

## Appendix II

### Marketing Practices of Women Entrepreneurs of Manipur With Reference to Select Marketing Mix

#### QUESTIONNAIRE TO THE RESPONDENTS

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**Part I : General Profile regarding the entrepreneur and her enterprise**

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1. Age : 20-30/30-40/40-50/50-60/60-70/70-above
2. Educational Qualification : Illiterate/Basic/Matriculate/XII/Graduate/Post Graduate/Others
3. Marital Status : Single/Married/Divorcee
4. Acquisition of Training : Yes/No
5. Sources of Business Idea : Own/Family/Friends/Counsellor/Relatives/Others
6. Reason for Setting up Enterprise : .....
7. Functional Area where entrepreneur is engaged in : .....
8. Type of family System : Joint family/Nuclear family
9. Head of the family : Husband/Father/Mother/Own/Other member of the family
10. Family Support : Yes/No
11. Location of Enterprise : Urban/Rural
12. Premise of Enterprise : Own/Rented Plots/Own and Rented Plots
13. Branches : Yes/No
14. Departmentalisation : Yes/No
15. Sources of Finance : .....

16. Sources of Raw Materials : .....
17. Nature of product at initial : .....
18. Conduct of Market Survey : Yes/No
19. Type of Product : Industrial/Consumer products
20. Type of Consumer Product : Convenience/Shopping/Speciality/Unsought goods
21. Type of Business : Agro/Mineral/Textile/Forest/Polymer and Chemical/Rural engineering and Bio-tech based industry
22. Nature of Consumer Product : .....

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**Part II : Questions relating to Product related marketing practices of Women Entrepreneurs of Manipur**

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Q1. Indicate the kinds of marketing practices followed by you in relation to product element of marketing mix?

- (A) Branding —  Yes  No
- (B) Labelling —  Yes  No
- (C) Packaging —  Yes  No
- (D) Standardisation —  Yes  No
- (E) Product related services —  Yes  No

Q2. If branding is a practice, indicate the branding practices followed by you?

Parameters	Options for Response	Response from Options
Whether brand name is registered?	Yes — 1 No — 2	
Whether separate brand name is maintain for each product item, mix and line?	Yes — 1 No — 2	

What type of Brand Name is selected by you for your enterprise?	Descriptive Name — 1 Suggestive Name — 2 Arbitrary Name — 3 Coined Name — 4	
What is the type of Branding practice?	Corporate Branding — 1 Unique Branding — 2	
Whether there is Brand Mark for the product of your enterprise?	Yes — 1 No — 2	

Q3. If labelling is a practice, indicate the labelling practices followed by you?

Parameters	Options for Response	Response from Options
What type of Labelling Technique is used by you?	Brand/Company name label — 1 Grade label — 2 Descriptive label — 3	

Q4. State the nature of information you choose to provide in the label?

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Q5. If packaging is a practice, indicate the packaging practices followed by you?

Parameters	Options for Response	Response from Options
What is the nature of the packing practice?	Use as a promotional tool — 1 As a part of the product — 2 Both the above cases — 3	
What kind of Packing System is used?	Consumer package — 1 Bulk/Loose Package — 2 Packaging by dealer — 3 Reuse package — 4 Others — 5	
What kind of Packing Material is used for packaging the products of your enterprise?	Wood and wood derivatives — 1 Glass containers — 2 Metals — 3 Semi rigid trays and cups — 4 Petrochemicals — 5 Tubes — 6 Others — 7	

What is the nature of information provided in the Package?	None	— 1	
	Labels	— 2	
	Brand name and labels	— 3	
	Company name	— 4	
	Contents	— 5	
	Weights	— 6	
	Others	— 7	

Q6. If standardisation is a practice, indicate the product standardization practices adopted by you for your enterprise?

Parameters	Options for Response	Response from Options	
What is the basis of Standardization of the products of your enterprise?	Weight	— 1	
	Measures	— 2	
	Size	— 3	
	Shape	— 4	
	Quality	— 5	
	Others	— 6	
What is the technique of Standardization used by you for your enterprise?	I.S.I. standard	— 1	
	Own standard	— 2	
	International standard	— 3	
	State govt. standard	— 4	
	Others	— 5	

Q7. If providing services is a practice, indicate the marketing practices followed by you while providing services to the products?

