

APPENDIX

Questionnaire

A) Questionnaire for owners

- 1) Name of Respondent:
- 2) Address :
- 3) Sex :
- 4) Age :
- 5) Number of the family member :
 - a) children-
 - b) Adult - .
 - c) Total - $A+B$
- 6) Education :
 - a) Educating -
 - b) Educated -
 - c) Uneducated -
- 7) Workers in shop :
- 8) Making of ornament or purchase readymade :
- 9) Size of shop :
- 10) Speciality in making ornament :
- 11) Type of organization :
 - a) Sole trader -
 - b) Partnership -
 - c) H.U.F -
 - d) Co-operative -

- 12) Type of transaction :
- a) Cash -
 - b) Credit -
- 13) Facility in transaction :
- a) Cheque -
 - b) Time Credit -
- 14) Recovery :
- 15) Bad debts :
- 16) Effects of Govt. policy for :
- a) Gold -
 - b) Market -
- 17) Use instrument for manufacturing process :
- a) Old -
 - b) New -
 - c) Manual -
- 18) Use of Advance technology :
- a) Computer / E-mail -
 - b) Fax -
 - c) Mobile -
- 19) Type of customer :
- a) Low Class -
 - b) Middle class -
 - c) High Class -
 - d) Male -
 - e) Female -
- 20) Some transaction of litigation :
- 21) Shop insurance :

- 22) Robbery inside & outside shop :
- 23) What was your seed capital ? :
- 24) Sources of capital :
- a) Owned -
 - b) Borrowed from -
 - I. Bank -
 - II. Other financial institutions-
 - III. Money lenders -
- 25) Taxes :
- 26) Annual income :
- a) up to 50,000 -
 - b) 50,000 to 1lakh-
 - c) 1 lakh and above -

B) Questionnaire for customer

- 1) Name :
- 2) Address :
- 3) Sex :
- 4) Age :
- 5) Number of family members :
- a) Children -
 - b) Adult -
 - c) Total $A \pm B$ -
- 6) Education :
- a) Educated -

- b) Educating -
 - c) Uneducated -
- 7) Occupation :
- a) Business -
 - b) Service -
 - c) Farming -
- 8) Annual income :
- a) Up to 20,000 -
 - b) 20,000 to 70,000-
 - c) 70,000 and above -
- 9) Class of buyer :
- a) Low Class -
 - b) Middle class -
 - c) High Class -
- 10) Purchase always from :
- a) Same Shop -
 - b) Number of shops -
- 11) Purchase by order or readymade :
- 12) Type of payment :
- a) Cash -
 - b) Cheque -
- 13) Credit facility :
- 14) Period of credit facility :
- 15) Where do you purchased from ? :
- 16) At what cost did you purchase ? :
- 17) Why did you purchase from there ? :
- (Low price, Convenience, facility)

18) How did you purchase ? :

- a) Alone -
- b) With friend -
- c) with family member -

19) Do you get service after sales ? :

20) How did you raise the money for it ? :

- a) Saving -
- b) Earning -
- c) Loan -
- d) Borrowing -

21) What purpose does it today ?:

- a) Prestige -
- b) Saving -
- c) Other-

22) Did you get completed satisfaction ? : Yes/No