# **INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT**



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Open J-Gage, India Ilink of the same is duly available at Inflibnet of University Grants Commission (U.G.C.II.

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RECOGNISING RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: AN ILLUSTRATION FROM ORGANISED RETAIL SECTOR DR. R. R. CHAVAN & ANIL DONGRE	1
2.	PRODUCER GAS AS A VIABLE ENERGY SOURCE RAHUL BASU	4
3.	ENSET VALUE CHAIN ANALYSIS: THE CASE OF DIRE ENCHINI WOREDA, OROMIA REGIONAL STATE, ETHIOPIA ABEBE UMA & DR. J. PAUL MANSINGH	7
4.	ARCHITECTURAL REVIEW OF NEURAL NETWORK KULBIR KAUR & GAGANDEEP KAUR	15
5.	EXPERIENTIAL BRANDING IN WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI: THE ENHANCING ROLE OF GROUP ORIENTATION OF VISITORS K.J. JAIMS & BELAGAVI BAKKAPPA	22
6.	CAREER GOAL AND CAREER PREPARATION AMONG THE UNDER GRADUATE STUDENTS: A STUDY ON SELECTED HIGHER EDUCATION INSTITUTIONS AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE, TAMIL NADU DR. VIJAYALAKSHMI	•••
<b>7</b> .	CORPORATE RESTRUCTURING: A CONCEPTUAL FRAMEWORK SHAILAJA D.KELSHIKAR & DR. MANOJ SHAH	36
8.	FACTORS INFLUENCING CORE QUALITY MANAGEMENT PRACTICES (THE CASE OF SOME SELECTED COLLEGES OF ETHIOPIAN MINISTRY OF AGRICULTURE) DR. BREHANU BORJI AYALEW & ABEL DULA WEDAJO	40
9.	EXPLORING BUYING BEHAVIOUR OF URBAN CONSUMERS TOWARDS SHAMPOOS: EMPIRICAL EVIDENCES FROM INDIA S M FATAHUDDIN, MOHAMMED NAVED KHAN & AYESHA ANUM	58
<b>10</b> .	PRODUCT PLACEMENT IN MOVIES AND TV SERIES: CONCEPT, EXAMPLES AND BEST PRACTICES PRAMA VISHNOI & NAMITA PADHY	62
11.	A REVIEW PAPER ON MULTICULTURALISM IN WORKPLACE DR. POOJA DASGUPTA & KHUSHBU DUBEY	66
12.	A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS WITH S.R.F TO BANGALORE CITY JONITA PREETHI SEQUEIRA	69
13.	EXPORT GROWTH AND PROSPECT OF FLORICULTURE IN INDIA: GLOBAL SCENARIO R.SENTHILKUMAR	74
14.	RECOGNITION: AN EMPLOYEE RETENTION TOOL	78
15.	IMPLEMENTATION OF INTERNET OF THINGS IN RURAL SENSITIVE AREA OF CHHATTISGARH DR. ASHIM RANJAN SARKAR	81
<b>16</b> .	WOMEN EMPOWERMENT IN MADURAI CITY DR. S.C.B. SAMUEL ANBU SELVAN & V.SUGANYA	85
<b>17</b> .	INDIAN CIVIL AVIATION INDUSTRY: OPPORTUNITIES AND CHALLENGES	88
<b>18</b> .	ROLE OF PUNE MUNICIPAL CORPORATION IN SUSTAINABLE DEVELOPMENT OF SLUMS SHEETAL RANDHIR	90
<b>19</b> .	SALES PROMOTION STRATEGY: A STIMULATING FACTOR FOR THE CONSUMERS TOWARDS THE ORGANIZED RETAIL SECTOR IN BILASPUR PRATIBHA RAI & DR. (MRS.) B.B. PANDEY	94
<b>20</b> .	EFFECT OF STEREOTYPE ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA JOHN WEKESA WANJALA, DR. SUSAN WERE & DR. WILLY MUTURI	99
	REQUEST FOR FEEDBACK & DISCLAIMER	104

### CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon Chancellor, Lingaya's University, Faridabad Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar



LATE SH. RAM BHAJAN AGGARWAL Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

### FORMER CO-ORDINATOR

DR. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

### <u>ADVISORS</u>

PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi PROF. S. L. MAHANDRU Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

### EDITOR

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

### EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, YanbulndustrialCollege, Kingdom of Saudi Arabia PROF. PARVEEN KUMAR Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P. PROF. H. R. SHARMA Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G. PROF. MANOHAR LAL Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi PROF. ANIL K. SAINI Chairperson (CRC), GuruGobindSinghI. P. University, Delhi PROF. R. K. CHOUDHARY Director, Asia Pacific Institute of Information Technology, Panipat DR. ASHWANI KUSH Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