Parameters	Options for Response	Response from Options	
What kinds of services are provided by you?	Product Support Services	— 1	
	After Sales Services	— 2	
	Both	— 3	
What are the techniques of product support services of your enterprise?	Delivery	— 1	
	Installation	— 2	
	Assembly	— 3	
	Order taking	— 4	
	Maintenance	— 5	
	Others (specify)	— 6	
What are the techniques of after sale services provided by your enterprise?	Warranties	— 1	
	Guarantees	— 2	
	Repairs	— 3	
	Replacement of faulty items	— 4	
	Refunding of the payment	— 5	
	Others (specify)	— 6	
Whether agencies are appointed for providing after sales services?	Yes	— 1	
	No	— 2	

Q8. Indicate whether the following product related marketing practices followed by you are beneficial?

<b>Variables</b>	<b>Yes</b>	<b>No</b>
Branding		
Labelling		
Packaging		
Standardization		
Services		

Q9. Indicate the nature of benefit provided by product related marketing practices followed by you?

- Customer attraction
- Customer retention
- Image building
- Product protection
- Others (specify) .....

Q10. Indicate your opinion as regard the degree of benefit of product related practices followed by you?

<b>Variables</b>	<b>Very High 1</b>	<b>High 2</b>	<b>Moderate 3</b>	<b>Low 4</b>	<b>Very Low 5</b>
Branding					
Labelling					
Packaging					
Standardization					
Services					

Q11. Tick whether social system influences you in following the marketing practices with regard to product element of marketing mix?

- Yes
- No

Q12. Indicate the degree of influence social system has on the product related practices followed by you?

- Very high (1)
- High (2)
- Moderate (3)
- Low (4)
- Very Low (5)

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**Part III : Questions relating to Price related marketing practices of Women Entrepreneurs of Manipur**

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Q1. Indicate the kinds of marketing practices followed by you in relation to price element of marketing mix?

- (A) Uniform Pricing —  Yes  No
- (B) Differential Pricing —  Yes  No
- (C) Promotional Pricing —  Yes  No
- (D) Uniform Pricing at different phases of PLC —  Yes  No

Q2. What are the techniques of uniform pricing followed by you?

Parameters	Options for Response	Response from Options
What method of uniform pricing is used by you?	Cost based pricing — 1 Demand based pricing — 2 Cost demand based — 3 Competition based pricing — 4 Administered pricing — 5 Other (specify) — 6	
What is the method of uniform pricing adopted by you at the initial period of PLC?	Cost based pricing — 1 Demand based pricing — 2 Competition based pricing — 3 Administered pricing — 4 Other (specify) — 5	
What is the method of uniform pricing adopted by you at the current stage of PLC?	Cost based pricing — 1 Demand based pricing — 2 Competition based pricing — 3 Administered pricing — 4 Other (specify) — 5	

Q3. Indicate the techniques of differential pricing followed by you?

- Customer segment pricing
- Product form pricing
- Location pricing
- Time pricing
- Others (specify) .....

Q4. Indicate the kinds of promotional pricing practices followed by you?

- (A) Special Event Pricing —  Yes  No
- (B) Price Cutting —  Yes  No
- (C) Price Leadership —  Yes  No
- (D) Discounting —  Yes  No
- (E) Concession —  Yes  No

Q5. Indicate the techniques of promotional pricing practices followed by you?

Parameters	Options for Response	Response from Options
What is the nature of Discount provided by your enterprise?	Cash discount — 1	
	Trade discount — 2	
	Seasonal discount — 3	
	Quantity discount — 4	
	Others (specify) — 5	
What type of Concession is provided by your enterprise?	Price concession — 1	
	Quantity concession — 2	
	Other (specify) — 3	

Q6. Indicate whether the following Pricing Practices followed by you are beneficial to your enterprise?

Variables	Yes	No
Uniform pricing		
Differential pricing		
Promotional pricing		

Q7. Indicate the nature of benefit provided by product related marketing practices followed by you?

- Earning target return
- Making profit
- Increasing sales
- Resistance to competition
- Attracting customers
- Others (specify) .....

Q8. Indicate your opinion as regard the degree of benefit provided by price related practices followed by you?

Variables	Very High 1	High 2	Moderate 3	Low 4	Very Low 5
Uniform Pricing					
Differential Pricing					
Promotional Pricing					

Q9. Tick whether social system influences you in following marketing practices with regard to price element of marketing mix?

- Yes
- No

Q10. Indicate the degree of influence social system has on the price related marketing practices followed by you?

- Very high (1)
- High (2)
- Moderate (3)
- Low (4)
- Very Low (5)

**Part IV : Questions relating to Promotion related marketing practices of Women Entrepreneurs of Manipur**

Q1. Indicate the kinds of marketing practices followed by you in relation to price element of marketing mix?

