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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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**A DETAILED STUDY ON THE VARIOUS FACTORS THAT MAKE THE
DIFFERENTIATION IN THE SALES PROMOTION PRACTICES AND CRM ACTIVITIES
AT SELECT RETAIL OUTLETS IN MYSORE CITY**

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ABSTRACT

The promotion of economic activities offered by business to its clients in services marketing has become important in the recent times. Service marketing include the process of selling telecommunications, health treatments, financial, hospitality, car rental, air travel, haircut, counseling by lawyers and professional services. If we take any of the areas mentioned or otherwise, there will be services factor included in this. Some long years back, the service sales promotional factors were only found more evidently in the industrial goods than fast moving consumer goods or perishable items. A few decades back of what customer relationship management used to be for the high involvement products & that which has a low brand differentiation, has now started emerging even in the convenience goods & eatables. The growth in the competition & the technology improvisation has given rise to the demand in the sales promotional factors in more or less for every industry today. The differentiation was a part of the marketing before & also in the present context. But in the present marketing strategy, the organizations have to rely mostly in the way they offer services and sales promotional practices of their products in short & at large to the customers. As one of the popular saying goes "history repeats"- the companies have to sustain the present competition with sales promotional differentiation. The fact that the technology improvement goes hand-in-hand with service aspect is evidently seen in the recent time because of fast changing requirement of customer's expectation and awareness.

A CASE STUDY OF PERFORMANCE APPRAISAL SYSTEM IN PUBLIC SECTOR AND PRIVATE SECTOR BANKS AT UTTARAKHAND

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ABSTRACT

An extension of banks' functions has also extended the obligations on employees' in the banking sector. Long working hours and overburden of work on an employee are resulting in the inefficiency of employees. All this truly results in failure of achieving organizational goals and rise in the issue of unjustified remuneration. Performance Appraisal System seems to a solution for all these issues in all public sector and private sector banks. The current study focuses on how most of the banks are following the latest objective oriented KRAs based appraisal system. The procedure and other important aspects of the study are covered through the collection of primary data by structured schedules with in-depth interviews. All Regional HR Officers and Chief Managers of the three public sectors and three private sector banks were considered as a sample. The research design is an effort to capture the real outlook of the current appraisal system in the public sector and private sector banks through case study survey method in area district Udham Singh Nagar of Uttarakhand state.

IMPACT OF COVID-19 ON RETURNS OF LARGE, MID AND SMALL CAP STOCK INDICES OF NATIONAL STOCK EXCHANGE

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ABSTRACT

The world had noticed that pandemic and the coexisting economy is very practically identical to the distinguish among wellbeing and abundance at large. India had witnessed the lockdown since 25 March 2020 due to which stock market was badly affected because of Covid-19. This paper has analysed the movement of Indian stock market with large, mid and small cap stocks during Covid-19 pandemic. This study has come across time series analysis using multiple regression analysis and E-garch using data from Jan 30, 2020 to Nov 27, 2020. This study uses the data of Covid-19 related daily confirmed cases, death cases and closing prices of nifty 50 for large cap, midcap 150 for mid cap stocks and small cap 250 for small cap, used lockdown dummy variable and 20 lakh crore also used as other dummy variable for better analysis of the study. The results of the research suggested that Covid-19 confirmed cases are manipulating index performance of the stock. We can witness that the increasing pace of the confirmed cases, the economy caused significant damage, reflected by the Indian economy being decreased due to which the stock exchange experienced fall in nature.

A CASE STUDY ON CANARA BANK

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ABSTRACT

In a modern economy, a well-functioning financial system is crucial & banks play a vital role for a country's economy & for the society. Public Sector banks are at the frontline for generating revenues from rural areas & expanding financial services even in the most backward areas of the country. The present study focuses on analysing the performance & growth of Canara Bank over the last five years & to compare its performance with the other Public Sector Banks. Several parameters like Operating Profit, Net Profit/ Net Loss, Net NPA ratio, Capital Adequacy ratio & Advances has been chosen to analyse its performance & growth. Doctrinal Research Methodology has been employed to carry out the research with the help of secondary sources of data, especially from the annual reports of Canara Bank. The present study also discusses the recent merger of Syndicate Bank with Canara Bank & its effects. Accordingly, conclusions have been drawn and suggestion have been made.

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Thanking you profoundly

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