**DR. BHARAT BHUSHAN** 

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA** 

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA** 

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND** 

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

**DR. SHIVAKUMAR DEENE** 

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET** 

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

### ASSOCIATE EDITORS

PROF. ABHAY BANSAL Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida PROF. NAWAB ALI KHAN Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P. ASHISH CHOPRA Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

### FORMER TECHNICAL ADVISOR

AMITA Faculty, Government M. S., Mohali

### FINANCIAL ADVISORS

DICKIN GOYAL Advocate & Tax Adviser, Panchkula NEENA Investment Consultant, Chambaghat, Solan, Himachal Pradesh

### LEGAL ADVISORS

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA Advocate & Consultant, District Courts, Yamunanagar at Jagadhri





SURENDER KUMAR POONIA

### CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

### GUIDELINES FOR SUBMISSION OF MANUSCRIPT

#### 1. **COVERING LETTER FOR SUBMISSION**:

DATED: \_\_\_\_\_

#### THE EDITOR

IJRCM

#### Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify

#### DEAR SIR/MADAM

Please find my submission of manuscript entitled '\_\_\_\_\_' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	and a	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
Designation	:	7
Institution/College/University with full address & Pin Code	:	
Residential address with Pin Code	:	
Mobile Number (s) with country ISD code	:	
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:	
Landline Number (s) with country ISD code	:	
E-mail Address	:	
Alternate E-mail Address	:	
Nationality	:	

- NOTES:
- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **<u>pdf. version</u>** is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

#### THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION				
REVIEW OF LITERATURE	1			
NEED/IMPORTANCE OF THE STUDY				
STATEMENT OF THE PROBLEM		- P		
OBJECTIVES				
HYPOTHESIS (ES)	Sec. 1			
RESEARCH METHODOLOGY	- Second		100	
RESULTS & DISCUSSION				
FINDINGS				
RECOMMENDATIONS/SUGGESTIONS				
CONCLUSIONS				
LIMITATIONS				
SCOPE FOR FURTHER RESEARCH				
REFERENCES				
APPENDIX/ANNEXURE				

The manuscript should preferably range from **2000** to **5000 WORDS**.

- 12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text*.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes and footnotes should not be used in the document.* However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

#### PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

#### BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

#### **CONTRIBUTIONS TO BOOKS**

• 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.

#### JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

#### CONFERENCE PAPERS

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

#### UNPUBLISHED DISSERTATIONS

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

#### **ONLINE RESOURCES**

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

#### WEBSITES

Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

### CAREER GOAL AND CAREER PREPARATION AMONG THE UNDER GRADUATE STUDENTS: A STUDY ON SELECTED HIGHER EDUCATION INSTITUTIONS AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE, TAMIL NADU

#### DR. VIJAYALAKSHMI ASSOCIATE PROFESSOR COIMBATORE INSTITUTE OF MANAGEMENT & TECHNOLOGY NARASIPURAM

#### ABSTRACT

Today's generation is finding it increasingly difficult to make a career choice from the plethora of options available, choosing a career is one of the most important decisions, a student has to make. To enable them in this decision making process, a scientific process is needed to guide them in choosing a career that is in line with their interest, and to deal with careers that they are not likely to enjoy and to excel. The changing requirements in the corporate, altered market condition for professional manpower, the development of paraprofessional occupations and many other labor market trends, make occupational selection more difficult than ever. The young students in colleges and universities need to be informed about various job openings available to them along with the requirements, responsibilities and the nature of work involved in them, so that they can equip themselves for suitable careers. Out of all the affiliated colleges in Bharathiar University, the study covers samples of 11 colleges included in the Coimbatore District and Erode District. The sample size has been restricted to 300 respondents from first year students, 580 respondents from final year students out of which 300 respondents from the final year students for aptitude test. The study is limited only to Coimbatore district and Erode District

#### **KEYWORDS**

career goal, perception, assessment, analytical ability

#### INTRODUCTION

The major aspiration of today's youth pursing higher education in colleges (or Universities) is to find a lucrative career, which would enhance their socio economic status. Yet, on completing their respective courses, they find it very difficult to face the fierce competition prevailing in all available sectors; in spite of computer based sectors, IT, Management and other service providers, the students face the harsh reality of preparing themselves for suitable careers. The Board of studies of most universities designs a curriculum, hoping to cater to the expectations of the corporate world. In addition to the academic course design, all the colleges take special steps to prepare their students towards career orientation. The general challenges faced by arts and science colleges, particularly in today's education system is to enable them to translate their intelligence, skills, abilities towards matching the employment opportunities available within the country and outside the country.

To construct norms to develop career goal and career preparation. Norms means the optimum level of factors like his education status, family background, socio economic factor and communication skill etc. will relate with this study. The study highlights the career goal and career preparation by the students and their level of satisfaction with regard to the performance of their colleges. It also covers the constraints and efforts taken by the students in achieving their career goal and throws light on their opinion on the impact of globalization on education.

