## Appendix – I

Table No. 1

Area, population and Density of population in India – 1991

<table>
<thead>
<tr>
<th>State/Union Territory</th>
<th>Area sq. km (000')</th>
<th>Population (000’s)</th>
<th>Density of population per sq. km</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIA</td>
<td>3287.3</td>
<td>8,46,303</td>
<td>274</td>
</tr>
<tr>
<td>1. Andhra Pradesh</td>
<td>275.1</td>
<td>66,508</td>
<td>242</td>
</tr>
<tr>
<td>2. Arunachal Pradesh</td>
<td>83.7</td>
<td>865</td>
<td>10</td>
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<tr>
<td>3. Assam</td>
<td>78.4</td>
<td>22,414</td>
<td>286</td>
</tr>
<tr>
<td>4. Bihar</td>
<td>173.9</td>
<td>86,374</td>
<td>497</td>
</tr>
<tr>
<td>5. Delhi (Full statehood not yet granted)</td>
<td>1.5</td>
<td>9,421</td>
<td>6352</td>
</tr>
<tr>
<td>6. Goa</td>
<td>3.7</td>
<td>1,170</td>
<td>316</td>
</tr>
<tr>
<td>7. Gujrat</td>
<td>196.0</td>
<td>41,310</td>
<td>211</td>
</tr>
<tr>
<td>8. Haryana</td>
<td>44.2</td>
<td>16,464</td>
<td>372</td>
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<tr>
<td>9. Himachal Pradesh</td>
<td>55.5</td>
<td>5,171</td>
<td>93</td>
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<tr>
<td>10. Jammu &amp; Kashmir</td>
<td>222.2</td>
<td>7,719</td>
<td>35</td>
</tr>
<tr>
<td>11. Karnataka</td>
<td>191.8</td>
<td>44,977</td>
<td>135</td>
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<td>12. Kerala</td>
<td>38.9</td>
<td>29,099</td>
<td>749</td>
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<td>13. Madhya Pradesh</td>
<td>443.4</td>
<td>66,181</td>
<td>149</td>
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<td>14. Maharashtra</td>
<td>307.7</td>
<td>78,397</td>
<td>257</td>
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<td>15. Manipur</td>
<td>22.3</td>
<td>1,837</td>
<td>82</td>
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<td>16. Meghalaya</td>
<td>22.4</td>
<td>1,775</td>
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<tr>
<td>17. Mizoram</td>
<td>21.1</td>
<td>690</td>
<td>33</td>
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<tr>
<td>18. Nagaland</td>
<td>16.6</td>
<td>1,210</td>
<td>73</td>
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<tr>
<td>19. Orissa</td>
<td>155.7</td>
<td>31,660</td>
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<tr>
<td>20. Punjab</td>
<td>50.4</td>
<td>20,282</td>
<td>403</td>
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<tr>
<td>21. Rajasthan</td>
<td>342.2</td>
<td>44,006</td>
<td>129</td>
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<tr>
<td>22. Sikkim</td>
<td>7.1</td>
<td>406</td>
<td>57</td>
</tr>
<tr>
<td>23. Tamil Nadu</td>
<td>130.1</td>
<td>55,859</td>
<td>429</td>
</tr>
<tr>
<td>24. Tripura</td>
<td>10.5</td>
<td>2,757</td>
<td>263</td>
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<tr>
<td>25. Uttar Pradesh</td>
<td>294.4</td>
<td>1,39,112</td>
<td>473</td>
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<tr>
<td>26. West Bengal</td>
<td>88.7</td>
<td>68,078</td>
<td>767</td>
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<td>State/Union Territory</td>
<td>Area sq km (000')</td>
<td>Population (000's)</td>
<td>Density of population per sq. km</td>
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<td>-------------------------------</td>
<td>-------------------</td>
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</tr>
<tr>
<td>Union Territories</td>
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<tr>
<td>1. Andaman and Nicobar Island</td>
<td>8.2</td>
<td>281</td>
<td>34</td>
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<tr>
<td>2. Chandigrah</td>
<td>0.1</td>
<td>642</td>
<td>5632</td>
</tr>
<tr>
<td>3. Dadra and Nagar Haveli</td>
<td>0.5</td>
<td>138</td>
<td>282</td>
</tr>
<tr>
<td>4. Daman and Din</td>
<td>0.1</td>
<td>102</td>
<td>907</td>
</tr>
<tr>
<td>5. Lakshadweep</td>
<td>0.1</td>
<td>52</td>
<td>1616</td>
</tr>
<tr>
<td>6. Pondicherry</td>
<td>0.5</td>
<td>808</td>
<td>1642</td>
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Source: Census of India, series 1, General Population
## Table 2
Region wise distribution of household by income category

