



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND 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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- 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.

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- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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**FORCASTING OF FINANCIAL MARKETS - APPLICATION OF FUZZY ASSOCIATION RULES**

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**ABSTRACT**

*The article has been designed to forecast financial market indicators using rule based fuzzy system. The fuzzy system has been applied on Gold commodity future market, Carbon credit and CNX Nifty Index. The report is devoted to articulate the impact of rule based fuzzy system for forecasting the above mentioned parameters. Fuzzy rule have been designed by considering the standard deviation of the above parameters as a rule input variable and is applied on the moving average of 2 days, 7 days and 15 days of the input variable that is the future commodity gold prices, carbon credit and the CNX Nifty Index. Around 42 rules have been designed by considering the bullish, bearish, near bullish, near bearish and active bullish and active bearish etc. The article effectively forecast future gold price and the bullish and bearish nature of market. It also forecast the Index along the cycle of bullish and bearish. In-sample prediction has supported the rule based fuzzy system as an effective methodology of forecasting.*



**PERCEIVED QUALITY OF SERVICES RENDERED BY UNIVERSITY LIBRARY: A CASE STUDY OF PANJAB  
UNIVERSITY MAIN LIBRARY, CHANDIGARH, INDIA**

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**ABSTRACT**

*This study aimed at exploring, analyzing, and measuring the perceived service quality of the Panjab University (PU) main library, as well as to identify the dimensions that determine the customers' evaluation of service quality. Moreover, the relationship between service quality, customer satisfaction and positive word of mouth was examined. A total of 80 (out of 100 sample) main library users responded the SERVQUAL instrument. After frequency, descriptive, Pearson's correlation, factor analysis, and Cronbach's alpha was tested the paired t-test, one-way ANOVA, independent sample t-test, and multivariate regression was employed for hypothesis testing. Its finding revealed the expectation of library users was not met and that the largest gap was found in the empathy. Assurance dimension also had the largest influence on customer satisfaction and overall satisfaction of library customers had a positive effect on their word-of-mouth. Besides, the study revealed almost non-existence of significant mean differences on expectations, perceptions, and rating of the most or least important dimension among the user groups (age, gender, education, and occupation). The study also suggested input from library customers and employees on what constitutes "service excellence" will be useful. The library need to reassess "what customers expect from the library" and provide client specific services. It needs to invest on employee training programs that will provide employees with an understanding of service culture and service excellence-particularly at front line levels. Employee training programs should focus on interpersonal communication and customer care factors in order to be able to meet the customers' need for personalized service (because empathy is all about human interaction). There were some limitations, to mention few, in conducting the survey: the questionnaire was targeting only 100 main library users (80 responded), and customer expectation and perception explored at the same time with no interval. Thus, the study must be considered as explorative rather than conclusive. Finally, future research could be conducted on the library's service quality and customer satisfaction by (1) taking greater sample size and (2) collecting data at reasonable intervals: first about their expectations and later about their perceptions of the same sample respondents.*



**DYNAMIC COMPENSATION SYSTEM FOR PAKISTAN**

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**ABSTRACT**

*This study investigates the theoretical relationship between different job compensation techniques and an outcome, which is in the form of job performance. Further, the role of compensation system is taken as an intervening variable between job compensation techniques and performance. First, clear traditional scenario of compensation system of Pakistani public organizations have been presented, there are many dilemmas in public sector compensation system due to that performance of employees is not outstanding. Second, the compensation policies of public and private sectors of developed nations are studied and their relation with performance of employees is checked. These techniques depict that better compensation policies are based on these system, which are working in that countries. For further clarification, case studies of public and private sector are also quoted to clear the role of these types of techniques. Propositions are developed based on given literature. Third, in the light of these techniques strategies for the Pakistani public sector has been derived. In suggestions, further dimensions are open for investigation for future research. For future viewpoint, all these variables must be empirically tested to find out their effectiveness. The impact of these techniques can be studied on the other job outcomes also. Higher authorities should try to design the effective compensation system in the light of these techniques.*



**DESIGN AND IMPLEMENTATION OF EXAMPLE BASED ENGLISH-HINDI MACHINE TRANSLATION SYSTEM**

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**DURG**

**ABSTRACT**

*A Machine Translation (MT) is the fast automatic translating tool that a sentence of source language has been translated to sentence of target language with same meaning and similar construction. Normally, in every MT system there are preprocessing phase, core MT phase and post-processing phase. In the preprocessing phase, source sentence has been normalized, parsed and chunked into noun chunks and verb chunks. Using example based in core MT phase, tagged chunked source language has been matched, selected and extracted best generalized target example. In these phase grammar of source language has also been analyzed and grammar of target language using source language grammar has been extracted. In post-processing phase, chunked machine translated target sentences has been adapted using target language grammar and arranged according to target language structure. An Example-Based MT system has been designed and developed for English-Hindi language pair. Experimental results of proposed system have also been compared with popular MT such as Google MTS, TSS MTS and Anusaarka MTS and observed its quality is better than other available MT systems. In this paper, a road-map of implementation of English-Hindi Example-Based MTS has been described.*

