

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 10

July 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of at least two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitled to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be sent by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Antioxidant activity of opuntia stricta	S. Jasmine Mary, Dr. A .John Merina	Chemistry	1-3
2	Consumers Perception and Attitude Towards Consumerism	Dr. M. Dhanabhakym, M. Kavitha	Commerce	4-6
3	Foreign Direct Investment In India & Indian Economy	Dr. M. K. Maru	Commerce	7-8
4	Service Marketing: An Imperative Ideology for Attracting Customers	Dr. Vipul Chalotra	Commerce	9-10
5	“An Evaluation of Human Resource Accounting Disclosure Practices in Indian Companies”	Dr. Nidhi Sharma Hitendra Shukla	Commerce	11-13
6	Changing Products of Life Insurance Corporation of India After Liberalization-an Overview	Dr. Niranjan Kakati	Commerce	14-16
7	Consumer Behaviour And Marketing Actions	Dr.A.Jayakumar K.Kalaiselvi	Commerce	17-19
8	Corporate Social Responsibility & Ethics in Marketing	Manojkumar Mohanbhai Parmar	Commerce	20-22
9	Regulated Market – an Overview	S. Ravi Dr.K.Uthaiyasuriyan	Commerce	23-25
10	A Socio-Economic And Statutory Approach Towards Right To Life	Manish Parshuram Pawar Dr. Ashok Pawar	Economics	26-27
11	An Analysis of the Impact of Power Sector Reforms in Haryana on the Generation, Transmission and Distribution	Dr. Pardeep S. Chauhan	Economics	28-30
12	Professional Education And Employment Of Banjara and Dhangar Community in India	Dr.Pawar Ashok S Naik Priti A. Dr. Rathod Sunita J.	Economics	31-33
13	Educational condition of Banjara and Vanjari Communities in India: An Over view	Dr.Pawar Ashok S. Tidke Atish S. Dr. Ambhore Shankar B.	Economics	34-36
14	Socio-economic Conditions of Tea Plantation Workers in Bangladesh: A Case Study on Sreemongal	Shapan Chandra Majumder Sanjay Chandra Roy	Economics	37-40
15	The impact of Yoga on Anxiety of Secondary School Students	Dr. D. Hassan	Education	41-45
16	Portfolio Writing: An innovative reflective learning strategy in Teacher Education	Dr.K.Chellamani	Education	46-48
17	Instrumentation system for amperometric biosensor	Chethan .G, Saurav Pratap Singh, Dr. Padmaja .K.V, Dr. Prasanna kumar .S.C.	Engineering	49-51
18	“Performance Analysis of WiMAX Physical Layer Using Different Code Rates & Modulation Schemes”	Harish Prajapati Mrs. B.Harita Mr. Rajinder Bhatia	Engineering	52-55
19	Design Dual-Axis Solar Tracker using Microcontroller	Jigesh R. Shah V. S. Jadhav	Engineering	56-57
20	BER Performance of DS-CDMA System Over a Communication Channel	Rahul Parulkar Rupesh Dubey Angeeta Hirwe Prabhat Pandey	Engineering	58-60

