Name:

Profession:

Affiliations:

Q1. What is your Gender?

1. Male 2. Female 3. Other

Q2. What is Your Age?

1. Below 35
2. 35 – 40
3. 41 – 45
4. 46 – 50
5. Above 50

Q3. Have you ever used or using a dodge car/truck?

1. Yes 2. No

Q4. If “yes” what is your first reaction to the Product?

1. Very Positive 2. Somewhat Positive 3. Neutral

4. Somewhat Negative 5. Very Negative

Q5. If “No” State the Reason.

Q6. How would you rate the quality of the product?

1. Very High 2. High Quality 3. Neither

4. Low Quality 5. Very Low Quality

Q7. How innovative are the products of Dodge?

1. Extremely Innovative 2. Very Innovative 3. Somewhat Innovative

4. Not so Innovative 5. Not at all Innovative

Q8. Do you think that Dodge is something you will preferred over other companies like Ford etc.?

1. Definitely 2. Probably 3. Don’t know 4. Probably Not

5. Definitely not

Q9. How would you rate the sell on value of the product?

1. Excellent 2. Good 3. Average 4. Below Average

5. Poor

Q10. How likely is that you would recommend Dodge over other products to a friend?

Not at All Definitely

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q11. List the five things that you would most likely to improve in Dodge cars/trucks.



Q 12. How the products of Dodge are visually appealing?

1. Extremely Appealing 2. Very Appealing 3. Somewhat Appealing

4. Not so Appealing 5. Not at all Appealing

Q 13. What Separates Dodge from other products?

1. Brand Name 2. Quality 3. High Technology 4. Price

5. Aesthetics

Q 14. What is your point of view regarding brand position of Dodge?

1. Very high 2. High 3. Average 4. Below Average

5. Very Low

Q 15. While purchasing a car which factor will you prefer the most?

1. Imported used car 2. An imported New car 3. Local old car

4. Locally made new car 5. Any other

Q 16. What is the source of information you will consider while buying a car?

1. Internet 2. Car Dealers 3. Family & friends

4. Advertisements 5. Blogs

Q17. While buying a sports car, which brand will you prefer over Dodge?

1. Koenigsegg 2. McLaren 3. Bentley 4. Porsche

5. BMW 6. Nissan

Q 18. What type of Dodge vehicle would you most likely prefer?

1. SUV 2. Van 3. Sports Car 4. Hatchback

5. Other

Q19. Would you prefer any different brand over dodge, if you can get same specification for same price?

1. Yes 2. No

Q 20. How many types of Dodge cars are you familiar with?

Q 21. What are some of the words that come to your mind when you hear about Dodge cars?

|  |
| --- |
|  |

Q 22. What aspect has driven you the most to buy a car?

|  |
| --- |
|  |

Q 23. If you are buying a dodge automobile, what is your underlying motive behind it?

1. Emotions 2. Enjoyment 3. Past Experience

4. Status 5. Other

Q 24. If a celebrity you love, was representing Dodge. Would that change your favoritism towards the brand?

1. Yes 2. No

Q 25. How much you prefer Aesthetics over quality?

1. Very 2. Average 3. Below Average 4. Not at all