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# **EVALUATION OF INVESTMENT PERFORMANCE OF SELECT MUTUAL FUNDS: A CASE OF WILLIAM SHARPE, TREYNOR AND JENSEN PARAMETERS**

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## **ABSTRACT**

*Mutual fund industry today is one of the most preferred investment options all over the world. It plays crucial role in the economic development of a country. Mutual funds active involvement can be seen by their dominant presence in the money market as well as capital market. Recently they entered the area of the service sector in an admirable manner. A Mutual fund is an entity in the form of a trust, which pools the money of the small investors and invests the same in the different investment avenues. Such investment may be in the form equity shares, debt securities, money market instruments, government securities, fixed deposits, precious metals, etc. Their investment securities are professionally managed on behalf of the investors, also known as the unit holders.*

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## PROFITABILITY DETERMINANTS OF SCHEDULED COMMERCIAL BANKS IN INDIA

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### ABSTRACT

*The Indian banking industry plays an important role in the economic development of the country and is considered to be the most dominant segment of the financial sector. The structure of the Indian Banking Industry is growing wider with the development of products and services. The financial stability and profitability pose to be a great challenge to the banks in the highly competitive global era. This paper attempts to identify the determinants of the earnings of the banks. A sample of 40 banks was selected and the study period covers from 1999-2000 to 2014-2015. Correlation Analysis and Step-wise Multiple Regression Analysis were used to analyze the data and it was found that the quality advances and the effective business operations improve the earnings of the banks.*

# PERSONAL EFFECTIVENESS OF SALES MANAGERS IN PHARMACEUTICAL INDUSTRY: A STUDY

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## ABSTRACT

*Pharmaceutical sales managers are hard-pressed to perform, not only to increase revenue but also to increase market share. Stiff competition, organisational issues, inter-departmental and inter-personal issues, demand to do more with less, achieve higher sales within less time frame, ensure higher margins in spite of cut-throat pricing competition, proliferating number of stakeholders and many channels to cover, put premium on their achievements. This situation reflects in the way of their communication with subordinates. Personal Effectiveness a person's ability to engage his/her motivational power and cognitive capabilities to confront and address challenges and use real time opportunities as they present themselves. This study aims at scoring the personal effectiveness scores of pharmaceutical sales managers with a view to identifying the dominating category and to suggest methods and processes to enhance their personal effectiveness. The study administered the Personal Effective Scale developed by Udai Pareek to 135 sales managers of 4 pharmaceutical companies with large presence in India. The scale measures three categories of Personal Effectiveness – Self-disclosure, Openness to Feedback and Perceptiveness – and classifies the responses under 8 headings - Effective, Insensitive, Egocentric, Dogmatic, Secretive, Task-obsessed, Lonely empathic and Ineffective. The result according to the study is that only 16.3% are found to be 'effective' i.e. are making effective use of the three categories of Personal Effectiveness. On the other hand, 14% of respondents are found to be 'ineffective', i.e. not making effective use of any of the categories. We also noted that while 64% are high on self-disclosure and 57% are high on Openness to feedback, only 52% are high on Perceptiveness. While these findings (scores) do not vary significantly, we suggest that Pharma organisations take intentional steps towards helping its managers to increase their personal effective scores. We admit that the pressure to perform is high in this sector and that this pressure impacts the way feelings and concerns are expressed which in turn has direct impact on the receiver. We suggest that well-articulated behaviour training programme form part of the training of sales managers in the pharmaceutical industry, which is mostly dominated with skills and methods of selling.*

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**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-BANKING WITH SPECIAL  
REFERENCE TO VALANCHERRY TOWN**

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**ABSTRACT**

*The study finds out that anyhow electronic banking is the new way of doing business without setting foot outside. It is defined as the automated delivery of new and traditional banking products and services directly to customers through personnel computer. E banking was used as an informational medium to market banking products and services but with the development of new technology bank uses internet banking both for transactional and informational medium.*

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# AN ANALYSIS OF PROFITABILITY POSITION OF THE SELECT PRIVATE SECTOR BANKS IN INDIA

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## ABSTRACT

*The profitability is the only measures to assess the financial soundness of the firm. The existence of the firm depends on the earning capacity of the firms. This paper examines the profitability position of the select private sector banks in India with a data of 10 years from 2005-06 to 2014-15 and for major private sector banks have been considered as sample unit. For this study ratio technique has been used for analysis purpose the ratio analysis has been used and descriptive statistics and annual compound growth rate has been applied. This study reveals that Tamilnad Mercantile bank performed well when compared with other banks in terms of profitability.*

# **A STUDY ON EMPLOYEES GRIEVANCE MANAGEMENT PROCEDURE FOLLOWED IN BMTC, SOUTH DIVISION, BENGALURU**

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## **ABSTRACT**

*The purpose of the study to understand the employee's grievance handling mechanism followed in BMTC, South Division. The study gives information on the grievance handling procedure followed in BMTC. It also includes information about the cause for the grievance in the organization. The study was conducted at BMTC, South Division, Bangalore. Primary data was obtained from employees with the help of structured questionnaire, which was handed over to 120 employees chosen randomly. The secondary data was collected through company records. Results of the study found that employees are facing grievance, which is economic in nature. It was also found that the existing grievance settlement mechanism is not much satisfactory to the employees. Suitable suggestions to overcome the employee's grievance were provided based on the results of the study.*

# **EXAMINING THE INFLUENCE OF HUMAN RESOURCE PRACTICES ON EMPLOYEE LOYALTY**

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## **ABSTRACT**

*The main purpose of this study was to examine the influence of human resource practices (HRM) practices on employee loyalty. This study was conducted using self-administered questionnaire. Using a cross-sectional study, a total of 155 valid questionnaire were collected using systematic sampling method. The study has been conducted from the period of January 2018 to February 2018. This study identified eight important dimensions of human resource management practices. These are: Training and Development, Selection, Appraisal, Employee involvement, Human resource (HR) system, Employee participation and Job design. The findings revealed that employee participation, employee involvement and training and development are highly influencing the employee loyalty and thereby enhancing the internal efficiency.*

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# PRINT MEDIA STRATEGIES AND CONSUMER BEHAVIOUR: A STUDY ON FMCG PRODUCTS

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## ABSTRACT

*Print media is a one of the most important medium for communicating with customers, and it has a unique capability to trigger number of target audience senses by the visually, so this make effective media strategy. It has a vital role to make awareness towards company's products and services. This research paper study was conducted to find out the effect of print media strategies on consumer purchase behaviour, where in the scope of study was limited to Hyderabad city. A structure questionnaire was used to measure the effect of print media strategies and every age of the person was targeted in this research study for to get the purchase behaviour of consumer towards FMCG with selected products, with sample size 417 respondents and tested via descriptive statistics, percentages, ANOVA, correlation and multiple regression analysis by using SPSS 20.0 Version.*



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