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A STUDY ON MARKETING STRATEGY OF NANDINI MILK WITH SPECIAL REFERENCE TO TUMKUR MILK UNION LIMITED

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ABSTRACT

The present study is an attempt to understand the marketing strategies adopted in TUMUL, pricing strategies, product quality strategies, effectiveness of promotional strategies, advertising strategies etc, in order to recognize the potential customers and their opinion about Nandini milk and milk products which helps in developing the products in better way. The main objective of the study is to understand the customers' opinion about the milk and milk products. Other objectives include understanding the marketing strategies adopted by the company, reasons for brand preference, effectiveness of promotional strategies, satisfaction level of customers and their suggestions. This study also serves as guidelines for the respective company. The research method used in the study is Descriptive research method. The data was collected from the customers of TUMUL through personal interview using structured questionnaire. The population for the study is customers of TUMUL and the size of the sample is 100. The data for the study was collected according to the convenience of researcher. From the study it is found that, customers came to know about Nandini milk through advertisement and have chosen TV advertisement as the best promotional strategy which influences them most while purchasing product like milk. The packaging of the product is good and also availability of the product is good. The price of the product is high as compared to competitors. Overall, the customers are highly satisfied with the milk and milk products of TUMUL. TUMUL can increase its sales through various promotional strategies and adequate advertisements. The company has maintained good quality; it should be maintained same in future also. It can adopt any new marketing strategy to give all time supply to retailers. TUMUL should approach the state government through proper channel for enhancing ksheera bhagya scheme to the school children for increasing its revenue. Consumer awareness programmes have to be conducted regularly to make them aware about the goodness of consuming Nandini brand milk and milk products, so that consumers do not shift to other brands. Thus, TUMUL can adopt various strategies to satisfy its customers and fulfill their expectations and requirements because marketing strategies plays a vital role in increasing the company growth and cater to the needs of customers which results in gaining competitive edge.

INFLUENCE OF FACTORS, BENEFITS AND BARRIERS OF OUTSOURCING: AN EXPLORATORY STUDY OF INDIAN BANKS

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ABSTRACT

This research paper is a comparative study of the factors, benefits and barriers affecting Indian banks' outsourcing decisions. Exploratory factor analysis was done using employees' perception to identify the perceived factors, perceived benefits, perceived barriers of outsourcing decisions, and a comparison between the public and private banks that have been done by using an independent sample t-test. Responses of 200 bank employees were collected, working as senior managers, branch managers in public and private banks in the National capital region of India. The study found that there was no significant difference in the perception of bank employees of public and private banks for better use of resources, capitalization on technological advancements, and cost-effectiveness, except for the strategic competitive advantage and better customer service. The study also found that there exists a significant difference in the perception of bank employees for reputational benefits of outsourcing. No significant difference was found in the perception of employees for competitiveness, profitability, and other benefits of outsourcing in public and private banks. Further, it was found that trust barriers and control barriers have a significant difference in the perception of employees of public and private banks in India.

SECTORAL IMPACT OF COVID-19 PANDEMIC ON INDIAN AUTOMOBILE AND HEALTHCARE SECTOR

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ABSTRACT

The COVID-19 Pandemic which has caused a huge disruption in almost all the sectors of every economy across the globe has impacted largely the sectors of developing nations like India where the time taken to recover from this disaster is comparatively large when compared to the developed Nations. This research explores the way in which the two major sectors of the Indian economy have been impacted, namely the Healthcare sector and the Automobile sector. For this purpose the data of stock prices Pre-and Post Covid have been taken for both the Specific indexes related to these sectors and also the individual stock prices of the top 5 companies in each sector has been considered and compared with the index using various statistical analysis tools like the regression analysis, Johansen Cointegration test, Granger casualty test, Pairwise T-test and comparing the average returns pre and post Covid to obtain the actual difference in prices with time. Through the analysis we observe that the pandemic had indeed impacted both of the sectors initially and the Healthcare sector was found to recover soon than compared to the Automobile sector which is taking comparatively more time for its recovery, also it is found that there exists a long term relationship between the Sectoral indexes rather than short term impact. Therefore, this study largely aims to obtain the degree of impact of the pandemic on the Indian healthcare and the automobile sector which can be useful to other researchers who are willing to conduct their research with a similar objective

A COMPARATIVE STUDY ON THE WORK LIFE BALANCE OF WOMEN EMPLOYEES AMONG THE HEALTH AND IT SECTOR

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ABSTRACT

Now a days, young women who are educated getting better exposure are ready to work for a better future, for financial stability, self-reliance and for a feeling of importance. Married women are working to become economically independent, to help her husband, to meeting their everyday expenses, to be role model for their children, to pay for the emergencies or contingencies, when the partner is suddenly not able to work and earn livelihood etc. Not only the educated women but also the moderately educated and uneducated women are also willing to go for job according to their ability and qualifications because the benefits of having a job, earning penny and stand in one's own feet. But these women face various problems in balancing their personal life and work life due to multiple roles. So this study aims at finding out the work life balance of women employees working in healthcare and IT sector

STUDY ON IPO REVIEW AND COMPANY PERFORMANCE: EVIDENCE FROM INDIA

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ABSTRACT

The IPO reviews and recommendation has been a part and parcel for the organizations going public since listing process had started in India. Initial public offering used to be assigned reviews, but now stock broking firms offer review and recommendations, which depend on the fundamentals of the organizations, should demonstrate quality signs about the future possibilities of the organization's exhibition and thus guarantee better returns from the interests in quality IPOs. This was done to help most of investors with the goal that they can make shrewd investments. The IPO review and recommendation is useful in characterizing the presentation of IPOs in Indian securities exchange. It is additionally discovered that the QIBs consider IPO reviews and recommendations fundamentally and thus likewise influences the general membership of the IPO. The review and recommendations was relied upon to improve the IPO pricing effectiveness by giving thorough issue-related data to the market, particularly to the retail speculators.

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