<table>
<thead>
<tr>
<th>Region</th>
<th>L+LM Urban</th>
<th>M+UM+H Urban</th>
<th>Total Urban</th>
<th>L+LM Rural</th>
<th>M+UM+H Rural</th>
<th>Total Rural</th>
<th>L+LM Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>27.2</td>
<td>26.2</td>
<td>26.9</td>
<td>29.8</td>
<td>29.0</td>
<td>29.7</td>
<td>29.2</td>
</tr>
<tr>
<td>South</td>
<td>32.6</td>
<td>22.4</td>
<td>29.7</td>
<td>25.8</td>
<td>33.6</td>
<td>26.8</td>
<td>27.8</td>
</tr>
<tr>
<td>East</td>
<td>15.4</td>
<td>21.7</td>
<td>17.2</td>
<td>18.6</td>
<td>18.0</td>
<td>19.5</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>24.7</td>
<td>29.7</td>
<td>26.1</td>
<td>17.9</td>
<td>18.6</td>
<td>18.0</td>
<td>19.5</td>
</tr>
<tr>
<td>All India</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
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## Table - 3
Region wise distribution of households by income category

<table>
<thead>
<tr>
<th>Region</th>
<th>L+LM Urban</th>
<th>M Urban</th>
<th>UM+H Urban</th>
<th>L+LM Rural</th>
<th>M Rural</th>
<th>UM+H Rural</th>
<th>L+LM Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>27.2</td>
<td>24.4</td>
<td>28.6</td>
<td>29.8</td>
<td>25.4</td>
<td>37.2</td>
<td>29.2</td>
</tr>
<tr>
<td>South</td>
<td>32.4</td>
<td>23.7</td>
<td>20.8</td>
<td>26.4</td>
<td>19.7</td>
<td>16.8</td>
<td>27.8</td>
</tr>
<tr>
<td>East</td>
<td>15.4</td>
<td>23.1</td>
<td>19.9</td>
<td>25.8</td>
<td>37.5</td>
<td>24.9</td>
<td>23.4</td>
</tr>
<tr>
<td>West</td>
<td>24.7</td>
<td>28.1</td>
<td>30.9</td>
<td>17.9</td>
<td>17.4</td>
<td>21.1</td>
<td>19.5</td>
</tr>
<tr>
<td>All India</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
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</table>
Table 4
Sector wise percentage distribution of main workers*, sex and rural/urban, 1991

<table>
<thead>
<tr>
<th>Sector</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Primary</td>
<td>79.80</td>
<td>89.56</td>
</tr>
<tr>
<td>Secondary</td>
<td>7.73</td>
<td>5.75</td>
</tr>
<tr>
<td>Tertiary</td>
<td>12.47</td>
<td>4.69</td>
</tr>
<tr>
<td>All India</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Employment (million)</td>
<td>166.29</td>
<td>56.0</td>
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Table 5
Educational composition of the working force

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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>61.6</td>
<td>91.8</td>
<td>48.9</td>
<td>82.9</td>
<td>25.5</td>
<td>70.8</td>
</tr>
<tr>
<td>Literate upto primary</td>
<td>29.1</td>
<td>7.1</td>
<td>29.8</td>
<td>12.1</td>
<td>37.8</td>
<td>16.6</td>
</tr>
<tr>
<td>Middle</td>
<td>6.1</td>
<td>0.8</td>
<td>11.4</td>
<td>3.1</td>
<td>14.5</td>
<td>3.2</td>
</tr>
<tr>
<td>Secondary</td>
<td>2.8</td>
<td>0.3</td>
<td>8.0</td>
<td>1.6</td>
<td>16.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Graduate &amp; above</td>
<td>0.4</td>
<td>0.0</td>
<td>1.9</td>
<td>0.3</td>
<td>6.2</td>
<td>3.4</td>
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</table>
Table 6
State wise distribution of population by principal language/languages

