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# AN ANALYSIS OF FINANCIAL STRUCTURE IN INDIAN FARMERS FERTILIZER COOPERATIVE LIMITED

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## ABSTRACT

*A firm's Capital structure is the mix of debt and equity used to finance its activities. This mix will always include common stock and will often include debt and preferred stock. In addition, the same firm can have different types of common stock, debt, and preferred stock. The firm have several types of common stock for example with the different rights and possibly, different claims on the cash flow available to stockholders. The debt at a firm can be long term, short term, secured, unsecured, convertible, not convertible into common stock. Preferred stock can be cumulative, noncumulative, convertible and not convertible into common stock. The fraction of the total financing that is represented by debt is a measure of the financial leverage in the firm's capital structure. The capital structure or financial leverage decisions are to be examined by the point of its impact on the value of the firm. If capital structure decision can affect a firm's value, then it would like to have a capital structure, which maximizes its market value. The main theme of the paper is to examine the quantum and structure of long term and short term funds and to ascertain the extent and the justification for the use of debt.*

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# A STUDY ON CUSTOMER EXPECTATION TOWARDS CAR WITH SPECIAL REFERENCE TO MIDDLE INCOME GROUP IN COIMBATORE DISTRICT

**Dr. VIMALA GRACY.P**  
**DEAN**  
**KG COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

## ABSTRACT

*The automobile sector is a key performer in the global and Indian economy. The automotive industry in India is one of the largest in the world and one of the fast growing globally. The study covers consumer expectation towards car with special reference to middle income group in Coimbatore city. Sample size is 100 in all obtained through simple random sampling and Chi-Square Analysis in Coimbatore. The study found that the important factors such as exterior, convenience, performance, safety, economic aspect, attitude to mark and after sales & service are considered and expectation by the consumers before decision making. So the manufacturers have to analyze all these factors and find out the best suitable tools for promoting their cars in India. Hence it is concluded that in order to fulfill the expectations of the consumers a proper market survey should be conducted to ascertain their needs and expectations, and accordingly they should be fulfilled to satisfy the customers and entice this lot to buy cars.*

# EFFECTS OF GREEN MARKETING AND ITS INFLUENCE ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO BANGALORE CITY (URBAN)

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**BANGALORE**

## ABSTRACT

*Green marketing is the phenomenon that has been developed in the whole world to facilitate sustainable development. There has been a change in consumer attitude towards green life style. There is growing need among the consumers all over the world regarding the protection of the environment. As per J. Polansky, green marketing can be defined as, "All the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants with minimal detrimental input on our environment." Green marketing refers to the process of delivering the higher standards of living through the marketing of the products that are presumed to be environmentally safe. Green marketing is also known as environmental marketing and ecological marketing. Adoption of green marketing is not may not be easy in short run but it will give long run impact on society. Green marketing includes a broad range of activities such as product modification, changes to the production processes, packaging changes as well as modifying advertising. The main objective of this paper is to study the concept of green marketing, identify the importance and need of marketing, to identify the Consumer awareness on the availability of environmentally friendly products and to study the challenges and prospects of green marketing.*

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# CUSTOMER SATISFACTION TOWARDS AIRTEL AND TELENOR SERVICES: A COMPARATIVE STUDY

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**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT**  
**SRI KRISHNADEVARAYA UNIVERSITY**  
**ANANTAPURAMU**

## ABSTRACT

*Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction survey is a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. It may be conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards Airtel and Telenor services.*

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**SOCIO LEGAL STUDY OF WOMEN WORKERS IN THE GARMENT INDUSTRY WITH  
SPECIFIC REFERENCE TO PEENYA INDUSTRIAL AREA, BANGALORE**

**Dr. L.R.K. KRISHNAN  
CONSULTANT  
UNIVERSITY LAW COLLEGE  
BANGALORE UNIVERSITY  
BENGALURU**

**ABSTRACT**

*The garment industry has been part of India's growth story in the manufacturing sector and continues to occupy the primary attention for employment of women workers and for export of garments. The field study attempted to gather empirical evidence on the statutory compliance, health and hygiene support, collective bargaining, effectiveness of Trade Unions, discrimination at the work place. The study attempts to depict the ground realities and suggest remedial measures.*

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