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A STUDY ON THE TRAINING NEEDS ASSESSMENT FOR VILLAGE ADMINISTRATIVE OFFICERS OF PUDUCHERRY

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ABSTRACT

Training and development is indispensable strategic tool for enhancing performance and increasing training budget on yearly basis with believe that it will earn them competitive edge. The main objective of this study is to examine the areas in which the VAOs need Training and the factors affecting the Training Needs of VAOs. Descriptive research design was adopted for this study using seventy valid questionnaires, which were completed by selected VAOs in Puducherry region using simple random sampling technique. The data collected were carefully analyzed using chi square, Run test to represent the raw data in a meaningful manner. The results show that training has to be promoted for VAOS to enhance performance. Summary of the findings indicates that there is no strong relationship between the tested dependent variable and independent construct. However, Government should not relent in their quest to train their staff to develop new ideas that will keep improving and retaining employee performance.

A STUDY ON THE SMALL CARDAMOM PRODUCTION AND EXPORTS FROM INDIA

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ABSTRACT

Cardamom is popularly known as "Queen of spices". Earlier, India was a single largest producer and supplier of Cardamom but, from 2002 onwards, Guatemala replaced India as the premier producer of the spice. Still India plays a significant role in the international trade because of the aroma and flavor of its cardamom. Two varieties of cardamom are produced in India. 1) Cardamom Small cultivated in southern states like Kerala, Karnataka and Tamil Nadu 2) Cardamom large or Nepal cardamom cultivated in sub Himalayan hills of Sikkim and Darjeeling. The two major commercial varieties of small cardamom in the world are the Malabar and the Guatemalan. Indian cardamom is slightly smaller, but more aromatic. Countries in the west/south Asian regions such as Saudi Arabia, UAE, and India account for around 60-65% of the world's consumption. At present India is the largest consumer of small cardamom after Saudi Arabia.

A STUDY ON BUYERS' BEHAVIOUR TOWARDS ONLINE SHOPPING IN RAMANATHAPURAM DISTRICT, TAMILNADU

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ABSTRACT

The article shows the depth study on particular topic "A study on buyers' behavior towards online shopping in Ramanathapuram district, Tamilnadu". The main objective of the study is to know the awareness level buyer towards online shopping. The present study has been confined to study the buyers behaviour in online shopping products. The study can indicates only the buyers point of view. The researcher has collect a primary data from comprehensive interview schedule and the secondary data has been collected from books, websites and journal. The period of study is three months. Few suggestion and recommended based on the study carried out to fine tune processes which will benefits the buyers to bridge the gap in online shopping. The study provides useful insights and guidance for marketers to measure and improve the online shopping.

IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER'S BUYING DECISIONS

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ABSTRACT

In today's scenario, social media became a very useful tool in buying behavior decision making. It is influencing consumer in a dynamic manner. Now consumer is taking help of social media regarding purchasing of any product. Social media like face book, twitter Skype are going to play a very important role in consumer buying behavior decision making. Social media introduced a new, complex and uncontrollable element in consumer behavior presenting a new challenge to both the academia and the marketers. This study is an attempt to identify their role and describe their impact on consumer buying decision. Social media becomes powerful and cost free approach to promote product to consumer. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 50 respondents through questionnaire by direct survey method.

EFFECTIVENESS OF FOREIGN EXCHANGE INTERVENTION ON EXCHANGE RATE VOLATILITY IN KENYA

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ABSTRACT

Central Bank of Kenya carry out foreign exchange intervention in foreign markets to ensure stable exchange rates by stemming out any excessive volatility in the exchange rate to avoid further depreciation and fluctuation on exchange rate. This is recommended since stable exchange rates ensures certainty, helping investors to make accurate planning and reduce operational risk. At the same time, competitive exchange rates help to ensure that the domestic goods remain competitive relative to foreign markets. A combination of a stable exchange rate environment and a competitive currency attracts investment, increase aggregate output and expand country's economic prosperities. This study aimed specifically at evaluating the effectiveness of foreign exchange intervention on exchange rate level and volatility. Data for analysis included monthly time series data on US Dollar-Kenya shilling bilateral exchange rate, net foreign exchange intervention by central Bank, central bank rate, 91-day Treasury bill rates and inflation rate from January 1997 to June 2016. Using GARCH (1, 1) model. It is found that foreign exchange intervention is effective in reducing the exchange rate volatility and appreciates the Kenya shilling against the US dollar. This result supports the description of CBK foreign exchange intervention as 'leaning against the wind'. Meaning it is acting to slow or correct excessive trends in the exchange rate.

A STUDY TO IDENTIFY THE EFFECTIVE DRIVERS OF ORGANIC FOOD PRODUCTS - A QUALITATIVE ANALYSIS

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ABSTRACT

The organic food industry in India is highly growing and it is consumer trust driven. In such a sensitive scenario, ensuring the success of an organic food product identity is critical for an organic food industry success as urban consumers are more health conscious and also it is call of the era. The purpose of the study is to recognize specific effective drivers of organic food products using a qualitative research approach. A structured review of literature was implemented to identify specific drives of conventional food products, with the help of Marketing Expert 29 drivers of organic food products were narrowed down. A structured Delphi was implemented to finalize specific 19 drivers of organic food products. Recognition of 13 drivers will help organic Retailers and distributors to be focused while designing their strategy to attract their consumers, and also will help in the long term growth of Organic food Industry.

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