<table>
<thead>
<tr>
<th>States</th>
<th>Population (Crore)</th>
<th>Principal, Language/Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>6.65</td>
<td>Telegu and Urdu</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>0.08</td>
<td>English and tribal dialect</td>
</tr>
<tr>
<td>Assam</td>
<td>2.24</td>
<td>Assamese</td>
</tr>
<tr>
<td>Bihar</td>
<td>8.64</td>
<td>Hindi</td>
</tr>
<tr>
<td>Goa</td>
<td>0.11</td>
<td>Konkani and Marathi</td>
</tr>
<tr>
<td>Gujrat</td>
<td>4.13</td>
<td>Gujrati</td>
</tr>
<tr>
<td>Haryana</td>
<td>1.65</td>
<td>Hindi</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>0.51</td>
<td>Hindi and Pahari</td>
</tr>
<tr>
<td>Jammu and Kashmir</td>
<td>0.77</td>
<td>Urdu, Kashmiri Dogri, Pahari Balti, Ladhaki, Punjabi, Gujri, Dadri</td>
</tr>
<tr>
<td>Karnataka</td>
<td>4.50</td>
<td>Kannada</td>
</tr>
<tr>
<td>Kerala</td>
<td>2.91</td>
<td>Malayalam</td>
</tr>
<tr>
<td>Madhyapradesh</td>
<td>6.62</td>
<td>Hindi</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>7.89</td>
<td>Marathi</td>
</tr>
<tr>
<td>Manipur</td>
<td>0.18</td>
<td>Manipuri</td>
</tr>
<tr>
<td>Meghalaya</td>
<td>0.18</td>
<td>Khasi, Garo and English</td>
</tr>
<tr>
<td>Mizoram</td>
<td>0.69</td>
<td>Mizo and English</td>
</tr>
<tr>
<td>Nagaland</td>
<td>0.12</td>
<td>Nagamese and English</td>
</tr>
<tr>
<td>Orissa</td>
<td>3.16</td>
<td>Oriya</td>
</tr>
<tr>
<td>Punjab</td>
<td>2.02</td>
<td>Punjabi</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>4.40</td>
<td>Hindi and Rajasthani</td>
</tr>
<tr>
<td>Sikkim</td>
<td>0.04</td>
<td>Lepcha, Bhutia, Nepali and Limbu</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>5.59</td>
<td>Tamil</td>
</tr>
<tr>
<td>Tripura</td>
<td>0.27</td>
<td>Bengali and Kok Barak</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>13.91</td>
<td>Hindi and urdu</td>
</tr>
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<td>West Bengal</td>
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<td>Bengali</td>
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Table 7

District wise Percentage distribution of main workers in Trade and Commerce

<table>
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<tr>
<th>West Bengal</th>
<th>Rank</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>10.72</td>
<td>11.82</td>
<td>3.08</td>
<td>1.83</td>
<td>6.97</td>
</tr>
<tr>
<td>1. Bankura</td>
<td>16</td>
<td>5.65</td>
<td>6.76</td>
<td>1.44</td>
<td>1.40</td>
<td>6.88</td>
</tr>
<tr>
<td>2. Bardhaman</td>
<td>8</td>
<td>9.45</td>
<td>10.47</td>
<td>2.06</td>
<td>1.79</td>
<td>4.70</td>
</tr>
<tr>
<td>3. Birbhum</td>
<td>12</td>
<td>6.60</td>
<td>7.33</td>
<td>1.62</td>
<td>1.54</td>
<td>6.72</td>
</tr>
<tr>
<td>4. Calcutta</td>
<td>1</td>
<td>29.68</td>
<td>31.67</td>
<td>10.09</td>
<td>--</td>
<td>9.75</td>
</tr>
<tr>
<td>5. Darjeeling</td>
<td>5</td>
<td>11.36</td>
<td>14.58</td>
<td>2.88</td>
<td>1.53</td>
<td>9.07</td>
</tr>
<tr>
<td>7. Hugli</td>
<td>4</td>
<td>11.56</td>
<td>12.58</td>
<td>3.48</td>
<td>2.37</td>
<td>6.10</td>
</tr>
<tr>
<td>8. Jalpaiguri</td>
<td>9</td>
<td>8.86</td>
<td>10.46</td>
<td>1.73</td>
<td>1.83</td>
<td>7.69</td>
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<tr>
<td>9. Koachbhiar</td>
<td>13</td>
<td>6.49</td>
<td>7.00</td>
<td>1.83</td>
<td>1.48</td>
<td>7.98</td>
</tr>
<tr>
<td>10. Maldah</td>
<td>15</td>
<td>5.89</td>
<td>6.77</td>
<td>1.74</td>
<td>1.50</td>
<td>6.66</td>
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<td>11. Medinipur</td>
<td>11</td>
<td>6.90</td>
<td>7.70</td>
<td>2.42</td>
<td>1.72</td>
<td>5.51</td>
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<tr>
<td>12. Murshidabad</td>
<td>10</td>
<td>7.72</td>
<td>8.48</td>
<td>2.47</td>
<td>1.88</td>
<td>6.11</td>
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<td>13. Nadia</td>
<td>6</td>
<td>10.14</td>
<td>10.60</td>
<td>4.30</td>
<td>2.07</td>
<td>5.83</td>
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<td>15. Puruliya</td>
<td>17</td>
<td>5.08</td>
<td>6.78</td>
<td>0.71</td>
<td>1.33</td>
<td>6.30</td>
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<td>16. South -24Pgs</td>
<td>7</td>
<td>9.64</td>
<td>9.73</td>
<td>8.07</td>
<td>2.23</td>
<td>4.42</td>
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<td>17. West Dinajpur</td>
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<td>1.06</td>
<td>7.63</td>
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</table>

