

SCORING TECHNIQUE

The questionnaire is not ready for field operations till the scoring is finalised. While allotting scores care should be taken to see that undue weightage is not allotted to any particular question. This has already been discussed in the chapter on 'Methodology'.

The questionnaire is divided into 6 sections. Section I contains questions of a general nature, and is mostly informative, providing a basis for classification of industrial units into different categories before being subject to statistical treatment.

Section II to Section VI pertain to the subject matter under study, and in assigning scores to the queries in the questionnaire, a system of ,

Equal scoring,  
Unequal scoring,  
and  
Frequency,

has been adopted. Each of these are explained below.

Under the system of 'Equal' scoring, all sub-divisions to a particular question carry equal scores, and, the maximum score for that particular question would be equal to the number of its sub-divisions.

In the system of 'Unequal' scoring, different scores are allotted to the different sub-divisions of a particular question. In other words, each sub-division is allotted a score on its pre-determined importance. It may also be called weighted score.

In questions where 'Frequency' system of scoring has been adopted, an affirmative response (i.e. YES) carried a score of ONE. The allotment of scores questionwise is given in the following Table 1.

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Table : 1 QUESTIONWISE ALLOTMENT OF SCORES

VARIABLE	Question Number	System of Scoring	Sub-division	Sub-Division Score	Maximum Score
1	2	3	4	5	6
<u>Section II</u>					
Variable - 2 Competitive & Demand Practices	7	Equal	a	1	4
			b	1	
			c	1	
			d	1	
	8	Unequal	a	0	
			b	0	
			c	0	
			d	1	
	9*	Unequal	e	2	2
				3	
				2	
				1	
	10	Equal	a	1	3
			b	1	
			c	1	
			d	1	
			e	1	
	11	Unequal	a - i	1	5
			a - ii	2	
			b - i	2	
			b - ii	3	

\* explained under clarifications/explanations found at the end of this table.

1	2	3	4	5	6
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Section III

Variable - 3, Product Practices	12	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	
			f	1	
			g	1	7
	13	Frequency		1	1
	14*	Unequal	a+b+c	1	
			a+b+c+d	2	2
	15	Frequency		1	1
	16	Equal	a	1	
			b	1	
			c	1	3
	17	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	5

Section IV

Variable - 4,	18	Frequency		1	1
New Product Practices	19*	Frequency		1	1

\* Refer Notes on explanations/clarifications found at the end of this table.

1	2	3	4	5	6
	20	Unequal	a	1	
			b	2	
			c	3	
			d	2	
			e	2	
			f	2	
			g	2	
			h	2	
			i	2	
			j	3	21
	21	Frequency		1	1
	22	Unequal	a	2	
			b	1	2
	23	Unequal	a	2	
			b	1	
			c	3	
			d	0	6
<u>Section V</u>					
Variable - 5, Pricing Practices	24	Equal	a	1	
			b	1	
			c	1	
			d	1	4
	25	Frequency		1	1
	26	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	5
	27	Unequal	a	0	
			b	1	
			c	0	1

1	2	3	4	5	6
	28	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	
			f	1	
			g	1	
			h	1	8

# Section VI

Variable - 6, Promotion Practices	29	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	5
	30	Equal	a	1	
			b	1	
			c	1	
			d	1	4
	31	Equal	a	1	
			b	1	
			c	1	
			d	1	4
	32	Equal	a	1	
			b	1	
			c	1	7
			d	1	
			e	1	
			f	1	
			g	1	

1	2	3	4	5	6
	33, 34 *	Unequal	a	0	
			b	0	
			c	1	1
	35	Equal	a	1	
			b	1	
			c	1	
			d	1	
			e	1	
			f	1	6
	36	Frequency		1	1
					<hr/> 120 <hr/>

\* Refer Notes of explanations/clarifications found at the end of this table.

Explanations/Clarifications

Some clarification remarks with reference to particular questions are given below :

- Question 9 : This question is an endeavour to find out whether the respondents are in the practice of finding out who their competitors are. As such, if a respondent gave a definite figure as the number of competitors faced by him in the market, then he would get the maximum score of 3; but if the respondent gave an approximate number, then he would get 2 scores; and if the response is 'few/many/' competitors, then a score of one is allotted; and a respondent whose response is in the negative will be given 'nil' score.
- Question 14 : This query pertains to knowledge of 'Product Life Cycle'. It can happen that an entrepreneur is unaware of this aspect, yet he introduces new products on the basis of some thumb rules he follows. Acceptance of Product Life Cycle is a pre-requisite to innovation/introduction of new products. Each stage mentioned in the questions is a sequence of the preceeding one. Hence, if a respondent affirms in sub-divisions a, b, and c, he will receive a score of one and when a respondent acknowledges all 4 stages, then he receives the maximum score of 2.



Question 19 : This question concerns introduction of new products and deletion of old. It has two sub-divisions and they are treated as either/or. Hence a score of one only has been allotted to this question.

Question 33, 34 : For both these questions, put together a score of one is allotted. 'Publicity' is always mixed up with 'advertising'. A respondent is allotted a score of one, only when he responds in the affirmative to question 33 and at the same time responds in the affirmative to sub-section 'c' of question 34.

All the scores indicated above in Table 1, are summed up in the following Table 2.

Table 2 : SCORES AT A GLANCE

Section	Variable	Score
II	2 : Competitive & Demand practices	22
III	3 : Product Practices	19
IV	4 : New Product Practices	32
V	5 : Pricing Practices	19
VI	6 : Promotion Practices	28
Grand Total		120