#### **REVIEW OF LITERATURE**

Conceptualization is an indispensable part in any research. The review of past studies helps the researcher to comprehend, adopt, modify and develop conceptual framework for the study. Hence an attempt is made in this chapter to review various concepts related to the study.

**Thornton and George (1978)**<sup>1</sup> devised a study to determine if career-planning workshops had differential effects on subjects who believed in internal vs. external locus of control of behavior. The participants of the study were 97 secretaries attending a one-day career growth and opportunities workshop. A modified version of the Internal/External Locus of Control Scale was administered to the secretaries when the workshop began. Four months later, subjects answered a follow-up questionnaire. Results indicated that internally oriented secretaries took more action to explore potential career goals and to identify the means of achieving them. There was a significant correlation between internality and the amount of career planning. The results suggest that administrators or career planning programs should encourage their participants to develop internal locus of control.

**Odiorne and George (1979)**<sup>2</sup> indicated that management by Objectives (MBO) could improve organizational results particularly in the area of establishing commitments to goals through the creation of new methods and innovations. Creative goal-setting is generally divided into 2 categories: 1. extrinsic creativity, which involves the introduction of new ideas from outside, and 2. intrinsic creativity, which is the discovery of new ways of doing the present job.

The introduction of new methods usually involves a 3-step process: 1. learning of the new idea and obtaining a lay knowledge of the technology involved, 2. feasibility study, and 3. installation of the new method. A well-run MBO program can facilitate creativity and innovation by: 1. asking for innovation, 2. working at encouraging people to be innovative, 3. getting commitment from individuals and teams, 4. communicating dissatisfaction with the status quo, 5. rewarding innovation, and 6. endorsing and supporting innovation.

**Kirkham and Roger (1980)**<sup>3</sup> stated that if productivity is to be improved, management must start by focusing on the desired results. Both efforts and resources must be geared toward the goals that are preset. The success of a manager depends upon how well his subordinates achieve these results, and he is accountable for results, not effort. Detroit Edison recently embarked on a productivity improvement program that achieved noteworthy success. It established productivity measurements for job positions at all levels. Department heads had to define their goals and establish measurable criteria to evaluate results. Employee input helped establish the criteria. Objectives that focus efforts on expected results: 1. should be stated in terms of expected results, 2. should be measurable, 3. should be stated in terms of a time period, and 4. should be realistic.

**Rausch and Erwin (1980)**<sup>4</sup> stated that the implementation of a goals system requires careful attention to minute details, with professional execution of each step. There are 8 areas where careful attention is essential to goal programs: 1. how many goals should be set for a particular person, 2. how to judge the quality of goals and goal statements, 3. the extent of management involvement so that subordinates are directed toward goal achievement, 4. frequency of goal progress reviews and setting of new goals, 5. evaluation of performance with respect to goal achievement, 6. subordinates' influence in goal setting, 7. the role of performance appraisal in a goals program, and 8. the role of personal development of subordinates and career planning. To be of high quality, a goal must be realistic, challenging, and appropriate for the mission. Regular reviews of goals enhance communications so that a better understanding can develop on what is expected of the subordinate.

#### **NEED OF THE STUDY**

Among all the resources available in a society, human resources are the most viable and valuable. These human resources are abundantly available with high potentiality in India. Many of the youth, despite their good knowledge and ability are unable to find the right job at the right time in the right place. This is possible only for few youths who are very clear in their mission and vision, to pursue jobs both in India and aboard. At this juncture, it is essential to analyze the causes and effects of unemployment and under employment among youth. The basic problem among the youth of today is the incapacity to decide upon a

definite career. This poses a major hurdle both in their professional and personal lives. In order to guide the indecisive youth, universities have to set up a career guidance cell with a professional counselor and a placement officer. In Bharathiar University, Coimbatore such arrangements are inherent in the university as well as in its affiliated institutions and these cells are highly student-centric (student-centric). Students are trained with the help of soft skill trainers, along with audiovisual programs, which are organized for successful placement in the arts and science colleges. The students in the arts and science colleges need to be helped in making meaningful occupational selection and preparation for an entry into them to have a fulfilling and rewarding career.

#### STATEMENT OF THE PROBLEM

A career is a set of goals to select from a variety of available occupations, which one undertakes through his lifetime. This career includes life roles, leisure activities, learning and work. Such opportunity are very freely available for the student community, particularly for engineering graduates and IT professions in engineering colleges. But in arts and science colleges affiliated to Bharathiar University such career opportunities are relatively insufficient. In the era of the Tech on savvy, industries need more and more scientists. Hence there is an increased focus on arts and science students due to their creative and diverse talents. Yet, lack of Communication skills deters them at interview sessions. The need for helping the students in the choice of a proper career is enhanced due to the fact that majority of these young graduates are the first generation learners and their family members have no vision and ability to guide them properly towards a right career. Thus it is the duty of the educational institutions and the universities to shape their personality and sharpen the minds of the young students of various colleges to meet the challenges of the career goals.

