

Annexure - II

Questionnaire

Dear Sir/Madam,

I am a student of MBA 3rd Semester in Gauhati Commerce College Centre of Management Studies (GCMS) under Gauhati University. As an integral part of our course curriculum, I am conducting a study on "A Study of Customer Satisfaction towards Product and after-sale services offered by Ford Motors". Therefore, I would request you to kindly spend a few minutes by answering the following questions which will enable me to achieve the objectives of this study. I assure you that these information will be kept confidential and will be used for academic purpose only.

With Regards,
Saroj Das
MBA 3rd SEM, GCMS

* Required

1. Name

2. Age *

Mark only one oval.

- ☐ 18-30
☐ 31-40
☐ 41-60
☐ Above 60

3. Gender *

Mark only one oval.

- ☐ Male
☐ Female
☐ Other: _____

4. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Service
- ☐ Self-employed
- ☐ Other: _____

5. Which income group do you belong to? *

Mark only one oval.

- ☐ Below ₹1,00,000
- ☐ ₹2,00,000 - ₹6,00,000
- ☐ ₹7,00,000 - ₹10,00,000
- ☐ Above ₹10,00,000

6. Have you heard about TI Ford Motors? *

Mark only one oval.

- ☐ Yes
- ☐ No

7. Did you purchase your car from TI Ford Motors? *

Mark only one oval.

- ☐ Yes
- ☐ No

8. Which Ford car do you own? *

Mark only one oval.

- ☐ Figo
☐ Aspire
☐ Freestyle
☐ EcoSport
☐ Endeavour

9. How do you rate the service center premises, waiting hall and the ambience at TI Ford?(Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

10. How do you rate the staff on their behavioral aspects like politeness, cooperativeness and responsiveness?(Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

11. What do feel about the prices being charged at TI Ford? *

Mark only one oval.

- ☐ Very High
☐ Reasonable
☐ Low

12. Were you offered test drive before purchasing the car? *

Mark only one oval.

☐ Yes

☐ No

13. Are you satisfied with the demo or the explanatory given by the Tech team while purchasing or during servicing of the car? *

Mark only one oval.

☐ Yes

☐ No

14. Where do you get your car serviced regularly (after completion of free servicing plans)? *

Mark only one oval.

☐ Authorised Service Centre

☐ Local Workshop

☐ Other: _____

15. If done in authorised center then, did you like the service they provide? *

Mark only one oval.

☐ Yes

☐ No

☐ Not applicable (Choose if done in Local Workshop or Other)

16. How do you rate on Service Delivery and Spare parts availability at TI Ford?
(Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

17. How many car services did you received (free and paid) from TI Ford? *

Mark only one oval.

- ☐ Below 3
☐ 4
☐ More than 4

18. Rate your satisfactory level of Ford's free servicing plans?(Where 1 being Very Unsatisfied and 5 being Very Satisfied) *

Mark only one oval.

	1	2	3	4	5	
Very Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

19. Do you agree that the services are done on time? *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

20. Have you faced any problem or had issue when it comes to servicing of your car? *

Mark only one oval.

☐ Yes

☐ No

21. If yes, then choose among the following issue that you have faced

Mark only one oval.

☐ Timeliness

☐ Communication

☐ Part Costs

☐ Service Quality

☐ Parts Availability

☐ Other: _____

22. Rate your overall satisfaction with Ford cars?(Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

23. Rate your overall satisfaction with the services offered by TI Ford?(Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

24. Do you own any other brand car apart from Ford? *

Mark only one oval.

- ☐ Yes
☐ No

25. If you given a chance to choose among Ford and other brand cars, will you stick to Ford? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

26. Which parameters you liked about Ford cars if compared to other vehicles? *

Mark only one oval.

- ☐ Design
☐ Build Quality
☐ Safety Features
☐ Brand Value
☐ Comfortability
☐ Other: _____

27. How did you come to know about ford? *

Mark only one oval.

- ☐ TV Advertisement
☐ Newspaper
☐ Sales Promotion
☐ Friends/Relatives
☐ Other: _____

28. What is your opinion regarding the following attributes on the basis of Product parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval per row.

	1	2	3	4	5
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mileage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. What is your opinion regarding the following attributes on the basis of Price parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval per row.

	1	2	3	4	5
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EMIs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allowances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. What is your opinion regarding the following attributes on the basis of Place parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval per row.

	1	2	3	4	5
Showroom Coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showroom Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. What is your opinion regarding the following attributes on the basis of Promotion parameters? (Where 1 being the Poor and 5 being the Excellent) *

Mark only one oval per row.

	1	2	3	4	5
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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