- |                      |   |                              |                             |
|----------------------|---|------------------------------|-----------------------------|
| (A) Personal Selling | — | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| (B) Advertising      | — | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| (C) Sales Promotion  | — | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| (D) Public Relations | — | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Q2. Indicate the techniques of personal selling followed by you?

Parameters	Options for Response	Response from Options
What is the personal selling approach of your enterprise?	Order taking — 1 Direct marketing — 2 Both the cases — 3	
What are the order taking techniques of your enterprise?	Direct response marketing — 1 Catalogue selling — 2 Telemarketing — 3 Teleshopping — 4 Others (specify) — 5	
What are the direct marketing techniques of your enterprise?	Door – to – door selling — 1 Sale at own premise — 2 Collecting bills from customers/retailers — 3 Visiting customers in groups — 4 Demonstration at roadways — 5 Others (specify) — 6	
Whether salesmen are appointed for the enterprise?	Yes — 1 No — 2	
Method of Recruiting Salesman	Advertisement — 1 Recommendation — 2 Existing employees — 3 Employment exchange — 4 Others (specify) — 6	



Q3. Indicate the kinds of advertising practices followed by you?

- (A) Indoor advertising —  Yes  No
- (B) Outdoor advertising —  Yes  No
- (C) Direct advertising —  Yes  No
- (D) Promotional advertising —  Yes  No

Q4. Indicate the techniques of advertising practices followed by you?

Parameters	Options for Response	Response from Options
What is the medium of indoor advertising tool employed by you?	Newspaper — 1 Magazines — 2 Radio — 3 Television — 4 Film — 5	
What is the medium of outdoor advertising tools employed by you?	Mural (posters) — 1 Advertising board — 2 Vehicular — 3 Painted display — 4 Travelling display — 5 Electric display — 6 Sky advertising — 7 Handbills — 8	
What are the direct advertising mediums employed by you?	Sales letters — 1 Circular letters — 2 Booklets and catalogues — 3 Folders — 4 Package inserts — 5 Store publications — 6	
What are the promotional advertising mediums employed by you?	Window display — 1 Interior display — 2 Show rooms — 3	

Q5. Indicate the kinds of sales promotion practices followed by you?

- (A) Consumer sale promotion —  Yes  No
- (B) Trade promotion —  Yes  No
- (C) Dealer promotion —  Yes  No
- (D) Sales force promotion —  Yes  No

Q6. What are the Sales Promotion related practices?

Parameters	Options for Response	Response from Options
What are the consumer sales promotion techniques of your enterprise?	Samples — 1	
	Coupons — 2	
	Demonstration — 3	
	Contests (Competition) — 4	
	Money refund order — 5	
	Premium offer — 6	
	Price off offer — 7	
	Buy – back allowance — 8	
	Free trials — 9	
What are the trade promotion techniques of your enterprise?	Calendar — 1	
	Novelties — 2	
	Exhibitions — 3	
	Trade fairs — 4	
What are the dealer's sales promotion techniques of your enterprise?	Buying allowance — 1	
	Merchandise allowance — 2	
	Price deals — 3	
	Push money or premium — 4	
	Co-operative advertising — 5	
	Dealer sales contests — 6	
	Free gift — 7	
	Point-of-purchase — 8	
What are sales force promotion techniques of your enterprise?	Bonus to sales force — 1	
	Sales force contests — 2	
	Salesmen meetings — 3	

Q7. What are the public relations related practices of your enterprise?

- Press releases
- Fact sheets
- Press kits
- Video new releases
- Employee/member relation programme
- Community relations programme
- Financial relations programme
- Events
- Publications

Q8. Indicate whether the following Pricing Practices followed by you are beneficial to your enterprise?

Variables	Yes	No
Personal selling		
Advertising		
Sales promotion		
Public relations		

Q9. Indicate your opinion as regard the degree of benefit provided by price related practices followed by you?

<b>Variables</b>	<b>Very High 1</b>	<b>High 2</b>	<b>Moderate 3</b>	<b>Low 4</b>	<b>Very Low 5</b>
Personal Selling					
Advertising					
Sales Promotion					
Public Relations					

Q10. Indicate the nature of benefit provided by promotion related marketing practices adopted by you?

- Creation of demand
- Market penetration
- Attracting customers
- Capturing market share
- Resistance to competition
- Others (specify) .....

Q11. Tick whether social system influences you in adopting marketing practices with regard to promotion element of marketing mix?

- Yes
- No

Q12. Indicate the degree of influence that social system has on the price related marketing practices adopted by you?

- Very high (1)
- High (2)
- Moderate (3)
- Low (4)
- Very Low (5)