Through the efforts taken by the universities and the Placement cells in the colleges, a good majority of the students have got placed in suitable jobs till the recent collapse of the American economy. This sudden change in the American economy has changed the career path from IT sector to other fields. At present apart from the software industries more opportunities are available for embedded system mixing accounts with computers, biology with computer (Biotechnology, Bio-informatics) mathematics and physics, which have a wide scope for the youths. The universities are also directing the respective colleges to design Career-oriented subjects and make them optional to the student community on the Choice Based Credit system. Even though these facilities are organized centrally and do provide for the students studying in various geographical areas, students find it difficult to select an appropriate course. Further, due to pressure from parents, the students select a particular course with disinterest and at the time of completing their course they are highly indecisive in selection of their career. Inability to choose a right career stems from aimlessness and thus results in a general lethargy and lack of focus in students. Based on the above issues, the following questions are raised.

- To what extent can the curriculum be re-structured to meet the corporate expectations? 1.
- 2. What are the major problems faced by the students at the time of preparing for the career settlement?

#### **OBJECTIVES**

Taking with account the said problems, the following are the objectives are set for the study:

- To study the perception of career goals of the students in the selected higher education institutions affiliated to Bharathiar University. 1.
- To analyze the steps taken by the individual students and the institutions in preparing towards achieving their career goals. 2.
- To find out the impact of training programs introduced /initiated by the institution to increase the employability of the students 3.
- 4. To identify the common problems faced by the students and trainers to achieve their career goals.
- To suggest better career strategies for the students and institutions. 5.

#### **HYPOTHESIS**

Based on the above issues the following hypothesis were formulated

- H<sub>o</sub>: There is no significant relationship between sex of students and their career goal in first year. 1.
- H1: There is significant relationship between sex of students and their career goal in first year.
- 2. H<sub>0</sub>: There is no significant relationship between age of the students and their career goal in first year.
- H<sub>1</sub>: There is significant relationship between age of the students and their career goal in first year.
- H<sub>o</sub>: There is no significant relationship between type degree chosen by the respondents and their perception on career goal first year. 3.
- H<sub>o</sub>: There is no significant relationship between type degree chosen by the respondents and their perception on career goal first year.
- H<sub>o</sub>: There is no significant relationship between 12<sup>th</sup> marks of students and their career goal in first year. 4.
- H<sub>1</sub>: There is significant relationship between 12<sup>th</sup> marks of students and their career goal in first year.
- H<sub>o</sub>: There is no significant relationship between Income of parent's respondents and their career goal in first year. 5.
- H1: There is significant relationship between Income of parent's respondents and their career goal in first year.
- 6. H<sub>0</sub>: There is no significant relationship between sex of students and their career goal in final year.
- H1: There is significant relationship between sex of students and their career goal in final year.
- 7. H<sub>0</sub>: There is no significant relationship between age of the students and their career goal in final year.
- H<sub>1</sub>: There is significant relationship between age of the students and their career goal in final year. 8. H<sub>0</sub>: There is no significant relationship between type degree chosen by the respondents and their perception on career goal - final year.
- Ho: There is no significant relationship between type degree chosen by the respondents and their perception on career goal final year.
- H<sub>o</sub>: There is no significant relationship between 12<sup>th</sup> marks of students and their career goal in final year. 9.
- H1: There is significant relationship between 12<sup>th</sup> marks of students and their career goal in final year.
- 10. H<sub>o</sub>: There is no significant relationship between Income of parent's respondents and their career goal in final year.
- H1: There is significant relationship between Income of parent's respondents and their career goal in final year.
- 11. H<sub>0</sub>: There is no significant relationship between Analytical ability and their career achievement.
- H<sub>1</sub>: There is significant relationship between Analytical ability and their career achievement.
- 12. H<sub>o</sub>: There is no significant relationship between English assessment ability and their career achievement.

H<sub>1</sub>: There is significant relationship between English assessment ability and their career achievement.

#### METHODOLOGY

Methodology is the key aspect, which governs the outcome of the study. It directs the researcher to conduct the study in a systematic process, which ensures and facilitates the accuracy of the findings and the outcomes. In order to arrive at conclusions with regard to the topic of study, it will be necessary to adopt a suitable mode of study. The simple random sampling method by using random numbers the respondents was selected.

#### DATA ANALYSIS AND INTERPRETATIONS

#### SECTION-I FIRST YEAR STUDENTS PROGRESS ON CAREER GOAL

SEX OF RESPONDENTS AND THE STUDENTS PERCEPTIONAL CAREER GOAL

Career goal for the students is the most important component during their study at college level. The faculty members of the college, and placement officers and parents create good awareness on career goal among the sample respondents.

