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A STUDY ON SERVICE QUALITY OF INDIAN TELECOMMUNICATION COMPANIES

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ABSTRACT

The speed of development, intense competition, technological developments and confrontation with complex and dynamic environments has led to a survival challenge. Service quality in telecommunication sector plays a major role in customer satisfaction as telecommunication has emerged as one of the critical component of economic growth required for overall socio-economic development of the country and is now the second largest telecom market globally. With the liberalisation and internationalisation in telecommunication, service quality has become an important means of differentiation and path to achieve business success. Delivered service will become the Quality Service if it meets the customer expectations which depends upon the customer perception and may differ from person to person. As customer satisfaction is also influenced by customer perception. The present study is an endeavour to assess the comparative service quality level of the Government owned BSNL and Private Sector Airtel Telecommunication Companies in Himachal Pradesh. For analysing the customers' perception and their expectation towards service quality of telecommunication companies, a self-administered questionnaire relevant to telecommunication industry was constructed. The data was collected from 600 respondents. An attempt has been made to examine the significant gap between the service quality of Airtel and BSNL companies by using five point Likert scale and t-test on all eight dimensions of service quality. The results of the study indicated that there is a significant gap between the perceived satisfaction and expectation on service quality dimensions. Based on the findings it is recommended that telecom companies should provide excellent and desired service by improving the quality of service.

MEASURING GENDER AND INCOME IMPACT ON PERCEPTION OF ORGANIC FOOD: AN EMPIRICAL STUDY ON GERMAN YOUTH

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ABSTRACT

In order to know how organic food is perceived by young generation of Germany, study was conducted upon 100 GYOC with average age of 26.81 years. Male and females are in equal numbers. 65% of respondents are student, 87% of them are single and 98% is having university level of education. This study reveals that almost 60% of GYOC purchase organic products at least once in a week. Statistical techniques naming Descriptive statistics and ANOVA are used to analyze data and test significance. Findings show that organic foods are perceived mostly as eco-friendly, healthy and expensive. Both males and females have same perception of organic food with the exception of taste, nutritious value and credibility. Organic food is perceived less nutritious, tasty and credible to male than female. GYOC with higher income perceive organic food as healthier, safer and less expensive than that of lower income group.

APPLICATION OF GOAL PROGRAMMING TO COMPARE PERFORMANCE IN GOVERNMENT AND PRIVATE SECTOR: A CASE STUDY FOR SPECIAL ECONOMIC ZONES

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GREATER NOIDA**

ABSTRACT

Special Economic Zones (SEZs) in our country have been mooted to act as engine of economic growth. Initially, these SEZs were operating only in government sector, but after initiation of open economy, doors were opened for private sector players too. It is generally believed that government sectors fail to compete with private sector. So as a test case a study was taken up for units operating in Vishakhapatnam SEZ. The units were divided between government and private sector and data on relevant parameters like, employment generated, export figures, investment attracted etc were collected. This was followed by application of Zero-One Goal Programming technique for evaluating the performance of operational Special Economic Zones (SEZs) in Government and Private sectors in order to determine the better performing sector.

A STUDY ON THE LENDING PATTERNS OF THE PAWN BROKERS WITH RESPECT TO GOLD LOANS – BANGALORE CITY

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ABSTRACT

Gold has been an integral part of the Indian culture and considered as an extremely desirable product. Since gold has the characteristics of readily acceptable collateral for the lenders, many Indian households end up taking loans from the value of the gold prevailing in the market for any kind of emergency or events occurred. A lender provides loans by securing the gold assets as collateral. India approximately holds for around thirty per cent of the demand for gold stock in the last years. The Indian economy has been rapidly growing for the past few years especially the gold market. The research study is of both descriptive and analytical in nature. This study has used both primary and secondary data. A study has been conducted on the lending patterns of pawn brokers with respect to gold loans. With the rapid growth in the market, regulatory scrutiny has also been increased on the gold loan lending practices. The only drawback of the unorganized sector is that even though they are supposed to be under the regulatory framework many of them fail to adhere to do so. Even after the non-adherence to the regulatory framework the unorganized sector still holds most of the gold loan market share. However, with the increasing change in the perspective of the mind set of people to the organized sector they are more likely to go for collateral for gold from the banks or NBFC's.

CHALLENGES RELATED TO KNOWLEDGE MANAGEMENT IN THE INFORMATION TECHNOLOGY SECTOR

(A STUDY WITH REFERENCE TO SELECT (IT) INDUSTRY IN DELHI/NCR)

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ABSTRACT

The technology in present era has reached a new height of advancement and innovation. With this has increased the complication of managing and transforming the knowledge in the right direction and at the right time. The innovation by one should be used by others, for this a systematic management of the knowledge is required, which will also help in achieving organizational goal. The success of any organization lies in how well the organization is able to manage the knowledge in the organization, proper and systematic record of its data is very important, for present and future use. Managing knowledge and encouraging employees to systematically manage and transfer the knowledge in the organization is a complicated but must process. For every organization need to focus on developing organizational learning. The subject matter of this paper is to focus on the challenges of knowledge management. Here the importance of knowledge management and its challenges will be discussed. The paper introduces the concept of knowledge management and its importance for the organization to become globally competent. Knowledge management is the future of every organization. The paper introduces a framework for expanding the knowledge management research towards conceptual and empirical direction by focussing how knowledge management is being associated with the success of the organization and how an organization effectively leverage the knowledge management for to be globally competitive.

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