Source: Census of West Bengal, series - 26
## Table 8

**Distribution of Main workers by census Industrial Category 1991**

<table>
<thead>
<tr>
<th>Sector</th>
<th>India</th>
<th>West Bengal</th>
<th>Calcutta</th>
<th>Bankura</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Sector</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Cultivators</td>
<td>38.40</td>
<td>28.40</td>
<td>0.10</td>
<td>40.80</td>
</tr>
<tr>
<td>2. Agri Labourers</td>
<td>26.40</td>
<td>24.56</td>
<td>0.20</td>
<td>33.67</td>
</tr>
<tr>
<td>3. Livestock, forestry, hunting, Plantation</td>
<td>1.90</td>
<td>2.75</td>
<td>0.50</td>
<td>1.36</td>
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<tr>
<td><strong>Secondary Sector</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Mining &amp; quarrying</td>
<td>0.60</td>
<td>0.78</td>
<td>0.20</td>
<td>0.32</td>
</tr>
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<td>5. Manufacturing</td>
<td>10.20</td>
<td>15.97</td>
<td>26.50</td>
<td>8.36</td>
</tr>
<tr>
<td>6. Construction</td>
<td>1.90</td>
<td>1.85</td>
<td>0.30</td>
<td>1.00</td>
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<td><strong>Tertiary Sector</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>7. Trade &amp; Commerce</td>
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<td>10.72</td>
<td>29.70</td>
<td>5.65</td>
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<td>1. Transport, Storage &amp; Communication</td>
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<td>4.22</td>
<td>11.40</td>
<td>1.78</td>
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<td>2. Other services</td>
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<td>10.75</td>
<td>28.10</td>
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</table>

Source: Census of India, West Bengal, Calcutta & Bankura. Census Directorate Govt. Of India
Table 9
Literacy rate and persons engaged in Trade & Commerce in various market areas

<table>
<thead>
<tr>
<th>Market area</th>
<th>Literacy rate (%)</th>
<th>Trade &amp; Commerce (%)</th>
<th>To total main workers</th>
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<tr>
<td><strong>Rural market</strong></td>
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</tr>
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<td>21.5</td>
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</tr>
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<td>Onda</td>
<td>57.0</td>
<td>17.1</td>
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</tr>
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<td>Ambikanagar</td>
<td>49.2</td>
<td>10.0</td>
<td></td>
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<tr>
<td>Saltora</td>
<td>51.1</td>
<td>18.0</td>
<td></td>
</tr>
<tr>
<td>Taldangra</td>
<td>60.1</td>
<td>16.0</td>
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<tr>
<td><strong>Town market</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bankura</td>
<td>65.1</td>
<td>28.5</td>
<td></td>
</tr>
<tr>
<td>Bishnupur</td>
<td>60.4</td>
<td>21.3</td>
<td></td>
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<tr>
<td><strong>City market</strong></td>
<td></td>
<td></td>
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<tr>
<td>Calcutta</td>
<td>77.61</td>
<td>29.68</td>
<td></td>
</tr>
<tr>
<td>West Bengal (State)</td>
<td>57.70</td>
<td>10.72</td>
<td></td>
</tr>
<tr>
<td>Bankura (District)</td>
<td>52.04</td>
<td>5.65</td>
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</tr>
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</table>