TABLE	TABLE 4.1: SEX OF THE RESPONDENTS AND THEIR PERCEPTION CAREER GOAL - FIRST YEAR										
SI. No.	Sex	No. of respondents	%	Average	Range		S.D.				
					Minimum	Maximum					
1.	Male	180	60	17.78	16	19	0.6624				
2.	Female	120	40	17.60	17	19	1.0404				
	Total	300	100								

It could be observed from table 4.1 that the perception on career goal among the male students studying first year ranged between 16 and 19 with an average of 17.78 and for the female respondents it ranged from 17 to 19 with an average of 17.60. From the analysis, it is concluded that male respondents showed slightly high level of perception on career goal.

#### AGE OF THE RESPONDENTS AND THEIR CAREER GOAL SCORE-FIRST YEAR

Age is one of the crucial factors in decision making. It is believed that the young minds should be given a right direction to select their career goal.

TABLE 4.2: AGE OF THE RESPONDENTS	S AND THEIR PERCEPTION CAREER GOAL - FIRST YE	AR

IADE	TABLE 4.2. AGE OF THE RESPONDENTS AND THEIR FERCEFTION CAREER GOAL - FIRST TEAR											
SI. No.	Age	No. of respondents	%	Average	Range		S.D.					
	(Years)				Minimum	Maximum						
1.	17	145	48.3	17.61	16	19	0.7922					
2.	18	135	45.0	17.78	17	19	0.8781					
3.	19	20	6.7	17.95	16	19	0.8256					
	Total	300	100									

It could be seen from the above table that maximum level of perception on career goal among the first year students of 19 years age group ranged between 16 and 19 with an average of 17.95. It is followed by the respondents of 18 years age group 17 and 19 with an average of 17.78. On the other hand, the respondents with 17 years age groups perception on career goal ranged between 16 and 19 with an average of 17.61

#### TYPE DEGREE CHOSEN BY THE RESPONDENTS AND THEIR PERCEPTION ON CAREER GOAL - FIRST YEAR

For the purpose of this study, degree of the respondents and their career Goal has been classified into 8 strata, viz, B.Sc.(Physics), B.Sc.( Maths), B.Sc.(CS), BA(English), B.Sc.(Electronics), BCom, BCA, B.Sc. (IT).

TABLE 4.3: DEGREE COURSES OF THE RESPONDENTS AND THEIR PERCEPTION ON CAREER GOAI	EIDCT VEAD
TABLE 4.5. DEGREE COURSES OF THE RESPONDENTS AND THEIR PERCEPTION ON CAREER GOAT	- FINST TEAN

SI. No.	Degree courses	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	B.Sc.(Physics)	15	5.00	17.93	16	19	0.8837
2.	B.Sc.( Maths)	23	7.67	17.70	17	19	0.7648
3.	B.Sc.(CS)	127	4 <mark>2.3</mark> 3	17.76	17	19	0.7607
4.	BA(English)	23	7.67	17.70	16	18	0.8869
5.	B.Sc.(IT)	18	6.00	17.78	17	19	0.8085
6.	BCom	81	27.00	17.46	16	19	0.8810
7.	BCA and B.Sc. (Electronics)	13	4.33	18.67	17	18	0.7071
	Total	300	100	17.80			

It could be seen from the above table that maximum level of perception on career goal among the first year students of B.Sc.(computer science) degree of respondents ranged between 17 and 19 with an average of 17.76, it is followed by the respondents of BCom degree ranged between 16 and 19 with an average of 17.46. On the other hand, the respondents of with B.Sc.(Maths) and BA(English) degree ranged between 17 and 19, groups perception on career goal ranged between 16 and 18 with an average of 17.70.

#### XIITH MARKS OF THE RESPONDENTS AND THEIR CAREER GOAL - FIRST YEAR

The marks scored in the XII<sup>th</sup> standard examination also influences their career dream. The qualification marks of standard XII<sup>th</sup> is vital for career goal, as this score is the basic system to analyze the student's first step towards individual and overall performance.

SI. No.	XII <sup>th</sup> Marks	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	60 and below	19	6.33	19.00	19	19	0.0000
2.	61 to 70	171	57.00	18.47	17	19	0.7174
3.	71 to 80	103	34.33	17.50	16	19	0.9358
4.	81 to 90	2	0.67	17.74	16	19	0.8754
5.	91 to 100	5	1.67	17.52	16	19	0.6273
	Total	300	100	18.03			

#### TABLE 4.4: XII<sup>th</sup> MARKS OF THE RESPONDENTS AND THEIR CAREER GOAL - FIRST YEAR

It could be seen from the above table that maximum level of perception on career goal among the XII standard students scored marks 61 to 70 (57) percent of respondents ranged between 17 and 19 with an average of 18.47, it is followed by the 34.33 percent respondents scored marks 71 to 80 of ranged between 16 and 19 with an average of 17.50. On the other hand, 6.33 percent of the respondents of 60 and below marks groups perception on career goal ranged between 19 and 19 with an average of 19.00.

