//The questionnaire is important tool to collect primary data for the research. It helps to get fresh and first hand information to conduct the research. The questions should be framed keeping in view the research objectives and research problems. Lamaze Toyz Company focusing on eco-friendly operation has conducted survey of managerial cadre using the questionnaire given below. //

Survey Questionnaire for Lamaze Toys Company’s Managerial Cadre

Dear Participant,

I am conducting a research study on the subject of the technological and operational change required by Lamaze Toys for eco-friendly toys. This research work is the part of my academic research and will be used only for the academic purpose. I assure that the personal information provided by you will be kept quite confidential and will not be accessed by any other third party. You are free to respond the questions in this questionnaire as per your experience and knowledge level. I appreciate your cooperation in this work.

Personal Information:

1. What is your age group?

a) 25-30 years

b) 30-35 years

c) 35-40 years

d) 40-45 years

e) 45-50 years

2. What is your sex/gender?

a) Male

b) Female

3. What is your designation in Lamaze Toys?

a) Sales & Marketing Manager

b) Operation Manager

c) Finance Manager

d) General Manager

4. What is your experience?

a) 3-4 years

b) 5-7 years

c) More than 7 years

Specific Information

5. Do you agree that environmental awareness has a significant impact on the consumer buying behavior?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

6. Do you agree that the implementation of eco-friendly production process will help the company to meet competition and increase the company’s sales?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

7. Do you agree that the use of hazardous materials has increased in the toys industry affecting the health of children?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

8. Do you agree that eco-friendly production will be the company’s competitive advantage?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

9. What kind of operational changes would be required to make Lamaze Toys eco-friendly?

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10. What efforts would be required from the marketing department to create eco-friendly image of the company in the toys industry?

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//Each question included in questionnaire should help to collect information relevant to research problem. In this context, the discussion below presents the purpose of each question forming the part of survey questionnaire.//

The questionnaire designed to conduct the survey from managerial personnel of Lamaze Toys to know their views about eco-friendly operations includes 10 questions. The first four questions are designed to collect personal information like age group, gender, designation, and experience. While conducting the survey, it is important to collect the information from people of different age group and gender, as the perception of people belonging to different age groups and gender varies. In the same way, the views are influenced by designation and experience held by the employees. Hence, the main purpose including these questions in the questionnaire was to understand the influence of personal characteristics on the information. The fifth question is based on the consumer buying behavior. The purpose of including the fifth question was to know whether the consumer would prefer to buy company’s eco-friendly products. The seventh question aims at knowing the effect eco-friendly production can have on its competitive environment and sales of the company. The eighth question is designed to know the comparative advantage the company can have by implementing such a major change. The last two questions are open-ended questions to gather information from the managers the changes they desire to make in their manufacturing process and technology. Moreover, it also aims to know the changes that would be required to make in marketing strategies.