Source: Calculated from census of India, West Bengal, Calcutta and Bankura District.
Appendix II
QUESTIONNAIRE

Part I : PERSONAL DATA

1. Age :
   (a) 10-29
   (b) 30-39
   (c) 40-49
   (d) 50-59
   (e) 60-69

2. Marital Status
   (a) Married
   (b) Unmarried

3. Educational Background
   (a) Below High School
   (b) Madhyamik / High School
   (c) H.S/Intermediate
   (d) Bachelor’s
   (e) Higher degrees

4. Religion :
   (a) Hindu
   (b) Non-Hindu

5. Caste, if any ....................... 

6. Language Known :
   (a) Bengali ...........
   (b) Hindu ...........
   (c) English ...........

7. State of Origin : ...........

8. How many people do you support on your income ?
   1 / 2 / 3 / 4 / 5 / 6

Part II : FAMILY BACKGROUND

9. Family Occupation :
   Occupation of father – Agriculture / Business / Others
   Occupation of grandfather – Agriculture / Business / Others
10. How many times per year do you visit your ancestral home? Once in a year / more than twice a year / Never.

11. Family milieu- City / Town / Village.

**Part III: ENTERPRISE CHARACTERISTICS**

12. Age of enterprise:
   - (a) 1-10
   - (b) 11-20
   - (c) 21-30
   - (d) 31-40
   - (e) 41-50

13. Ownership of enterprise Premise:
   - (a) own Premise
   - (b) Rented / leasehold Premise

14. No of employees:
   - (a) 0
   - (b) 1-2
   - (c) 3-4
   - (d) 5-6

15. Area of Floor Space:
   - (a) Upto 100 sq. ft.
   - (b) Upto 200 sq. ft.
   - (c) Upto 300 sq. ft.
   - (d) Upto 400 sq. ft.

16. Amount of Investment:
   - (a) Rs. 5-1.5 lakhs
   - (b) 1.51 - 2.5 lakhs
   - (c) 2.51-3.5 lakhs
   - (d) 3.51-4.5 lakhs
   - (e) 4.51-5.5 lakhs

17. Income from the enterprise:
   - (a) Rs. 2000-2999
   - (b) Rs. 3000-3999
   - (c) Rs. 4000-4999
   - (d) Rs. 5000-5999
   - (e) Rs. 6000-6999

18. Average Sales Per day:
   - (a) Rs. 5-1.5 thousand
   - (b) Rs. 1.51-2.5 thousand
   - (c) Rs. 2.51-3.5 thousand
   - (d) Rs. 3.51-4.5 thousand
   - (e) Rs. 4.51-5.5 thousand
PART - IV : GENERAL ATTITUDE

19. (a) Have you ever thought of changing your present work? Yes/No

(b) If you were offered higher income? Yes/No

(c) If you were offered the same income doing same kind of work? Yes/No

(d) If you were offered lower income, doing Completely different work? Yes/No/Don’t know

(e) If you were offered lower income, doing Completely different work? Yes/No/Don’t know

(f) If you were offered lower income, doing Completely different work? Yes/No/Don’t know

20. Problems:

(a) Competition
(b) Employer Retention
(c) High investment
(d) Raising Capital
(e) Problems with the administration
(f) Family succession
(g) Employee theft.

21. Factors related to good business:

(a) Good Product Quality
(b) low Profit margin
(c) Product replacement
(d) Honesty
(e) Good behaviour
(f) Customers’ choice fulfillment through huge stock

22. Maintenance of Accounts

(a) Partially
(b) Completely
(c) Not maintained

24. Sources of Capital:

(a) Own Capital
(b) Borrowed Capital
(c) Both own and borrowed

PART V : MANAGEMENT ATTITUDE VARIABLES

1. How do you feel general customers of your enterprise?

(a) Very satisfactory
(b) Satisfactory
(c) Average
(d) Unsatisfactory
(e) Very unsatisfactory
2. Do you attend your customers at the first chance?
   (a) Always  
   (b) Very often  
   (c) Occasionally Rarely  
   (d) Never  

3. Do you provide information to your Customers?
   (a) Always  
   (b) Very often  
   (c) Occasionally  
   (d) Rarely  
   (e) Never  

4. How do you feel about your relation with your employees?
   (a) Very good  
   (b) Good  
   (c) Average  
   (d) Bad  
   (e) Very bad  

5. Do you Consult your employees or Assistants?
   (a) Always  
   (b) Very often  
   (c) Occasionally  
   (d) Rarely  
   (e) Never
6. How much assistance you receive from your family?