#### INCOME OF THE RESPONDENTS' PARENT'S AND THEIR CAREER GOAL SCORE - FIRST YEAR

Family income is one of the factors influencing the socioeconomic status of the student and may influence his decision making capacity.

Sl. No.	Income	No. of respondents	%	Average score	Range		S.D.
					Minimum	Maximum	
1.	30,000 - 50,000	159	53.00	17.91	16	19	0.7745
2.	51,000 - 1,00,000	79	26.33	17.78	16	19	0.6133
3.	1,00,001-2,00,000	38	12.67	17.50	16	19	0.7969
4.	2,00,001-3,00,000	23	7.67	16.39	16	18	0.7827
5.	Above 3,00,000	1	0.33	18.00	18	18	0.0000
	Total	300	100	17.52			

The 300 respondents were stratified under 5 income groups viz, 30,000 to 50,000, 51,000 to 100,000, 100,001 to 200,000, 200,001 to 300,000 and above 300,000. The range of 53.00 percent and the average of 26.33 percent range of income shows 51,000 to 1, 00,000. From the analysis it is concluded that income of the father's respondents showing high level of perception on career goal.

### SECTION-II FINAL YEAR STUDENTS PROGRESS ON CAREER GOAL SEX OF RESPONDENTS AND THE STUDENTS PERCEPTIONAL CAREER GOAL

#### TABLE NO. 4.6: SEX OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

	Cov	No of respondents	9/	A	Range		6 D
SI. No.	Sex	No. of respondents	%	Average	Minimum	Maximum	S.D.
1.	Male	344	59.31	24.14	23	25	0.4725
2.	Female	236	40.69	24.31	23	28	1.0479
	Total	580	100	24.23			

The table reveals that the sex of the student and average career goal score of the the final year students. Out of 580 student respondents male and female constitute 59.31 percent and 40.69 respectively. The overall average score for the entire sample of 580 student is 24.23 while the average score for male and female group was 24.14 and 24.31 respectively.

#### AGE OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

#### TABLE NO. 4.7: AGE OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

SI. No.	Age (Years)	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	19	351	60.52	24.32	23	27	0.8568
2.	20	140	24.14	23.98	23	28	0.6677
3.	21	36	6.20	24.19	24	25	0.4014
4.	22	53	9.14	24.00	24	24	0.0000
	Total	580	100	24.23.			

It could be seen from the above table that maximum level of perception on career goal among the final year students of 19 years age group ranged between 23 and 27 with an average of 24.32. It is followed by the respondents of 20 years age group 23 and 28 with an average of 23.98. On the other hand, the respondents with 21 years age groups perception on career goal ranged between 24 and 25 with an average of 24.19 and the respondents with 22 years age groups perception on career goal ranged between 24 and 25 with an average of 24.19 and the respondents with 22 years age groups perception on career goal ranged between 24 and 24 with an average of 24.00

#### TYPE DEGREE CHOSEN BY THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

#### TABLE NO. 4.8: DEGREE OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

SI. No.	Degree	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	B.Sc.(CS)	162	27.9	24.00	24	24	0.0000
2.	BCom	170	29.3	23.99	23	24	0.1118
3.	B.Sc.(physics)	55	9.5	24.16	23	28	1.0946
4.	BA(English)	47	8.1	24.19	23	27	0.6280
5.	B.Sc.(Maths)	62	10.7	24.25	23	27	0.9245
6.	BCA	42	7.2	24.45	23	26	0.7612
7.	B.Sc. (IT)	35	6.0	24.63	24	26	0.5973
8.	B.Sc.(Electronics)	7	1.2	24.00	24	24	0.0000
	Total	580	100	24.21			

It could be seen from the above table that maximum level of perception on career goal among the final year students of B.Sc. (computer science) degree of respondents ranged between 24 and 24 with an average of 27.9, it is followed by the respondents of BCom degree ranged between 23 and 24 with an average of 23.99. On the other hand, the respondents of with B.Sc. (Maths) degree ranged between 23 and 27, groups perception on career goal with an average of 24.25 and B.Sc. (physics) degree of respondents ranged between 23 and 28 with an average of 24.16.

#### $\mathbf{XII}^{\mathsf{TH}}$ MARKS OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

#### TABLE NO. 4.9: XII<sup>th</sup> MARKS OF THE RESPONDENTS AND THEIR CAREER GOAL - FINAL YEAR

SI. No.	XII <sup>th</sup> Marks	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	Below 60	120	20.69	23.89	23	25	0.5345
2.	61 to 70	184	31.72	24.22	23	28	0.6300
3.	71 to 80	175	30.18	24.37	23	27	0.6771
4.	81 to 90	100	17.24	24.11	23	27	0.6206
5.	91 to 100	1	0.17	24.00	24	24	0.7003
	Total	580	100	24.21			

It could be seen from the above table that maximum level of perception on career goal among the XII standard students scored marks 61 to 70 (31.72) percent of respondents ranged between 23 and 28 with an average of 24.22, it is followed by the 30.18 percent respondents scored marks 71 to 80 of ranged between 23 and 27 with an average of 24.37. On the other hand, 20.69 percent of the respondents of 60 and below mark groups perception on career goal ranged between 23 and 25 with an average of 23.89.

