

Questionnaire

Dear Sir/Madam,

I have undertaken a project on “A study on Sales Promotion at Ford Motors Pvt. Ltd. in Guwahati city and measures to improve the same” as a part of my B.B.A curriculum, under Gauhati University, at B. Borooah College.

I shall be highly obliged, if you could kindly spare a few minutes and answer the following questions. I assure you that the information provided by you shall be used for academic purpose only.

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B.B.A 5th Semester
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Organisation Name: _____

Contact Person: _____

Address: _____

Please tick (✓) the option of your choice

1. What Sales Promotion scheme of Ford Motors is preferred more by your organisation?

☐ Price Reduce/Discounts. ☐ Arranging Exhibitions. ☐ Offering free gifts. ☐ Public Relation Activity.

2. Do the Sales Promotion techniques used by T.I. Ford helps to improve/increase of sales?

☐ Yes. ☐ No.

3. Does the promotional activities helps to attain the monthly/yearly sales targets?

☐ Yes. ☐ No.

4. During which period do the company does Sales Promotion?

☐ During Festive Period. ☐ New Year Offer. ☐ Others, please specify _____

5. Please give rating to the following Sales Promotion activities used by T.I. Ford, according to its effectiveness:

Sr. No.	Activities	Excellent	Very Good	Good	Average	Poor
1	Bonuses					
2	Free Display					
3	Discounts					
4	Gifts					
5	Credit Facilities (EMI's)					
6	Price Deals					
7	Tour					
8	Seminar					
9	Incentives					
10	Trails/Free Test Drives					

6. Do you think Sales Promotion activities are really beneficial for your organisation?

☐ Strongly Agree. ☐ Agree. ☐ Disagree. ☐ Strongly Disagree.

7. Do you think Sales Promotional schemes/techniques attract customers and also raise the market share?

☐ Strongly Agree. ☐ Agree. ☐ Disagree. ☐ Strongly Disagree.

8. What do you think that the Sales Promotion techniques are enough to give competition to rival companies?

☐ Yes. ☐ No.

9. Do you think Sales Promotion help to create awareness amongst customers?

☐ Yes. ☐ No.

10. Does rival company's promotional schemes affect your company's sales of product?

☐ Yes. ☐ No.

11. How effective Sales Promotion technique of T.I Ford are?

- a) Helps in popularising the product.
- b) Simplifies the effort of the sales force.
- c) Educate the customers/dealers about the product.
- d) To face competition effectively.
- e) All of the above.

12. Do you think there are any limitation which Sales Promotion has as a tool of increasing sales?

☐

Yes.

☐

No.

13. If “yes”, what are its limitation?

- a) Short-term device.
- b) Not an independent tool.
- c) Raises doubt among the customers.
- d) All of the above.

14. What is your opinion about the Sales Promotional techniques used by your organisation?

----- Thank You For Your Precious Time And Support -----