**OBJECTIVES OF THE STUDY**

* To study about the competition analysis of Hero Motors
* To know the reasons for purchasing a particular product
* To identify the quality of the product compare to competitors
* To study the effectiveness of promotional policy compared to other products

**QUESTIONNAIRE**

Name

Gender

Male Female

Age Group

Below 25 25 – 40 40 – 60 Above 60

1. How will you rate the Competition of Hero Motocorp?

Very High Competition High Competition  Average No Competition

2. Which are the major Competitors of the company?

Honda Bajaj Yamaha  Suzuki TVS

3. Do you think that the competition of the company will reduce the sales?

 Yes No Sometimes

4. Do agree that the company has a good brand image in the market when compared to its competitors?

 Strongly agree  Agree Neutral Disagree Strongly disagree

5. How will you rate the overall performance of the company to its competitors?

 Excellent Good Average Poor Bad

6. Which of the below factors will be considered before purchasing a product?

Price Brand Image  Quality After sales Service  Resale value

7. Which factor will be considered while purchasing a vehicle?

Model  Technical Specifications  Service Availability Booking Time Fuel Economy

8. Are you satisfied with the model available with Hero Motocorp?

Highly satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied

9. How will you compare the price of the company with its competitors?

 Excellent  good  Average  Bad

10. Are you satisfied with the offers provided by the company?

Highly satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied

11. How will you rate the availability of colours when compared to its competitors?

 Excellent  good  Average  Bad

12. Are you satisfied with the services offered by the company?

Highly satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied

13. How will you rate the showroom experience when compared to its competitors?

 Excellent  good  Average  Bad

14. Do you think that increase in competition will help to introduce new products to the market?

 Yes  No  Sometimes

15. How will you rate the after sales service of the company?

 Excellent  good  Average  Bad

16. How will you rate the promotional measures of Hero Motocorp?

 Excellent  good  Average  Bad

17. Which medium of advertisement will help in increasing sales?

Visual Audio Print media Special Campaigns

18. Are you aware of various promotional programs offered by the company?

Yes No