APPENDIX-I

A STUDY ON THE FUNCTIONING OF CONSUMER PROTECTION COUNCIL IN KERALA

(WITH SPECIAL REFERENCE TO NORTH KERALA)

INTERVIEW SCHEDULE-GOVERNING BODY MEMBERS

(The information provided in this questionnaire will be confidential and strictly used for research purpose only)

1. Name of the Consumer protection:

2. Address:

3. Name of Governing Body Member:

4. Position held in Governing Body:

5. Age:

6. a. Male ☐ b. Female ☐

7. Educational Qualification:
   a. Below SSLC ☐
   b. SSLC ☐
   c. Degree ☐
   d. PG ☐
   e. Professional Degree ☐
8. Occupational Status:
   a. Wage Worker  
   b. Salaried Employee  
   c. Self Employed  
   d. Unemployed  

9. Annual Income:
   a. Below Rs.21000  
   b. 21,001-75,000  
   c. 75,001-1,50,000  
   d. 1,50,001-2,50,000  
   e. Above 2,50,000  

9a. whether a political worker?  Yes  No  

10. Total length of service in the Consumer Protection as a Member:  
    Years  

11. Are you a new member in the Governing Body of Consumer Protection?  
    Yes  No  

11a. Have you acquired basic concepts of consumer protection?  
    Yes  No  
12. From where did you acquire the knowledge and experience of consumer protection?

a. By Training

b. By Experience from the consumer protection movement

c. Through acquisition of Diploma in consumer protection movement

13. Please Tick (✓) in the relevant column

<table>
<thead>
<tr>
<th>Question</th>
<th>Always</th>
<th>Frequently</th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Do you think that the managing committee of consumer protection is elected strictly on democratic way?</td>
<td></td>
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<td>b. Do you think that the CEO tries to bring problems to the notice of the Governing Body?</td>
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<tr>
<td>c. Do you think that the management takes effective care in the running of the Consumer Protection?</td>
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14. Do you have employees in the Consumer Protection?

Yes ☐  No ☐
14a. If yes, do the employees of the Consume Protection have any problem with the management?

   a. Always  
   b. Frequently  
   c. Often  
   d. Rarely  
   e. Never  

15. Are you fully aware of the various schemes of the Consumer Protection?
   Yes  No  

16. In the Governing Body meetings of Consumer Protection do you insist on the implementation of all schemes?
   Yes  No  

17. If not, why?
   a. Schemes are not viable  
   b. Uncertainty about the results  
   c. Unawareness of the details of the scheme  

18. Do you get periodic reports regarding the implementation of Schemes of the Consumer Protection?
   Yes  No  

18a. If yes, period of reports
   a. Monthly
   b. Bi-Monthly
   c. Quarterly
   d. Half-yearly
   e. Yearly

19. Do you review the performance of schemes implemented regularly?
   Yes  □  No  □

19a. If yes, the period of review
   a. 1-Month
   b. 3-Month
   c. 6-Month
   d. 9-Month
   e. 1-Year

20. Do you face any difficulty on the pad of the employees in implementing the decisions?
   Yes  □  No  □
21. What action would be taken if the staff does not implement the decisions?

a. Disciplinary action  

b. Probing of the situation  

c. Persuasion through enlightenment  

d. Further orders for implementation  

22. Does the CEO place before the Governing Body all information for decision-making?

Yes  

No  

22a. If not, Reason

a. The Secretary's inability  

b. The Governing Body members have prior information  

c. The Governing Body usually does not ask for details  

23. Do you actively participate in the discussions of the Governing Body meetings?

Yes  

No  

23a. If not, why?

a. No particular points to arise  

b. The president will not allow  

c. Not interested  

d. Unawareness about the details of the schemes  

e. Think that my points would not be supported
24. Do you take any preparation before the Governing Body Meeting?

   Yes  □  No  □

25. Do you consider the suggestions of the General Body meeting in taking policy decision of Consumer Protection?

   Yes  □  No  □

26. Please give the priority (1, 2, 3, etc.) for the dominating factors in decision-making in the Governing Body Meetings.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factors</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Interest of the Consumer Protection</td>
<td></td>
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<tr>
<td>2</td>
<td>Benefit of the Members</td>
<td></td>
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<tr>
<td>3</td>
<td>Government Policy</td>
<td></td>
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<tr>
<td>4</td>
<td>Development of the community at large</td>
<td></td>
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<tr>
<td>5</td>
<td>Following collectivity and democratic principles</td>
<td></td>
</tr>
</tbody>
</table>

27. Do you think that the directives from the Department prevent the Governing body from taking free decisions?

   Yes  □  No  □

28. Whether the principles of prevent you from taking effective management decisions?

   Yes  □  No  □
29. Did you undergo any training in consumer protection?

Yes ☐ No ☐

29a. If no, Reason:

a. Got no opportunity ☐
b. Not interested ☐
c. Lack of time ☐
d. Not necessary ☐
e. Lack of fund in the council ☐

30. Do you have the opinion that appointment of a professional manager will improve the working of the Consumer Protection?