21	Effect of Strain Hardening Rate on The Clamp Load Loss Due to an Externally Applied Separating Force In Bolted Joints	Ravi Sekhar V.S.Jadhav	Engineering	61-63
22	Advances In Derivative Free Mobile Robot Position Determination	Swapnil Saurav	Engineering	64-66
23	Mechanical Behavior of A Orthodontic Retraction Loop : A Analytical And Experimental Study	Swati Gunjal V.S.Jadhav	Engineering	67-69
24	Enhancement of Surface Finish and Surface Hardness of Burnishing Process Using Taguchi Method	V. N. Deshmukh S. S. Kadam	Engineering	70-72
25	Design & Structural Analysis of an Automobile Independent Suspensions type Mac-Pherson Shock Absorber	Vandana Y. Gajjar, Nihit Soni, Chauhan Sagar, Shaikh EzazAhmed, Surti Pratik	Engineering	73-80
26	A survey on secure file synchronization in distributed system	Chhaya Nayak Deepak Tomar	Engineering	81-82
27	Design of Road Side Drainage	Mehul I. Patel Prof. N.G.Raval	Engineering	83-85
28	Study on Relation Between CBR Value of Subgrade Soil and Moisture Content	Mehul I. Patel Prof. N.G.Raval	Engineering	86-87
29	Design and Optimatization, Weight Reduction of Rear Axle Banjo Housing for Light Weight Vechicle.	S Surya Narayana	Engineering	88-90
30	Product-Mix Strategy of Jammu and Kashmir Co-operatives Supply and Marketing Federation Limited in Jammu District of J&K State	TARSEM LAL	Engineering	91-93
31	Micro Finance: A Study of Semi Urban Women Workers	Soheli Ghose	Finance	94-98
32	"Real Estate Investment Trusts (REITs): An overview of Structure & Legislative Framework"	Mr. Rohit Arora	Finance	99-101
33	Title: "Real Estate Investment Trusts (REITs): Development in India"	Mr. Rohit Arora	Finance	102-103
34	An Assessment of Relationship between Crop Production and Climatic Elements: A Case Study of Karveer Tehsil	Mr. Prashant Tanaji Patil Miss. Mugade Nisha Ramchandra, Miss. Mane madhuri maruti	Geography	104-107
35	Measuring The Performance Of Hypothetical Ltd. Using Z-Score Model	Dr. Prameela S. Shetty Dr.Devaraj K	Management	108-110
36	A Study on Factors Affecting Buying Decision of Garments in Surat City	Dr. Hormaz Dali Patel Dr. Mehul P. Desai.	Management	111-115
37	Hutchinson Essar - Vodafone – A Case Study	Vukka Narendhra	Management	116-118
38	To Study The Effect of Basement with Retaining Walls and The Behavior of The Structure	Patel Shailesh Prof. P. G. Patel	Management	119-121
39	AIDA model of Advertising Strategy	Prof.Arvind Rathod	Management	122-125
40	"A Balanced Corporate Responsibility"	Simon Jacob C	Management	126-127
41	Study and analysis Trend and Progress of Banking in India	Triveni Singh, Prof. (Dr) Sanjeev Bansal, Dr. Amit Kumar Pandey	Management	128-131
42	"Marketing Communication-an Inevitable Part of Business Activity"	Dr. Rakeshkumar R.Jani	Marketing	132-136
43	Users' Opinion Regarding Advertisements on Social Networking Siteswith Special Reference to Facebook	Priyanka Patel	Marketing	137-139

44	Bilateral Accessory Peroneal Muscle - A Case Report	Dr. Renuka B. Adgaonkar, Dr. Archana Shekokar	Medical Science	140-141
45	Decentralization and Dilemmas in Development: A Debate	Dr. N. M. Sali	Political Science	142-143
46	Study of Microstylolites from Carbonate Rocks of Kurnool Group, Andhra Pradesh, South India.	P.Madesh, P.Lokesh Bharani , S.Baby Shwetha	Science	144-147
47	Evolution Of Rural Tourism and Its Prosperity	Joysingha Mishra,	Tourism	148-150



Product-Mix Strategy of Jammu and Kashmir Co-operatives Supply and Marketing Federation Limited in Jammu District of J&K State

* TARSEM LAL

* Assistant Professor P.G. Dept. of Commerce University of Jammu (J&K)

ABSTRACT

Modern marketing presupposes the existence of customer oriented trading processes and trade practices. Unfortunately many trade practices today are centered around profit maximization and consumer legislations by and large have failed to offer speedy and reasonable consumer protection in the market place against monopolistic and restrictive trade practices. To prevent this ruthless exploitation by unscrupulous businessmen, need was felt for evolving self-sustaining institution which could invoke Govt. assistance and patronage in the form of special legislation and simultaneously fulfill genuine and diverse needs of consumers. Consumer cooperatives play an important role in the public distribution of essential commodities to the consumers and exercise a check on adulteration, hoarding and profiteering practices by the traders. In the present study an attempt has been made to evaluate the efficacy of Merchandise Mix Strategy of Jammu and Kashmir Co-operative Supply and Marketing Federation Ltd. in Jammu District of J&K State.

Keywords : ruthless exploitation, unscrupulous businessmen, self-sustaining institutions, restrictive trade practices, consumer cooperatives.

INTRODUCTION

The Jammu and Kashmir Supply and Cooperative Marketing Federation Limited (JAKFED) was registered in the year 1960. Its objectives are to eliminate the middlemen, check the spiral rise in the prices of scarce commodities and ensuring its fair distribution among masses. Its share capital stood at Rs179.68 lakhs subdivided into four classes of shares with 1148 members. At present the operational activities of JAKFED includes

- i. Procurement and supply of chemical Fertilizers to cooperative marketing societies for ultimate distribution among farmer through primary Societies.
- ii. Purchase and sale of cement to bulk buyers.
- iii. Distribution of L.P.G. gas among ultimate consumers.

