

**“PERFORMANCE EVALUATION OF CO-OPERATIVE
DEPARTMENTAL STORES IN RETAIL MARKETING
WITH REFERENCE TO BHARATI – BAZAR”
QUESTIONNAIRE – I
(For Stores / Branches)**

A) General Information –

- 1) Name of the Store :-
- 2) Name of the Branch :-
- 3) Date of Registration and Number :-
- 4) Date of Commencement of the Store :-
- 5) Types of the Store :-
- 6) Location of the Store :- Rural / Urban
- 7) Area of Operation :- District / Taluka / Village
- 8) Has the store any branches/
Outlets? :- Yes / No
- 9) Area of the store (in sq.ft.) :-
- 10) Is there other consumer Co-
Operative stores in the same
Area? :- Yes / No
- 11) Whether Annual Report of the
Store is published regularly? :- Yes / No
- 12) Describe diversified services
Provided by your consumers :-
Stores e.g. processing units,
Flour mills, canteen, press
Unit etc.

B) Membership Information –

- 13) Membership of the store is :- Open to all / only for women / only for M.S.E.B Engg./ only for students and staff
- 14) Do you think women members :- Yes / No
Are more useful to patronize
The store?
- 14.1 If yes, what efforts are :-
Being taken to attract
Women members?
- 15) Have you made any special :- Yes / No
Efforts to increase the
Members of the stores?
- 15.1 If yes, what efforts? :-
- 16) Have you made any efforts :- Yes / No
For 'Members Education'
- 17) Statistics of the store (data to :-
Be given in prescribed format)

Table No. 1
Progress At A Glance

(Figure and Rs. In Actuals)

Year	Share Holders / Members			Share Capital	Reserve Fund and other Funds	Invest ment	Total Purchase	Total Sales	N.P/ N.L	Audit Class	Divid ent
	Male	Female	Total								
2000- 01 to 2004- 05											

C) Financial Information –

- 18) How do you raise the Capital :-
- 19) What is the face value of each Share? :-
- 20) Are you accept deposits? :- Yes / No
 20.1 If yes, from whom? :- Members / Non-Members
- 21) Have you borrowed capital? :- Yes / No
 21.1 If yes, give details
- 22) What type of funds are there :-
- 23) Disposal of Net Profit earned :-
- 24) Are you maintain record Properly? :-
- 25) Have you made extra provision For audit other than Govt. Audit? :-
- 26) Audit Class :- A / B / C / First Audit
- 27) Is there any loss due to price Fluctuation :-

D) Financial Information –

- 28) Do you hold Annual General Meeting of the Store Regularly? :- Yes / No
 28.1 If yes, give details of last 5 years. :-
 28.2 If no, what are the Difficulties in holding Annual General Meeting :-
- 29) What is the present pattern of Board of Directors? :-
- 30) Indicate details of the meetings Of the Board of Directors :-
- 31) Are there any sub-committees for :-

Efficient working of the store?

E) Personnel Information –

- 32) How the staff is recruited :-
- 33) Have you provide training facilities:- Yes / No
To the employees
- 34) Do you have an incentive schemes :- Yes / No
To stimulate the employees?
- 35) Give details of present staffing :-
Pattern in your store
- 36) Is there any employees :- Yes / No
Union in your store?
- 37) What are the working hours :- Yes / No
In your store?
- 38) Have the service rules been :- Yes / No
Framed in your store?

F) Purchase Information –

- 39) Which goods are purchased by the store?
a) Controlled goods – Sugar, kerosene, wheat, rice
b) Non-controlled goods –Grocery / stationery cosmetics / medicine
Household appliances / textile / other, if any
- 40) Is there purchase committee? :- Yes / No
40.1 If yes, give details :-
40.2 If no, who makes
- 41) There definite purchase :- Yes / No
Policy for the store?
- 42) Do you have any system for :- Yes / No
Recognize the requirements /
Suggestions of the members /
Customers regarding your
Purchase?

- 43) What are the sources of Purchases of your store :-
- 44) Give reasons for purchasing From the open market :-
- 45) Give details about the total Purchases made by the store For last 5 years. :-
- 46) Is there any seasonal purchases? :- Yes / No
- 47) Participation of women is Necessary while purchasing of Commodities for the store? :- Yes / No
- 48) Give any suggestions for Improving present purchase Procedure. :-

G) Inventory Control –

- 49) Do you have sufficient storage Facility? :- Yes / No
- 50) What is the arrangement for Transport of goods from godown To shop? :-
- 51) Do you have basic stock list? :- Yes / No
- 52) Which method is used for stock-Taking in the store :-
- 53) Do you have shortages? :- Yes / No
53.1 If yes give reasons of shortages :-
- 54) What is the system for unsold / Outdated goods? :-

H) Sales and sales Promotional Activities –

- 55) Do you have sales plan? :- Yes / No

56) Give details about the total sales

Made by the store for the last 5 years :-

57) Is there facility of sales on credit :- Yes / No

58) Do you have any pricing policy? :- Yes / No

59) Do you have any sales promotion

Activities? :- Yes / No

60) Is there slack – season while :- Yes / No

Selling the goods?

60.1 If yes, give details

61) Do you accept the goods :- Yes / No

Returned by the customer?