

Debre Tabor University
Faculty of Business and Economics
Management Department
Master of Business Administration (MBA) Program

Dear Respondents,

First of all I would like to forward my heartfelt gratitude and respect to you for administering this questionnaire honestly and responsibly. This questionnaire is designed to collect the necessary information to undertake a survey about "**Assessment of Marketing Mix Elements**" for the partial fulfilment of the requirements of the course Marketing Management at Debre Tabor University.

Your genuine, frank and timely responses are quite vital to determine the success of my survey. So, I kindly request your contribution in filling the questionnaire honestly and responsibly. Finally, I would like to confirm you that all the information you provided in this Questionnaire will be strictly confidential and exclusively used for research purpose.

Instructions

- ☞ Please put "√" mark for your response
- ☞ No need of writing your name
- ☞ If you need more explanations, you can contact me via



+2519----- or



-----@gmail.com

Thank you very much ahead for your cooperation!

Part One: Background Information

1. Sex Male Female
2. Company Name
3. Company Establishment year
4. The company is categorized under which sector?
 Manufacturing Construction Trade
 Service Urban Agriculture
5. Does your company has separate marketing section Yes No
6. Educational Qualification
 Certificate or less Diploma
 Bachelor degree Master's Degree P h. D or above
7. Your position in the organization
 Owner General Manager
 Marketing Manager Other

Part Two: Company Information

Product

1. Your product stands in which stage of product life cycle?
 Introduction Growth Maturity Decline
2. How many types of products you are able sell?
3. Do you provide service/ repair for you products? Yes No
4. Do you provide a warranty for your product? ? Yes No
5. How do you rate the uniqueness of the products? (*Use scale on 1 to 5. With 5 being the most Unique and 1 being the least unique*)
 1 2 3 4 5
6. Does the product has many sizes? Yes No
7. If your answer is "yes" for question 6. How many sizes does your company have?
8. Does the product has many colors? Yes No
9. If your answer is "yes" for question 6. How many sizes does your company have?
10. How many different types of models/ varieties of product do you have?
11. How do you rate in identifying customers need?
 High Medium Low
12. What percentage of identified customers need is actually implemented in the product? $\leq 10\%$ $\leq 40\%$ $\geq 70\%$ $\geq 90\%$
13. Has there been any significant shift in your marketing strategy. Yes No
14. Do you have positioning strategy for your product? Yes No

15. Do you collect information about your competitors? Yes No
16. Does your product have a Brand Name? Yes No
17. Does your product have a labelling? Yes No
18. Does your product have packaging? Yes No
19. What is the average expiry date of your product?

Place

1. How do you sell your products?
- Directly to customers Through distributors Through retailers
- Through whole seller Through own stores
2. How large is your Geographic coverage for sale?
- One kebele One Woreda One Zone One Region Country
3. What means of transportation you use to distribute your products?
- Own transport Public transport Aminimal transport Other
4. How many branches do you have to sell your products?
5. Do you have sales agent for your products? Yes No
6. Do you sell your products through telephone or internet? Yes No
7. Who are the frequent customers of your products?
- Individual consumers Business buyers
8. Do you get request from far areas to access your products? Yes No
9. What is your future plan to distribute your product? -----

10. Do you think that broker is important to sell your product? Yes No

Price

1. What is the price of your product

| S.No | Product type | Price |
|------|---------------|-------|
| 1. | Product ----- | |
| 2. | Product ----- | |
| 3. | Product ----- | |

2. What kind of pricing strategy do you follow?

- Penetrating pricing:** (the company sets lower price to increase sale and market share and after the large market share is captured, the company increase price)
- Skimming pricing:** (the company set an initial high price and then slowly lower the price to make the product available to a wider market)

- Competition pricing** : (setting a price in comparison with competitors)
- Premium pricing**: (Set the high price to reflect the exclusiveness of the product)
- Cost Plus pricing**: (the firm adds percentage to costs as profit margin to set the final price)

3. What is your profit margin for your products?

- ≤ 10 ≤ 20 ≤ 30 ≥ 30 *no profit*

4. How is your pricing as compared with competitors?

- More Similar Less

5. Is your company willing to sell share? Yes No
6. Do you provide discount for frequent customers? Yes No
7. Do you provide discount for Bulk amount purchasers? Yes No
8. Do you provide discount for cash purchasers? Yes No

Promotion

1. Do you have personal sales in which your sales representative directly contact the customer?

- Yes No

2. Do you do direct marketing?

- Yes No

3. Do you do direct marketing? (Communicating straight to customers)

- Yes No

4. Do you provide promotion such as

- Price discount Coupon Free samples Access to customers home

5. Which media do you use to carry out your advertising message?

- Broacher Magazine Newspaper
- Direct Mail Internet Tv
- Radio Banners Other

6. How frequently do you advertise?

- Once a month Twice a month Once a year Twice a year

7. Do you show your product in the trade fair?

- Yes No

8. Do you offer incentive to dealers to push your product?

- Yes No

9. Do you have good personality to advertise your company?

- Yes No

NB: Promotion Assignment (50% of the assignment)

Assume you are the promotion expert and prepare one minute (60 seconds) advertisement for the company you have collected the above information. Your promotion must be a mixture of videos, photos and audios to broadcast via television. (Hint: look the advertisement of different products in Television).

| ተ.ቁ | የድርጅቱ ስም | አድራሻ | | የተሰማራበት ዘርፍ | የተፈጠረ የሰራ ጊዜ | | |
|-----|--|--------|-------|--------------------|--------------|----|----|
| | | ዞን | ከተማ | | ወ | ሴ | ድ |
| 1 | ሳባ ኢንጅነሪንግ | ደ/ጎንደር | ደ/ታቦር | ኮንክሪት ፖል ማምረት | 37 | 23 | 60 |
| 2 | ኤንቱ ኤስቲ ዲቂት ፋብሪካና አግሮፕሮሰሲንግ ኃ/የተ/የግ/ማህበር | ደ/ጎንደር | ደ/ታቦር | ዲቂት ፋብሪካ | 18 | 8 | 26 |
| 3 | ጎሳ ኢንዱስትሪያል ኃ/የተ/የግ/ማህበር | ደ/ጎንደር | ክ/ድንጋ | የተጣራ ውኃ ማምረቻ | 12 | 4 | 16 |
| 4 | ፈለቀ ይርጋ | ደ/ጎንደር | ደ/ታቦር | ስፖንጅና ፎም ፋብሪካ | 5 | 2 | 7 |
| 5 | አንዳለዉ ስንታየሁ | ደ/ጎንደር | ደ/ታቦር | የቤትና የቢሮ ዕቃዎች ማምረቻ | 10 | 2 | 12 |
| 6 | ሀብርት ሆቴል | ደ/ጎንደር | ደ/ታቦር | ሆቴልና ሌሎች አገልግሎቶች | | | |

NB: Each student has to collect the data individually. But for promotion assignment 2 students can make one group.