

Appendices
Annexure A
Questionnaire for Distributers and Dealers/Retailers

Name

Address

Contact No -

Repondent Type : Dealers/Distributors

1. Which are the major & small players in market for wheat herbicides?

2.
How was the sale of wheat herbicide in this year as compare to last year?

Very good	Good	Moderate	Poor	Very Poor

3. How was the sale of Clodinofof-propargyl during this year compare to last year?

Very good	Good	Moderate	Poor	Very Poor

3. Are fertilizers companies participating in sale of Clodinofof-propargyl?

Yes	No	No Idea

4. If yes, how much percent sale of Clodinofof-propargyl has increased by fertilizer companies?

1-10	10-20	20-30	30-40	40-50	Same	No Idea

5. Are cooperative societies participating in sale of Clodinofof-propargyl?

Yes	No	No Idea

6. If yes, how much percent sale of Clodinofof-propargyl has increased by cooperative societies?

1-10	10-20	20-30	30-40	40-50	Same	No Idea

7. Are, sale of low price brand increasing in market?

Yes	No

8. If yes, how much percent sale of Clodinofof-propargyl has increased by low price brand as compare to last year?

1-10	10-20	20-30	30-40	40-50	Same	No Idea

9. What is the prices of major Clodinofof-brands sold by you?

10. Are weed infestation was less in this year as compared to last year?

Strongly agree	Agree	Moderate	Disagree	Strongly disagree

11. Are resistance against clodinofof-propargyl increasing in weeds?

Yes	No

12. Which are the promotional activities used by major players in market?

TATA Rallis	Syngenta	Bayer	UPL	Shriram fertilizers	Chamble fertilizers

13. Rank to following companies as promotional activities use by them?

TATA Rallis	Syngenta	Bayer	UPL	Shriram fertilizers	Chamble fertilizers

14. According to your opinion which are the best activities for sales promotion of Clodinofof-propargyl, please give rank to them ?

Demonstration	TFA	Poster/Banner	Packaging	Gift	Jeep Campaign

15. Are you satisfied with promotional activities of companies ?

Strongly agree	Agree	Moderate	Disagree	Strongly disagree

16. According to your opinion which are the best activities for sale promotion of Clodinofof-propargyl, please rank them?

Demonstration	TFA	Poster/Banner	Packaging	Gift	Jeep Campaign

17. Do you agree with promotional activities of companies in peak sale season?

Strongly agree	Agree	Moderate	Disagree	Strongly disagree

Appendices

Annexure B

Farmer's Questionnaire

Name

Address

Contact No -

Repondent Type : Farmers

1. Was weed infestation less in this year as compare to last year?

Strongly agree	Agree	Moderate	Disagree	Strongly disagree

2. Is resistance against clodinofof-propargyl increasing in weeds?

Yes	No

3. Give rank to following companies as per the promotional activities used by them?

TATA Rallis	Syngenta	Bayer	UPL	Shriram fertilizers	Chamble fertilizers

4. According to your opinion which are the best activities for sale promotion of Clodinofof-propargyl, please give rank to them ?

Demonstration	TFA	Poster/Banner	Packaging	Gift	Jeep Campaign