(a) Very great extent
(b) Great extent
(c) Average
(d) Low extent
(e) Very low extent

7. How do you supervise your employees or Assistants?

(a) Very Closely
(b) Closely
(c) Average
(d) Not Closely
(e) Not very closely

8. How much assistance you receive from your employees?

(a) Very great extent
(b) Great extent
(c) Average
(d) Low extent
(e) Very low extent

9. What do you think about the scope to use your abilities in this business?

(a) Very great
(b) great
(c) Average
(d) Low
(e) Very low
10. How do you feel about your work?
   (a) Very Satisfactory
   (b) Satisfactory
   (c) Average
   (d) Unsatisfactory
   (e) Very unsatisfactory

11. How do you feel about income?
   (a) Very satisfactory
   (b) Satisfactory
   (c) Average
   (d) Unsatisfactory
   (e) Very unsatisfactory

12. How do you feel about the general performance of your enterprise?
   (a) Very satisfactory
   (b) Satisfactory
   (c) Average
   (d) Unsatisfactory
   (e) Very unsatisfactory

13. How do you feel about quality of merchandise?
   (a) Very Good
   (b) Good
   (c) Not bad
   (d) Bad
   (e) Very bad
14. Do you charge anything extra from your customers for credit sales?
   (a) Always
   (b) Very often
   (c) Occasionally
   (d) Rarely
   (e) Never

15. Do you follow 'fixed price' selling technique?
   (a) Always
   (b) Very often
   (c) Occasionally
   (d) Rarely
   (e) Never

16. How do you feel about the Payment System?
   (a) Very good
   (b) Good
   (c) Average
   (d) Bad
   (e) Very bad

17. Do you replace Products to the customers?
   (a) Always
   (b) Very often
   (c) Occasionally
   (d) Rarely
   (e) Never
18. Do you return money against the returned Product?

(a) Always  
(b) Very often  
(c) Occasionally  
(d) Rarely  
(e) Never

19. How do you feel about your security system?

(a) Very satisfactory  
(b) Satisfactory  
(c) Average  
(d) Unsatisfactory  
(e) Very unsatisfactory

20. Do you rearrange your merchandise at regular intervals?

(a) Always  
(b) Very often  
(c) Occasionally  
(d) Rarely  
(e) Never

21. Do you adopt new ideas in your business?

(a) Always  
(b) Very often  
(c) Occasionally  
(d) Rarely  
(e) Never
22. How do you feel about the general environment of business?

(a) Very good
(b) Good
(c) Average
(d) Bad
(e) Very bad

23. How do you feel about your sources of Capital?

(a) Very good
(b) Good
(c) Average
(d) Bad
(e) Very Bad

24. How do you feel about your relationships with the supplier?

(a) Very good
(b) Good
(c) Average
(d) Bad
(e) Very bad

25. Do you get support or assistance from your suppliers?

(a) Always
(b) Very often
(c) Occasionally
(d) Rarely
(e) Never
26. What is your feeling about Competition?
   (a) Very high
   (b) High
   (c) Average
   (d) Low
   (e) Very low

27. What is your feelings about Govt. officials/ Semi govt. officials?
   (a) Very Good
   (b) Good
   (c) Average
   (d) Bad
   (e) Very bad

28. How do you feel about the trade union?
   (a) Very good
   (b) Good
   (c) Average
   (d) Bad
   (e) Very bad

Part - VI (asked only to the regular customers)

Which following factors you consider important in fulfilling your expectation?
   (a) Genuine Product
   (b) Fair Price
   (c) Variety Stock of merchandise
   (d) Credit facility
   (e) Good behaviour
   (f) Good store environment
   (g) Other services
Appendix III

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