

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- 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.

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# **A STUDY ON THE IMPACT OF THE CHILI MARKET ON THE PEOPLE OF BYADGI REGION, KARNATAKA, INDIA**

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**HUBBALLI**

## **ABSTRACT**

*Byadgi is known for its dry chili market. According to folk 200 years ago chili cultivation has started in Byadgi. Presently this is the second largest chili trading market in the country. It has awarded with local Geographical Indication (GI) tag in the year 2010 for varieties of chili. There is a scope to study the impact of the chili market. This study throws the light on the impact of chili market on the local traders, farmers, and the public through exploratory design using semi-structured questioner and interview methods. This paper discussed the overall chili industry influences on people lifestyle, employment, and health. Information collected directly from farmers, traders and workers through discussion.*

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## PERCEPTION OF INSTITUTIONAL CUSTOMERS' TOWARDS COURIER SERVICES IN TAMILNADU

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**VILLUPURAM**

### ABSTRACT

*All the institutions are using courier services for onwards transmission of time-sensitive documents and non-documents from one place to another irrespective of their type of organisation and business. Hence, in this study an attempt has been made to analyse the institutional customers' attitude towards courier services in Tamilnadu. Both primary and secondary data were collected for the study. In order to analyse the opinion of the institutional customers belonging to different types of organisations and different types of business on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business, ANOVA test was used. The major finding of the study is that even though the institutional customers are belonging to different types of organization and business, they have similar positive opinion on courier services and associate the name courier service with speed, safety and reliability.*

# **A STUDY ON ASSESSING THE EFFECTIVENESS OF INTERNAL AUDIT PRACTICE IN PUBLIC DEVELOPMENTAL AGENCIES IN ETHIOPIA WITH REFERENCE TO DEVELOPMENT BANK OF ETHIOPIA**

**SEFIWSEW ZELEKE BELAY**

**LECTURER**

**DEPARTMENT OF ACCOUNTING & FINANCE**

**DEBRE TABOR UNIVERSITY**

**AMHARA REGION**

## **ABSTRACT**

*Despite audit is required for all organizations to survive grow and remain prosperous. It has not received the degree of concern it deserves in public developmental agencies (PDAs) in Ethiopia. This study is conducted under a title of Assessing the effectiveness of internal audit practice of Public developmental agencies in Ethiopia in case of Development bank of Ethiopia. "The major objective of the research was to evaluate the effectiveness of internal audit practice in Development bank of Ethiopia by studying audit as a process, assessing the perceptions of employees towards the effectiveness of internal audit. To achieve this objective, both primary and secondary information were obtained via questionnaires and from its documentation using both descriptive and explanatory research design with quantitative and qualitative methods, the type of sampling techniques applied is census and the information gathered was analyzed according using SPSS. Data from 30 internal auditors and 85 Accountants. The study revealed that the internal auditors receive management support and majority of the internal auditors did have requisite skills and experience. The Development bank of Ethiopia also experienced inadequate resources allocation and trainings on the required professions. This suggests that the internal audit in the bank is effective as existed limitations. To enhance more the effect of the bank internal audit practice the study recommended that the bank should have to strive hard in order to improve their internal audit effectiveness by developing and implementing internal audit trainings periodically and adequate resources which will best suit their specific needs. The findings of the study have important implication for the bank, other public organizations and future research by academics, consultants and researches.*

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