

## 8. Appendices

### 8.1 Survey Questionnaire

Question 1- Please mention your gender?

- Male
- Female

Question 2- What do you think of market expansion of IOCL on international borders of British?

- IOCL should expand
- IOCL should not expand and serve only in India
- IOCL must consider the competition is tough and step back
- IOCL must introduce innovative technology
- Not sure

Question 3- Do you think Indian Oil Corporation has improved versus Five years ago?

- Somewhat better
- Much Better
- About the same
- Somewhat worse
- Much worse

Question 4- Does the IOCL operations heads in right direction of sustainability initiatives?

- Right Direction
- Wrong Direction
- Not sure

Question 5- Has the Indian Oil Corporation achieved energy security in India?

- Yes
- No
- Not sure

Question 6- Does IOCL have enough affordable natural gas to satisfy demand of British Market?

- Yes
- No

Question 7- What do you think will happen to the profitability of IOCL in British Market in few years?

- Increase significantly
- Increase somewhat
- Stay about the same
- Decrease somewhat
- Decrease significantly

Question 8- Will there be much more spending for IOCL oil and gas in British market?

- Much more spending
- Somewhat more spending
- About the same spending
- Somewhat less spending
- Much less spending

Question 9- Do you agree merger and acquisition strategy will help IOCL in British market rather than playing alone?

- Totally agree
- Somewhat agree

- About the same thing
- Totally disagree
- Somewhat disagree

Question 10- How do you think current level of Government regulations in British Market will affect IOCL?

- Too much regulation
- Just right
- Regulation is emerging on the right track
- Too little regulations
- Not sure

Question 11- What are your concerns for IOCL expansion in international market? Rate the concerns from 1 to 6 (1- Least concerned, 6- Highly concerned)

- Potential federal regulations
- Cost margins
- Tax increase
- Royalty payouts
- Pipeline safety
- Local regulations

Question 12- How much concern you are about the British market competitiveness for IOCL?

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not very concerned
- Not concerned at all

Question 13- What do you think about marketing strategies of IOCL in India as compared to

British Companies?

- Very effective
- Effective but can be improved
- Average
- Not effective enough
- Not effective at all

Question 14- Do you agree technology must kept up for operating in British market by IOCL?

- Yes
- No
- IOCL is already technologically upgraded
- I don't know

Question 15- Do you support IOCL expansion in British Market?

- Strongly support
- I do not support