|  |  |  |
| --- | --- | --- |
|  **JN: 1714xxxxx** |  | **Qre. No.** |
| **BIRD BANGALORE** | **Recruitment Questionnaire** |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **Name of the Respondent\*** |  |
| **City\***  |  |
| **Landline Number** |  | S | T | D |  | - |  |  |  |  |  |  |  |  |  |  |
| **Mobile Number \*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Email Address** |  |
| **Time of interview** | **Start** |  | **AM/PM** | **End** |  | **AM/PM** |  |
| **Name of the Interviewer** |  |  |
| **Date of Interview** | D | D | **-** | M | M | **-** | Y | E | A | R |  |

**NOTE TO THE INTERVIEWER: - DETAILS INDICATED WITH “\*” ARE COMPULSORY AND QUESTIONNIARES WITHOUT THESE DETAILS WOULD NOT BE ACCEPTED.**

Good\_\_\_\_\_\_ or Namaste! I am\_\_\_\_\_\_\_(MENTION YOUR NAME) from KANTAR, a leading market research organization. We are conducting a study to understand about various platforms/channels that consumers use for tour package bookings. I am calling you today to request for an appointment with you to schedule the discussion. Before we set up for a face to face discussion at your convenient time, we would like to know a few specific information from you which will help our moderator tailor our discussion more effectively. Kindly let me know if we can go ahead with the questions now.

ONCE THE RESPONDENT CONFIRMS:

Before starting, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose.

Do you have any queries before I start the interview? For further clarification, you may also contact my senior at KANTAR at any point during this interview. INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE.

START TIME: \_\_\_\_\_\_\_\_\_\_\_ END TIME: \_\_\_\_\_\_\_\_\_\_\_\_ TOTAL DURATION: \_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **TG** |  | **TG CODE** |
| **1** | Travel agents/ operators with no inventory of their own | **TG 1** |
| **2** | Bus operators with their own inventory offering travel packages | **TG2** |

**PLEASE REFER LAST PAGE FOR REQUIRED SAMPLE SIZE FOR EACH TARGET GROUPS**

**RECRUITMENT SECTION**

**Q1. ASK ALL:** Select the city you are currently operating your business.

|  |  |  |
| --- | --- | --- |
| **Cities** | **Code** | **Quota** |
| **Bangalore** | **01** | **CONTINUE**  |
| **Mumbai** | **02** |
| **Delhi** | **03** | **TERMINATE** |
| **Jaipur** | **04** |
| **Ahmedabad/ Surat** | **05** |
| **Coimbatore** | **06** |
| **Others** | **07** |

**Q2. ASK ALL.** What best describes your business offering?

|  |  |  |
| --- | --- | --- |
| **Type of Business** | **Code** | **REMARKS** |
| **TRANSPORTATION, WAREHOUSING AND DISTRIBUTION** | **01** | **TERMINATE** |
| **CAB OPERATOR** |  |
| **HOTELS** |  |
| **TRAVEL OPERATOR** | **02** | **CONTINUE** |
| **TRAVEL AGENT** | **03** |
| **INTERCITY BUS OPERATOR** | **05** |
| **NONE OF THESE** | **06** | **TERMINATE** |

**Q3. ASK ALL.** What is your role/designation in the organization? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Designation** | **Code** | **REMARKS** |
| **Owner/Proprietor/Director** | **01** | **CONTINUE** |
| **Marketing Head** | **02** | **TERMINATE** |
| **Marketing Manager** | **03** |
| **Others** | **04** |

**Q3a. ASK ALL.** How long have you been in this business?

|  |  |  |
| --- | --- | --- |
| **Experience** | **Code** | **REMARKS** |
| **Less than 1 year** | **01** | **TERMINATE** |
| **1-3 Years** | **02** | **CONTINUE** |
| **4-10 Years** | **03** |
| **More than 10 Years** | **04** |

**Q3b.** How many employees are working in the organization?

|  |  |  |
| --- | --- | --- |
| **Experience** | **Code** | **REMARKS** |
| **1** | **01** | **TERMINATE** |
| **2-5** | **02** |
| **6-10** | **03** | **CONTINUE** |
| **11-20** | **04** |
| **21-50** | **05** |
| **51-100** | **06** |
| **100+** | **07** |

**Q4. ASK ALL.** What services do you provide? **MULTI CODING POSSIBLE**

**Q4a. ASK ALL.** What % of your revenue comes from each of these? **SHOULD ADD UP TO 100**

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Q4** | **REMARKS** | **Q4a** |
| **Travel Packages (Bus/Train Ticket, Hotel booking, Cabs etc included)** | **1** | **TERMINATE IF 01 NOT SELECTED** | **CONTINUE IF 1 IS THE HIGHEST CODED %** |
| **Transportation only** | **2** |  |
| **Ticket Booking only** | **3** |  |
| **Accommodation only** | **4** |  |
| **Food & Beverages only** | **5** |  |
| **Other services** | **6** |  |

**Q5. ASK ALL.** What type of travel packages do you provide? **MULTI CODING POSSIBLE**

**Q5a. ASK ALL.** Which of the following is the major contributor to your business? SINGLE CODING ONLY

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Q5** | **REMARKS** | **Q5a** |
| **Pilgrimage** | **1** | **TERMINATE IF 01/02 NOT SELECTED** | **CONTINUE** |
| **Leisure/Holiday** | **2** | **TERMINATE** |
| **Business**  | **3** |
| **Adventure** | **4** |
| **Events** | **5** |
| **Others (Please specify)** |  |  |

**Q6. ASK ALL:** Which of the following platforms **are you using** to get customer bookings? **MULTI CODING POSIBLE**

**Q6a. ASK ALL:** How much does each of them contribute to the business? **SHOULD ADD UP TO 100**

|  |  |  |  |
| --- | --- | --- | --- |
| **Response** | **Q6** | **REMARK** | **Q6a** |
| Customer walk-ins | 01 | **CONTINUE IF AT LEAST ONE OF 01/02 IS SELCTED** | **CONTINUE IF 1/2 HAS HIGHEST %** |
| Customer calls | 02 |  |
| Travel apps like MMT, Thomas Cook, Yatra, SOTC, etc. | 03 |  |
| Other Travel based websites | 04 |  |

**Q7. ASK ALL:** Which of the following businesses do you own**?**

|  |  |  |
| --- | --- | --- |
| **Response** | **Code** | **REMARKS** |
| **Buses** | **01** | **CONTINUE AS TG2** |
| **Cabs** | **02** |
| **Hotels** | **03** |
| **None of these** | **04** | **CONTINUE AS TG1** |

**Quota**

|  |  |  |  |
| --- | --- | --- | --- |
| **TG** | **MUMBAI** | **BANGALORE** | **Quota** |
| **TG1** | **3** | **3** | **6** |
| **TG2** | **1** | **1** | **2** |
| **TOTAL** | **4** | **4** | **8** |