

**“PERFORMANCE EVALUATION OF CO-OPERATIVE
DEPARTMENTAL STORES IN RETAIL MARKETING
WITH REFERENCE TO BHARATI – BAZAR”**

**QUESTIONNAIRE – II
(For Customers / Member)**

- 1) Name :-
- 2) Address :-
- 3) Area of Purchasing
 - 1) Food Grains
 - 2) Fast food Items
 - 3) Oil – Products
 - 4) Grocery Items
 - 5) Soap – Toilet
 - 6) Daily Items
- 4) Purchasing Pattern
 - a) Weekly
 - b) Monthly
 - c) 4-5Months
 - d) Festival - Exhibitions
- 5) Pricing of the products
 - a) Average
 - b) High
 - c) Fair
 - d) Good
 - e) Low
- 6) Quality of the consumable goods
 - a) Good
 - b) Best
 - c) Average
 - d) Better
 - e) Low
- 7) Which are the good benefits of co-operative stores
 - a) Low Price
 - b) Reasonable Pricing
 - c) Best Quality
 - 4) Regular Supply
- 8) What are the major problems in Retail Marketing?
- 9) B-Banking – facilities used
 - a) No
 - b) Yes
- 10) What is about credit facilities
 - a) No credits system
 - b) Special credit
 - c) Only for employees
 - d) Members
- 11) It you are getting discount – rebate?
 - a) Cash Discount
 - b) Trade Discount
 - c) Low Priced Product
 - d) Free gift
 - e) Festival Offers.
- 12) What is your opinion about the Salesmen of the store? :- Good / Satisfactory / unsatisfactory

- 13) Do you have convenient the Working hours of the store? :- Yes / No
- 14) Do you know about consumers' Co-operation? :- Yes / No
- 15) Are you member of this store? :- Yes / No
4.1 If No, would you like to be a Member of this store? :-
- 16) What are suggestions / Expectations from the store? :-
- 17) What are the reasons for becoming Members of the stores? :-
- 18) How do you get intimation of Annual General Meeting? :- Annual Report / Notice
- 19) Do you read carefully the Intimation of Annual General Meeting? :- Yes / No
- 20) Do you attend the Annual General Meeting? :- Yes / No
- 21) How Directory Body is formed? :- By election / unanimously
- 22) Do you purchase the goods from The store? :- Yes / No
- 23) Have you made any efforts To increase the members of the Stores? :- Yes / No
- 24) What is your opinion about the Management of the staff :-
- 25) What would you like to suggest,