

For office use
only

Questionnaire number

V1

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1 - 3

QUESTIONNAIRE

Interviewer instruction:

Phone the number indicated on the list provided and ask the following

Good day, Sir / Madam. My name is ... (state your name). I represent Mr Frikkie Herbst who is a Doctorate student at the University of Pretoria and he is currently collecting data for his thesis. **Can you please tell me who in your organisation is responsible for marketing decision-making?**

Interviewer instruction:

Ask to speak to this person, **INTRODUCE YOURSELF** and ask the following question to him / her

Good day, Sir / Madam. My name is ... (state your name). I represent Mr Frikkie Herbst who is a Doctorate student at the University of Pretoria and he is currently collecting data for his thesis on the product life cycle concept. **May I please use a minute of your time to ask you a few questions?**

Screening Question:

Are you familiar with the product life cycle (PLC) concept and does your organisation apply this concept?

<p>Yes I am familiar with the PLC concept and my organisation does apply the PLC concept</p>	<p>Yes I am familiar with the PLC concept and my organisation does not apply the PLC concept</p>	<p>No I am not familiar with the PLC concept</p>
<p>↓</p> <p><u>Interviewer instruction:</u> Ask to make an appointment with this person</p>	<p>↓</p> <p><u>Interviewer instruction:</u> Terminate the interview and thank the respondent for his / her time</p>	<p>↓</p> <p><u>Interviewer instruction:</u> Terminate the interview and thank the respondent for his / her time</p>

↓
Date of interview: _____

Time of interview: _____

Physical address: _____

INTRODUCTION AT THE START OF THE INTERVIEW

Good day, Sir / Madam. My name is ... (state your name). I represent Mr Frikkie Herbst who is a Doctorate student at the University of Pretoria and he is currently collecting data for his thesis. The topic of the thesis is "**The product life cycle concept as an instrument in marketing decision-making.**"

May I please use a few minutes of your time to ask you some questions? The interview should take about **25 minutes**. I want to ensure you that the interview will be treated with the strictest confidence and that all information given to me will be used for research purposes only.

SECTION A

Q 1: Location of the organisation

Pretoria	Johannesburg
Manufacturer	Dealer

Q2: Classification

Q3: What is the nature of your core business?

V2		4
V3		5

V4		6 - 7
V5		8 - 9

Q 4: Name all the **departments** or **functions** in your organisation?

Interviewer instruction:
Please do not read the list to the respondent.
Mark the verbatim answer in the appropriate block!

Accounts
Buying / Purchasing
Communication
Customer service
Finance
Human resources
Information Technology (IT)
Legal
Marketing
Production
Public relations (PR)
Sales
Technical support
Research and development (R&D)

Other: _____

Q 5: How many employees are working in your organisation?

11 - 15	16 - 20	21 - 30	31 - 40	41 - 50
Other: _____				

V6	<input style="width: 100%; height: 20px;" type="checkbox"/>	10
V7	<input style="width: 100%; height: 20px;" type="checkbox"/>	11
V8	<input style="width: 100%; height: 20px;" type="checkbox"/>	12
V9	<input style="width: 100%; height: 20px;" type="checkbox"/>	13
V10	<input style="width: 100%; height: 20px;" type="checkbox"/>	14
V11	<input style="width: 100%; height: 20px;" type="checkbox"/>	15
V12	<input style="width: 100%; height: 20px;" type="checkbox"/>	16
V13	<input style="width: 100%; height: 20px;" type="checkbox"/>	17
V14	<input style="width: 100%; height: 20px;" type="checkbox"/>	18
V15	<input style="width: 100%; height: 20px;" type="checkbox"/>	19
V16	<input style="width: 100%; height: 20px;" type="checkbox"/>	20
V17	<input style="width: 100%; height: 20px;" type="checkbox"/>	21
V18	<input style="width: 100%; height: 20px;" type="checkbox"/>	22
V19	<input style="width: 100%; height: 20px;" type="checkbox"/>	23
V20	<input style="width: 100%; height: 20px;" type="checkbox"/>	24 - 25
V21	<input style="width: 100%; height: 20px;" type="checkbox"/>	26

SECTION B

Q 6: How **important** is the application of the product life cycle concept in the execution of the following aspects in your organisation? (*Use the scale in such a way that “1” would indicate that the aspect is not important at all and that “5” would indicate that the aspect is extremely important*).

	Not important at all		Extremely important			
	1	2	3	4	5	
Buying	1	2	3	4	5	Don't know
Costing	1	2	3	4	5	Don't know
Forecasting	1	2	3	4	5	Don't know
Manufacturing	1	2	3	4	5	Don't know
Product development	1	2	3	4	5	Don't know
Pricing	1	2	3	4	5	Don't know
Distribution	1	2	3	4	5	Don't know
Advertising	1	2	3	4	5	Don't know
Sales promotion	1	2	3	4	5	Don't know
Monitoring market share	1	2	3	4	5	Don't know
Competitive evaluation	1	2	3	4	5	Don't know
Managing brands	1	2	3	4	5	Don't know
Allocating resources	1	2	3	4	5	Don't know

V22 27

V23 28

V24 29

V25 30

V26 31

V27 32

V28 33

V29 34

V30 35

V31 36

V32 37

V33 38

V34 39

Q 7: Name three aspects that provide a competitive advantage for your organisation?

7.1 _____

7.2 _____

7.3 _____

V35 40 - 41

V36 42 - 43

V37 44 - 45

Q 8: Indicate the **nature** of your **product assortment**.

A single product	One product range	Multiple product ranges
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Q 9: If you have **multiple product ranges**, will you apply the PLC concept on each individual product within each product range?

Yes	No
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Q 10: In what phase of the product life cycle concept is your **primary product** positioned? *The primary product can be regarded as the best selling product or product range in your organisation.*

Introductory phase	Growth phase	Maturity phase	Declining phase
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Q 10.1: Provide a **short description** of your **primary product / product range**:

V38	<input type="checkbox"/>	46
V39	<input type="checkbox"/>	47
V40	<input type="checkbox"/>	48
V41	<input type="checkbox"/>	49 – 50
V42	<input type="checkbox"/>	51 – 52
V43	<input type="checkbox"/>	53 – 54

Q 10.2: Provide a **reason(s)** why this product / or product range is your **best seller**:

V44			55 – 56
V45			57 – 58
V46			59 - 60

Interviewer instruction:

Show the flash card to the respondent to familiarise the respondent with the meaning of a marketing objective



Q 10.3: Describe the **marketing objective** for the primary product or product range in the product life cycle phase indicated in **Q10:**

V47			61 - 62
V48			63 - 64
V49			65 - 66