#### INCOME OF THE RESPONDENTS' PARENT'S AND THEIR CAREER GOAL SCORE - FINAL YEAR

#### TABLE NO. 4.10: INCOME OF THE RESPONDENT'S PARENTS AND THEIR CAREER GOAL – FINAL YEAR

SI. No.	Income	No. of respondents	%	Average	Range		S.D.
					Minimum	Maximum	
1.	30,000 - 50,000	49	8.45	23.98	23	25	0.2491
2.	51,000 - 1,00,000	107	18.45	24.13	23	26	0.6599
3.	1,00,001-2,00,000	182	31.38	23.95	23	26	0.5590
4.	2,00,001-3,00,000	129	22.24	24.33	23	27	0.8228
5.	Above 3,00,000	113	19.48	24.63	23	28	0.9825
	Total	580	100	24.27			

The 300 respondents were stratified under 5 income groups viz, 30,000 to 50,000, 51,000 to 1,00,000, 1,00,001 to 200,000, 2,00,001 to 3,00,000 and above 3,00,000. The range of parent's respondent's income 31.38 percent and the average of 23.95 percent range of income show 1, 00,000 to 2,00,000.

ANALYTICAL ABILITY AND THEIR CAREER ACHIEVEMENT

TABLE NO. 4.11. ANALTTICAL ADILITY					
SEX		An	Total		
		Low	ow 2		
Boys Freq		38	62	4	104
	R %	36.54	59.62	3.85	100.00
	С%	33.93	34.83	40.00	34.67
Girls	Freq	74	116	6	196
	R %	37.76	59.18	3.06	100.00
	С%	66.07	65.17	60.00	65.33
Total	Freq	112	178	10	300
	R %	37.33	59.33	3.33	100.00
	C %	100.00	100.00	100.00	100.00

#### TABLE NO A 11- ANALYTICAL ABILITY

Chi Square (DF 2) = 0.1547 Pr = 0.926

ENGLISH ASSESSMENT ABILITY AND THEIR CAREER ACHIEVEMENT

TABLE NO. 4.12: ENGLISH ASSESSMENT TEST							
SEX	SEX		Assessment test				
		1	2				
Boys	Boys Freq		21	104			
	R %	79.81	20.19	100.00			
	C %	38.97	24.14	34.67			
Girls	Freq	130	66	196			
	R %	66.33	33.67	100.00			
	C %	61.03	75.86	65.33			
Total	Freq	213	87	300			
	R %	71.00	29.00	100.00			
	C %	100.00	100.00	100.00			

Chi Square (DF 1) = 5.9974 Pr = 0.014

The aptitude of boys and girls will indirectly influence the career goal and the career preparation. The aptitude in this study has been divided into two dimensions as analytical ability and English assessment ability.

#### ANALYTICAL ABILITY

The analytical ability has been divided into three levels has low, medium and high and the sex as boys and girls. On the examination of cell frequencies the percentages of boys increased from low to high, whereas the percentages with regard to girls showed a declining trend. Therefore it was be inferred that at high level of analytical ability the boys recorded a higher percentage when compared to girls.

#### ENGLISH ASSESSMENT ABILITY

A similar analysis has also been done with regard to the assessment ability. Here the girls have recorded a higher percentage than boys.

