- 7. Other

(Please put  $\checkmark$  mark in appropriate box/boxes).

7. A most useful idea which helps to understand the need for different promotional strategies is the concept of product lifecycle. Do you agree? Yes/No. 8. Considering TV as an industry as a whole, which stage of its lifecycle, the product seems to be in?
1. Introduction 2. Growth 3. Other (Please put √ mark in appropriate box).

9. What exactly do you want to project through your promotional efforts you served?
(Please put√ mark in appropriate box(es) with comments, if any).
1. Product image

- 2. Company image
- 3. Other

10. Whether your organization believes in promoting single model or a series of models? Why?

- 11. What do you expect your consumer/prospective consumers to see in the slogan?
- 12. Why do you prefer to continue with the same message? What aspect of buying behaviour do you think this message is to influence?
- 13. What are the various medias you use for the promotion of the brand? (Please put  $\checkmark$  mark in appropriate boxes).
  - 1. Newspapers 7. Coding
  - 2. Magazines 8. Radio
  - 3. Pamphlets 9. Television
  - 4. Calenders 10. Electronic Display Boards
  - 5. Posters 11. Filmslides
  - 6. Hoardings 12. Other
- 14. Market segment may be defined as the division of market into groups of segments having similar warts, but want may be interpreted very broadly in terms far broader than product characteristics alone.

Segment may also differ in:

- 1. Their need for information
- 2. Their need for reassurance
- 3. Their need for technical support
- 4. Their need for service
- 5. Their need for promotion
- 6. Their need for distribution.
- 7. And a host of other non-product benefits.

(Please give your preference to the above starting with the most important dimension).

- 15. What factors do you think may influence your buyers? (Please give your preference with comments, if any).
  - A) Objective Factors:
  - 1. Attractive appearance
  - 2. Colour and sound clarity
  - 3. Use of imported technology
  - 4. Warranty conditions
  - 5. Price differential
  - 6. Quality aspect
  - 7. Product durability
  - 8. Company reputation
  - 9. Promotional advertisement
  - 10. Credit purchase facility
  - 11. Cash purchase discount facility
  - 12. Instalment purchase scheme
  - 13. After-sales-service
  - 14. Other
  - B) Subjective Factors:
  - 1. Personal advice
  - 2. Personal relations with cealer
  - 3. Personal/self decision
  - 4. Status/Prestige symbol
  - 5. Other

- 16. What mode of distribution channel do you for the brand?
- 17. Do you find that your distribution strategy differs from the others? Yes/No. How ?
- 18. In what way your pricing policy/strategy seems to be different than that of others?

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