MERCHANDISE MIX

A critical variable in the firms marketing mix is its merchandise management which ensures that consumer receives the right merchandise at the right place, at the right time and in the right quantity. In order to ensure that this goal is reached, most retailers will take into consideration three merchandising components when planning their merchandise mix. These components are:

- 1) Breadth and depth of selection
- 2) Assortment consistency.
- 3) Stock balance

According to President of Burdines, Miami, Florida, "The strength of department store buying and merchandising mix lies in its sensitivity to its customers and its ability to be highly flexible both in its approach to its customers and its approach to its suppliers .

MERCHANDISE MIX AT JAKFED

Table 1, 2 and 3 shows the merchandise assortment purchased and sold by JAKFFD during 1-4-2006 to 31-3-2011.

**TABLE 1
NUMBER OF CEMENT BAGS PURCHASED AND SOLD**

BY JAKFED IN JAMMU DISTRICT DURING 1-4-2006 TO 31-3-2011

S. NO	Years	No. of bags purchased	% increase/decrease over the base year	No. of bags sold	% increase/decrease over the base year
1	2006-07	150,421	-----	150,421
2	2007-08	308,935	105.38	308,935	105.38
3	2008-09	207,664	38.05	207,664	38.05
4	2009-10	76,154	-49.37	76,154	-49.37
5	2010-11	3,24,585	115.78	3,24,585	115.78

Source: Office Record

As evident from the above table, the number of cement bags purchased and sold by JAKFED for the year 2006-07, 2007-08, 2008-09, 2009-2010 and 2010-2011 are 150,421 bags, 308,935 bags, 207,664 bags, 76,154 bags and 324,585 bags respectively. The percentage increase in the purchase and sale of cement bags in 2000-01 is 115.78 compared to 2006-07. In 2009-2010 purchase and sale figures fell drastically by 49.37% compared to 2006-07.

TABLE 2 DISTRIBUTION OF FERTILIZERS BY JAKFED IN JAMMU DISTRICT DURING 1-4-2006 TO 31-3-2011

S. No.	Years	Quantity in MT			Total	%increase/decrease over the base year
		Urea	DAP	MOP		
1	2006-07	6633	3113	1.11	9857	--
2	2007-08	9860	3728	115	13703	+39.02
3	2008-09	11302	4651	255	16208	+64.43
4	2009-2010	8930	5323	18	14271	+44.78
5	2010-11	2803	5026	212	8041	-18.42

Source: Office Record

As evident from the table 3.3, the quantity of fertilizers supplied by JAKFED in Jammu district for the years 2006-2007 to 2010-2011 was 9857MT, 13703MT, 16208MT, 14271MT and 8041MT. The increase in percentage is 39.02, 64.43 and 4.78 for the year 2007-08, 2008-09 and 2009-2010 respectively. In 2010-2011 the distribution of fertilizer fell to 8041 MT compared to 9857 MT in 2006-07.

**TABLE 3
NUMBER OF GAS CYLINDERS PURCHASED AND SOLD B JAKFED DURING 1-4-2006 TO 31-3-2011**

Year	Quantity of cylinders purchased (No)	Quantity of cylinders sold (No)	Unsold stock (No)
2006-07	109008	108564	+444
2007-08	106038	106318	-280
2008-09	106596	105506	+1090
2009-2010	101735	102610	-875
2010-2011	103313	100997	+2316

Source: Office Record

It is evident from the above table that the number of gas cylinders purchased by JAKFED during 2006-07 to 2010-2011 are 1,09,008, 1,06,038, 1,06,596, 1,01,735 and 1,03,313. The number of gas cylinders sold by JAKFED are 1,08,564, 1,06,318, 1,05,506, 1,02,610 and 1,00,997 during the years 2006-07, 2007-08, 2008-09, 2009-2010 and 2010-2011 respectively. The quantity of unsold stock showed fluctuating trend with maximum at 2316 in 2010-2011.

RESEARCH METHODOLOGY

In the present study, the data was collected with the help of a structured questionnaire and an interview schedule. The questionnaire for collecting information about the existing marketing strategy of JAKFED in Jammu District was divided into two sections namely organizational information and performance parameters measured in terms of product-mix. It was circulated among Managing Directors, Registrar co-operators, Managers, Account Officers etc; Expert opinion of knowledgeable persons on co-operators were also recorded. An interview schedule was circulated among 225 respondents of various consumer stores during Oct.2006 to March, 2011. Out of this sample size, 175 respondents representing 5% of annual consumer traffic at JAKFED were contacted. The number of respondents was 50 each for cement and fertilizer and 75 of gas. To make the study comparative and result oriented 50 respondents from three private consumer stores namely Malik Cement Store, Janak Fertilizer Store and Adarsh L.P.G. Distributor were also included. The purpose of the interview schedule was to elicit consumers opinion towards the merchandising-mix strategy of JAKFED in Jammu District. The items placed in the schedule were opinion based, the answers of which were ordinal. The responses were collected on five point likert scale ranging from lowest (1) to the highest (5).