#### FINDINGS- HYPOTHESES AND THEIR RESULTS

- 1) Calculated  $\chi^2$  value(9.814) > Table  $\chi^2$  value(9.210) at 1 percent significance level and d.f. at 2. Hence, the null hypothesis  $H_0$  is rejected and alternative hypothesis  $H_1$  is accepted. Calculated  $\chi^2$  – value(9.88) > Table  $\chi^2$  – value(9.488) at 5 percent significance level and d.f. at 4. 2) Hence, the null hypothesis  $H_0$  is rejected and alternative hypothesis  $H_1$  is accepted. 3) Calculated  $\chi^2$  – value(47.594) > Table  $\chi^2$  – value(29.141) at 1 percent significance level and d.f. at 14. Hence the null hypothesis Ho is rejected and alternative hypothesis H<sub>1</sub> is accepted. 4) Calculated  $\chi^2$  – value(83.054) > Table  $\chi^2$  – value(29.141) at 1 percent significance level and d.f. at 14. Hence the null hypothesis Ho is rejected and the alternative Hypothesis  $H_1$  is accepted. 5) Calculated  $\chi^2$  – value(44.390) > Table  $\chi^2$  – value(20.090) at 1 percent significance level and d.f. at 8. Hence the null hypothesis Ho is rejected and alternative Hypothesis H<sub>1</sub> is accepted. 6) Calculated  $\chi^2$  – value(251.547) > Table  $\chi^2$  – value(9.210) at 1 percent significance level and d.f. at 2. Hence the null hypothesis Ho is rejected and alternative Hypothesis H<sub>1</sub> is accepted. 7) Calculated  $\chi^2$  – value(34.920) > Table  $\chi^2$  – value(20.090) at 1 percent significance level and d.f. at 6. Hence the null hypothesis Ho is rejected and alternative Hypothesis H<sub>1</sub> is accepted. 8) Calculated  $\chi^2$  – value(78.515) > Table  $\chi^2$  – value(29.141) at 1 percent significance level and d.f. at 14. Hence the null hypothesis Ho is rejected and alternative Hypothesis H<sub>1</sub> is accepted. 9) Calculated  $\chi^2$  – value(62.171) > Table  $\chi^2$  – value(29.141) at 1 percent significance level and d.f. at 14. Hence the null hypothesis Ho is rejected and alternative Hypothesis  $H_1$  is accepted. 10) Calculated  $\chi^2$  – value(50.249) > Table  $\chi^2$  – value(20.090) at 1 percent significance level and d.f. at 8. Hence the null hypothesis Ho is rejected and alternative Hypothesis H<sub>1</sub> is accepted. 11) There is significant relationship between Analytical ability and their career achievement 12) There is significant relationship between English assessment ability and their career achievement CONCLUSIONS There is significant relationship between sex of respondents and the level of perception on career goal in the first year students 1. 2. There is significant relationship between the age of respondents and its influence in the level of perception on career goal in the first year students
- 3. There is significant relationship between degree of respondents and the level of perception on career goal in the first year students
- 4. There is significant relationship between XII marks scored by the respondents and the level of perception on career goal among the first year students
- 5. There is significant relationship between parent's income of the respondents and the level of perception on career goal in the first year students
- 6. There is significant relationship between sex of respondents and the level of perception on career goal in the final year students 7. There is significant relationship between age of respondents and the level of perception on career goal in the final year students
- 8. There is significant relationship between degree of respondents and the level of perception on career goal in the final year students
- 9. There is significant relationship between XII marks of respondents and the level of perception on career goal in the final year students
- 10. There is significant relationship between income of the parents, respondents and the level of perception on career goal in the final year students

34

#### http://ijrcm.org.in/

11. It was be inferred that at high level of analytical ability the boys recorded a higher percentage when compared to girls

12. It was be inferred that at high level of English assessment ability the girls recorded a higher percentage when compared to boys.

#### RECOMMENDATIONS

- 1. Teachers' guidance in career opportunity is very much required and also to develop the students' communication skills.
- 2. The institutions must take special efforts to train the students to face the interview, to write the Resume, to face the aptitude test and group discussion.
- 3. There must be good career counselling and also counselling regarding personal issues in institutions.
- 4. The young students in colleges and universities need to be informed about various job openings available to them along with the requirements, responsibilities and the nature of work involved in them, so that they can equip themselves for suitable careers.

#### REFERENCES

- 1. Thornton, George C.,1 " Differential Effects of Career Planning on Internals and Externals" Personnel Psychology. Durham: Autumn 1978. Vol. 31, Iss. 3; p 471.
- 2. Odiorne, George S, "Setting Creative Goals" Training and Development Journal. Madison: July 1979. Vol. 33, Iss. 7; P 14.
- 3. Kirkham, Roger L, "Set a Goal, Then Go for It!" Industrial Engineering. Norcross: Mar 1980. Vol. 12, Iss. 3; P 50
- 4. Rausch, Erwin, "How to Make a Goals Program Successful" Training and Development Journal. Madison: Mar 1980. Vol. 34, Iss. 3; p. 24.
- 5. Campbell, Donald J, "Determinants of Choice of Goal Difficulty Level: A Review of Situational and Personality influences", Journal. Leicester: -1982. Vol. 55, Iss. 2; p. 79-82
- 6. Stahl, Michael J., Harrell, Adrian M. "Identifying Operative Goals by Modeling Project Selection Decisions in Research and Development" IEEE Transactions on Engineering Management. New York: Nov 1983. Vol. EM30, Iss. 4; p 223-242.
- 7. Austin, James T., Bobko, Philip, "Goal-Setting Theory: Unexplored Areas and Future Research Needs", Journal of Occupational Psychology. Leicester: Dec 1985. Vol. 58, Iss. 4; p289-295.



## **REQUEST FOR FEEDBACK**

#### **Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

# **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

### **ABOUT THE JOURNAL**

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals

AL OF RESE

ERCE & N