Yes ☐ No ☐

31. Have you made any effort to attract professionally qualified persons to your organization?

Yes ☐ No ☐

32. Do you compare the activities of your Consumer Protection with similar type of organizations?

Yes ☐ No ☐
33. Do you critically examine the Auditor's Report of your Consumer Protection?

Yes ☐  No ☐

34. Do you examine critically the Balance Sheet of your Consumer Protection?

Yes ☐  No ☐

35. Do you make any consultation with other Consumer Protection while preparing plan for your council?

Yes ☐  No ☐

36. Any other matter you consider for the effective management of your Consumer Protection.

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*****Thank you*****
APPENDIX-II

INTERVIEW SCHEDULE-CONSUMERS

(The information provided in this questionnaire will be confidential
And strictly used for research purpose only)

1. Name : 

2. Locality : Urban [ ] Rural [ ]

3. Shopping where? Margin free market [ ]

        Other [ ] Both [ ]

4. Which of the following features of a Margin Free Market you consider more convenient" (Please rank them in the order of preference from 1 to 6)

1. Self service [ ]

2. Display of merchandise [ ]

3. Low price [ ]

4. Cash & Carry [ ]

5. Location & Parking facilities [ ]

6. Other (Specify) [ ]
5. Is there any adverse comment about Margin Free Market?

1. No ☐

2. Charging High Rates ☐

3. Low quality goods ☐

4. Not suitable to our conditions ☐

6. What is your opinion about the prices charged for products in a Margin Free Market?

   Low ☐ High ☐ Same ☐

7. Have you noticed that there is reduction in prices only for certain fast moving items in a Margin Free Market?

   Yes ☐ No ☐

8. If that is the condition will you purchase the reduced price items only or others also?

   Reduced items ☐ Other items ☐ Both items ☐

9. Whether you are purchasing the own brands? (products packed, produced or processed)

   Yes ☐ No ☐ Both ☐

10. What is the quality of their brands?

    High ☐ Low ☐
11. What is the nature of prices for their brands?

   High □    Low □

12. Whether variation in the quantity (short quantity) of own brands?

   Yes □    No □

13. Will you consider it more convenient if A to Z items and services are there in a Margin Free Market?

   Yes □    No □

14. Margin Free Markets normally operate at very low margin. How is it possible in your opinion? (Please rank them in the order from 1 to 5)

   1. By increased turnover □
   2. Advantages of bulk purchase □
   3. Charging high rates for certain items □
   4. Cost reduction by self service etc. □
   5. Other (Specify) □

15. If there is high operating expenses for a Margin Free Market how it can be commercially viable?

   1. By increased turnover □
   2. Charging high rates for certain items □
   3. By minimizing expenses □
   4. Advantages of bulk purchase □
   5. Other (Specify) □
16. Are you satisfied with the present services offered by Margin Free Market?

   Yes ☐    No ☐

17. If not what further services do you expect? (Please rank them in the order of preference from 1 to 4)

   1. Help from salesman ☐
   2. Free home delivery ☐
   3. After sales service ☐
   4. Other (Specify) ☐

18. You willingness to purchase by the method of Margin Free Market

   Willing ☐    Not willing ☐

19. What is your opinion regarding Margin Free Market?

   Effective ☐    Not effective ☐

20. Whether you are a customer of Margin Free Market

   Yes ☐    No ☐

21. Are you satisfied with the services extended to you by this method?

   Yes ☐    No ☐

22. Whether you intend to be a customer of Margin Free Market

   Yes ☐    No ☐
23. Do you feel that Margin Free Market is part of direct marketing activities?
   Yes [ ] No [ ]

24. Do you feel that the Margin Free Marketing activities are really a burden?
   Yes [ ] No [ ]

25. What are your suggestions for improving the Margin Free Market System? (Please rank them in the order of Preference from 1 to 5)

   1. Only graded goods to be displayed [ ]
   2. Promptness in displaying the new products [ ]
   3. Display all brands [ ]
   4. Facility to return rejected goods [ ]
   5. Provide credit facilities [ ]

26. What are the drawbacks of the system? (Please rank them in the order of preference from 1 to 5)

   1. Suitable to urban areas [ ]
   2. Less scope of selection [ ]
   3. Low quality goods are supplied [ ]
   4. Inability to meet customer satisfaction [ ]
   5. Other (Specify) [ ]
27. What are your suggestions to overcome the drawbacks? (Please rank them in the order of preference from 1 to 5)

1. Supply goods of good quality
2. Clean the loose goods and pack
3. Appoint good sales personnel
4. Home delivery shall be provided
5. Other (Specify)

28. What are the benefits you expect to achieve from the system?

1. Economies in cost
2. Less wasting time to get items
3. Both

29. Cost economies can be achieved in Margin Free Market system by

1. Direct factory purchase
2. Consumer card
3. Bulk sales

30. Whether you think that the Margin Free Market can increase their sales by selling below MRP

Yes □  No □
31. Will you consider that there is ample scope for new entrants?

Yes ☐  No ☐

32. Any other matter you consider for the effective functioning of Margin Free Markets

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*****Thank you*****