In order to study the difference between the perceptions of different categories of consumers, certain hypothesis are framed and tested with the help of chi-square test. These hypothesis are as under:

1. There is no significant difference between the perceptions of different consumers regarding the quality of product sold by JAKFED.
2. The consumers having different levels of income have no significant difference in their perception towards trustworthiness of branded products handled by JAKFED.
3. The perception of consumers belonging to different levels of economic have no significant difference towards order processing method followed by JAKFED.
4. There is no significant difference among different consumers regarding inventory management of branded goods fulfilling their requirements followed by JAKFED.

OBJECTIVES OF THE STUDY

The research study was undertaken with the following objectives in view.

1. To evaluate the activities and strategy of JAKFED in Jammu district.
2. To critically analyse the various components of merchandising mix on the operational efficiency of JAKFED in Jammu district.
3. To measure the perception of consumers towards the performance of JAKFED in Jammu district vis-a-vis private sector.
5. To advance suggestions for improving the working of JAKFED in Jammu District in particular and J&K State in general

LIMITATIONS OF THE STUDY

The present study suffers from the following limitations.

1. The indepth analysis of the study is restricted to the functioning of JAKFED in Jammu District only.
2. These secondary data has been taken for the last five years i.e. from 2006-07 to 2010-2011. Detailed data was not available for long periods because rigorous auditing being carried out due to grave financial irregularities committed in the past
3. In most of the cases the consumers were not enthusiastic in reporting. In these cases the accuracy of the data cannot be taken to core.
4. Though every care has been used to be objective yet the possibility of subjective interpretation in some areas cases cannot be ruled out.

MAJOR FINDINGS

The buying and merchandise mix strength of retail store lies in its sensitivity to its customers and its flexibility in its approach towards its customers and suppliers. There exists wide discrepancy between the philosophy and activities aimed to achieve objectives of JAKFED compared to merchandising mix and practices of private retail stores in Jammu District. Merchandise uniqueness has been surveyed to be average, depth and width of merchandise mix is also limited as compare to private retail stores. No annual market survey is being conducted for collecting information about new products and competing brands. For enlarging its assortment JAKFED rely on sales people and customer inquiries rather than on trade shows. Buying is centralized with the administrative Department.

SUGGESTIONS

The various suggestions offered for improving the merchandise mix of JAKFED are:

1. Research for pinpointing market place opportunities should be carried at JAKFED so that successful products are maintained and undesirable ones deleted.
2. In order to collect latest information about new products and competing brands, annual market survey and participation in trade shows should be carried out by JAKFED.
3. For increasing the sale, home delivery system should be made effective.
4. Promotional goods must be included in the merchandise assortment of JAKFED for increasing customer traffic.
5. JAKFED should broaden its merchandise line to cater the demand of varied group of customers.
6. In order to suit taste and life style of varied income levels, width of merchandise offered for sale by JAKFED must include more brands of a product.
7. Where the task of buying selected merchandise assortment is handled by one specialized department, the tender system of buying should be substituted by central buying.
8. A separate extension counter must be opened by JAKFED so that the quality goods are available to consumers at cheaper rates.

9. JAKFED must understand the complexity of the retail products so that aspects of service and quality are considered as part of the overall retail offer.

REFERENCES

1. Mason and Mayor (1978), "Modern Retailing theory and Practice", Business Publications, Texas, P.321. | 2. Gilbert (2001), "Retail Marketing Management", Pearson Educations Asia, P.161. | 3. Mathur (1971), "A critical Analysis of Co-operatives in India Planning Economy," Sahitya Bhawan Agra. | 4. Gupta, Sharma and Bhalla (2009), "Principles and Practice of Management", Kalyani Publishers, New Delhi. | 5. Dwivedi. C.R.(1996), " Indian Journal of Agricultural Economies", vol.51 No. 4, Oct-Dec. | 6. Working Reports of Jammu and Kashmir Co-operatives Supply and Marketing Federation Limited (JAKFED)-2006-2011. | 7. Working Reports of Co-operative Unit Jammu (2006-2011).



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in