**KONGU ENGINEERING COLLEGE**

**PERUNDURAI-638052**

**AN EMPRICAL STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON MARKETING EFFECTIVENESS IN ADIRATH FOODS**

**DEMOGRAPHIC PROFILE**

1. Name of the respondent:

2.Age of the respondent

a) Below 25 years b) 25-30 years c) 31-35years d) 36-40 years

3. Educational Qualification of the respondent

a) Schooling b) Diploma c) UG d)PG

4. Designation of the respondent in Adirath Foods

a) RSM b) ASM c) SO d) Sales Rep

5. Monthly income

a) Below Rs. 20000 b) Rs.20000-30000 c) Rs.30000-40000 d) Above Rs. 40000

6. Total experience in FMCG goods

a) Less than 2 years b) 2-4 years c) 4-6 years d) Above 6 years.

7. Current experience with Adirath foods

a) Less than 2 years b) 2-4 years c) 4-6 years d) Above 6 years.

8. Marital status

a) Married b) Unmarried c) Separated

9. Type of family

a) Joint Family b) Nuclear Family

10. No. of. Dependents

a) 2 b) 3 c) 4 d) 5

***Rate the given variables at Five Point Scale according to your perception on Emotional intelligence of the employee in Adirath foods***

SA - Strongly Agree A - Agree N- Neutral DA- DisagreeSDA- Strongly dis agree

***Self-awareness:***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Self-awareness* | SDA | DA | N | A | SA |
| I recognize how my feelings affect my performance |  |  |  |  |  |
| I am aware of my strength and weaknesses. |  |  |  |  |  |
| I am reflective and try to learn from experience |  |  |  |  |  |
| I am open to candid feedback, new perspectives, continuous learning and self-development |  |  |  |  |  |
| I present myself with self-assurance |  |  |  |  |  |
| I am decisive and able to make sound decision despite uncertainties and pressure |  |  |  |  |  |
| My moods impact the people around me |  |  |  |  |  |
| Hard work impression to an individual |  |  |  |  |  |

***Self-management***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Self-management* | SDA | DA | N | A | SA |
| I accept responsibility for my reactions |  |  |  |  |  |
| I find it easy to make goals and stick with them |  |  |  |  |  |
| I direct my energy into a creative work |  |  |  |  |  |
| I maintain my composure even during stressful times |  |  |  |  |  |
| I can restrain myself when I feel anger towards someone |  |  |  |  |  |
| If an issue does not affect me directly I don’t let it bother me |  |  |  |  |  |

***Social awareness***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Social awareness* | SDA | DA | N | A | SA |
| I care what happens to other people |  |  |  |  |  |
| I consider the impact of my decisions on other people |  |  |  |  |  |
| I usually know when to speak and when to be silent |  |  |  |  |  |
| I can tell easily if the people around me are getting annoyed |  |  |  |  |  |
| Is it possible for the leader to get along with the people for the diverse backgrounds |  |  |  |  |  |
| Do you acknowledge and rewards people strengths, accomplishments and development. |  |  |  |  |  |

***Relationship Management***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Relationship Management* | SDA | DA | N | A | SA |
| My relationships are safe at my work place |  |  |  |  |  |
| I find it easy to share my deep feelings with others |  |  |  |  |  |
| Do you balance a focus on task with attention to relationships |  |  |  |  |  |
| I can able to talk someone down if they are very upset |  |  |  |  |  |
| It is easy for me to make friends |  |  |  |  |  |
| I seek out relationships that are mutually beneficial |  |  |  |  |  |

***Psychological well being***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Psychological well being* | SDA | DA | N | A | SA |
| I am happy, satisfied or content with my personal life |  |  |  |  |  |
| I wake up feeling fresh and rested. |  |  |  |  |  |
| I have the type of life I wanted to Have |  |  |  |  |  |
| I feel enthusiastic to get on with daily tasks or takes new decision |  |  |  |  |  |
| I feel I can easily deal with any serious problems or big change in my life |  |  |  |  |  |

***Rate The Given Variables At Five Point Scale According To Your Perception Marketing Effectiveness In Adirath Foods***

***Customer philosophy***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Customer philosophy* | SDA | DA | N | A | SA |
| Management recognizes the importance of designing the  company to serve the needs and wants of chosen  markets |  |  |  |  |  |
| Management develops different offerings and marketing plans for different segments of the market |  |  |  |  |  |
| Management takes a whole marketing system view  (suppliers, channels, competitors, customer, and  environment) in planning its business |  |  |  |  |  |

***Integration and control of the marketing functions***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Integration and control of the marketing functions* | SDA | DA | N | A | SA |
| Adirath foods has high-level marketing integration and control of the major marketing functions |  |  |  |  |  |
| Marketing management work well with management in  research, manufacturing, purchase, physical  distribution, and finance |  |  |  |  |  |
| New product development process in our company is  well organized |  |  |  |  |  |
| Do marketing and sales functions as a unit |  |  |  |  |  |
| Are all new products developed with the end customer in mind |  |  |  |  |  |

***Adequate marketing information***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Adequate marketing information* | SDA | DA | N | A | SA |
| Adirath Foods regularly conduct marketing research to study  customers, buying influences |  |  |  |  |  |
| Adirath Foods usually have full knowledge of the sales  potential and profitability of different market segments,  customers’ territories, products, channels, and other sizes |  |  |  |  |  |
| Effort is expanded to measure the cost-effectiveness of  different marketing expenditures |  |  |  |  |  |

***Strategic orientation***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Strategic orientation* | SDA | DA | N | A | SA |
| Adirath Foods develops an half yearly marketing plan and a  careful long-range plan that is updated annually |  |  |  |  |  |
| The quality of current marketing strategy is clear,  innovative, data-based and well-reasoned |  |  |  |  |  |
| Management formally identifies the most important  contingencies and develops contingency plans |  |  |  |  |  |

***Operational efficiency***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Operational efficiency* | SDA | DA | N | A | SA |
| Marketing thinking at the top are communicated and  implemented down the line |  |  |  |  |  |
| Management is doing an effective job with the  marketing resources |  |  |  |  |  |
| Management show a good capacity to react quickly and  effectively to on-the-spot development |  |  |  |  |  |
| Management shows immediate responses for any defects in the products |  |  |  |  |  |