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# **A STUDY ON FINANCIAL PERFORMANCE EVALUATION USING DUPONT ANALYSIS IN SELECT MEDIA AND ENTERTAINMENT COMPANIES**

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## **ABSTRACT**

The purpose of research is to study the performance evaluation using DuPont analysis in selected Media and Entertainment companies through measuring Return on Common Stockholder's Equity (ROE). The present analysis evaluates how well a company is operating and how profit is earned relative to sales, total assets etc. The study was conducted on 3 Media and Entertainment companies listed in the BSE and period of the study was 2016-2017 to 2018-2019. This study is mainly based on secondary data. Data was obtained from published annual financial statements and CMIE PROWSEE IQ. The present study was analyzed using equity multiplier, net profit margin, asset turnover ratio to calculate return on equity. ROE, ROA, ROCE is the most comprehensive measure of profitability of a firm. Correlation analysis is done to know whether the relationship among the above variables exists or not and to know the impact of ROA and EM on ROE.

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## **A STUDY OF RISK PERCEPTION AT BRANCH LEVEL OF THE NEW INDIA ASSURANCE COMPANY LIMITED OPERATING IN DIBRUGARH TOWN**

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### **ABSTRACT**

*Life and assets are not immune to loss. Every individual wants to build one and safeguard the same. In the present context, both finance and insurance has aided people to acquire assets and to reimburse the loss, if any. The insurance sector has grown tremendously over the decade. Although the insurance products have sufficiently minimized the risk of an individual's life and property but, the risk borne by the company is understated till now. This paper reinstates the risk of an insurance company (NEW INDIA ASSURANCE COMPANY LIMITED) at the branch level (Dibrugarh, Assam). Every company has a different risk management mechanism and every manager implements the set mechanisms using their personal tact and integrity. Insurance being a boon for society, the benefits must exceed the cost and hence, the risk. Re-insurance, large number of exposure units, early policies, definitely aid in minimizing risk to a certain extent. Moreover, the principles of insurance aid in managing and to some extent, mitigating some unknown loss ventures. The study revealed that, the application of those principles and policies are dependent on the personnel dealing with the ultimate customers. The managers may have different way of dealing different customers as every case is unique in itself and the principles are just a guiding force in the same. The risk perception of the branch is basically based on both set regimes and rules along with their personal experiences in the position they hold.*

**A STUDY ON EMPLOYEES JOB SATISFACTION  
(WITH SPECIAL REFERENCE TO RANCHI DIVISION OF SOUTH EASTERN  
RAILWAY)**

**Dr. IRSHAD RAZA**

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**ABSTRACT**

Job satisfaction is the sum total of all the factors that primarily affects an individual's ability and the actual output to perform any given kind of work. The origin and development of job satisfaction factors comes externally (uncontrollable) or internally (controllable), outside and within the working individual environment. Job satisfaction is the combination of all the physiological, psychological and conditional factors that either satisfies an employee or rather makes him dis-satisfies with the job. The results obtained from job satisfaction have evaluative, cognitive, behavioural and emotional outcomes. Job satisfaction leads to productivity because every worker, who derives satisfaction from a particular job, is bound to put in greater time and efforts on the job. On the other hand, if workers are not satisfied with their job, they may tend to concentrate less attention and put in less time and effort on the job, leading to less productivity. There is also a possibility for greater employee's absenteeism and turnover. Thus, the greater the job satisfaction of the workers, the greater would be the efforts they make towards their job which results in improved productivity. The research study is to look after the various job satisfaction factors, problems and to search out the remedial measures affecting the railway employees working at the Ranchi Division of South Eastern Railway Division of the Indian Railways. Ranchi Division is a prime division of Indian Railways situated on Howrah-Mumbai rail route. Divisional Railway Manager is the main administrative and regulating authority located at Ranchi.

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