## INDIAN TELECOMMUNICATION SECTOR: A PARADIGM SHIFT

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### ABSTRACT

*This paper discusses the characteristics and formation of recent trends in the telecommunications industry and undergoing significant changes in telecommunications sector. Paper focus on telecommunication sector from pre deregulated economy times to the current in the light of technical and infra structural growth in the same segment and also envisages the future platform.*

**A STUDY ON CONSTRUCTION OF EQUITY PORTFOLIO (OIL, IT, STEEL AND BANKING STOCKS) WITH REFERENCE TO THE SHARPE INDEX MODEL**

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**ABSTRACT**

*This research aims at constructing an optimal portfolio that maximizes the overall return and minimizes the risk associated with the individual stocks using the Sharpe Single Index Model. The study includes 25 stocks from five different sectors. Only the secondary data for the past five years (2005-2006 to 2009-2010) are used in the study. The final portfolio thus constructed includes stocks from more than one sector. Thus even if some of the sectors do not perform well as expected, it will be compensated by the excess returns from the other sectors that exceed the expectation. This is how risk is diversified. This method of construction of optimal portfolio is very effective and convenient as revision of the optimal portfolio can be an ongoing exercise. The existence of a cut-off rate is also extremely useful because most new stocks that have an excess return-to beta ratio above the cut-off rate can be included in the optimal portfolio. Thus this study helps the investors to minimize risk and maximize the return of their investment.*

**A STUDY ON ECONOMIC EMPOWERMENT OF WOMEN THROUGH SELF HELP GROUPS IN  
MAHABUBNAGAR DISTRICT OF ANDHRA PRADESH**

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**ABSTRACT**

*Women comprise of half the country's Population yet they have limited control over income. Most women remain confined to a narrow range of female low-income activities resulting in gender discrimination. Several initiatives are taken by the government both at central and state level to improve the status of women. The micro finance and self help group model is playing a vital role in the empowerment of women. This paper explores the role of self help groups in economic empowerment of women. The present study is conducted in Mahabubnagar district of Andhra Pradesh. The study results that economic empowerment can be achieved through self help group model, as a member of self help group it was found that there is an increase in the income and the savings level among the members of the group.*

**A STUDY ON THE RELATIONSHIP BETWEEN GOLD, SILVER AND NIFTY****R.KARTHIKEYAN****RESEARCH SCHOLAR, ANNA UNIVERSITY OF TECHNOLOGY COIMBATORE****LECTURER****DEPARTMENT OF MANAGEMENT STUDIES****TAMILNADU COLLEGE OF ENGINEERING****COIMBATORE – 641 659****DR. M. G. SARAVANARAJ****HEAD & PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****MUTHAYAMMAL ENGINEERING COLLEGE****RASIPURAM****ABSTRACT**

*The study has attempted to analyze the need and importance of commodity market and the current position of the bullion in the stock exchange. The study is fully based on the secondary data from records and values of the bullion commodity in the exchange. From the analysis the value of data were collected and the collection of data were tabulated and presented in the appropriate places of various chapters. Besides the strategies was evaluated by analyzing and interpreting the values with the help of various technical ratios. Investor understands the basic elements of commodities market investing and their fund affect on the potential value of the investments over the years. The past performance is used as an important tool. Investors have to look for consistency, though it is known that new investments flow into top performing funds, based on performance ranking. The researchers suggested that the investors can take decision based on these results. Techniques and tools used helps to analyze the investment opportunities in the market. The research hopes that the suggestions will be implemented for the betterment of the investors and also for the general public to get an idea about the investment in a profitable manner.*

**TV VIEWING PRACTICES OF INDIAN CHILDREN**

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**ABSTRACT**

*Children are exposed to a lot of television these days. It has been seen that they view TV for long hours and view a large number of ads on TV. Huge exposure to TV and ad content is seen to result into many psychological problems in children. More so, many food ads are aired during times when children watch TV or in children's programmes. In this situation, the parents need to be vigilant about what their children watch. Therefore, it is pertinent to note the patterns of TV viewing in Indian children. The present study aims to explore TV habits of Indian children and to explore awareness in parents about the type of food ads aired on programmes that children watch.*



**TOURISM POTENTIAL IN VELLORE REGION - AN EMPIRICAL STUDY**

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**ABSTRACT**

*In India, the importance of Tourism is ever increasing process. This will create lot of possibilities to grow like economic, social & cultural components in India. In this paper an attempt has been made to identify the potential of Tourism in and around Vellore region in Tamil Nadu. The city of Vellore is 135 Km away from Chennai, situated on the national highway from Chennai to Bangalore. Vellore is located on the banks of Palar River. It is named as historical City by its nature of origin. There are many major and popular towns potentially supporting tourism in Vellore region. Since, this region has been blessed with many geographical components like forest, waterfalls, religious temples, mountains, botanical and zoological parks etc and in addition to that it also well supported by historical events in past. The city also highly equipped with world renowned medical facility and educational facility, brought the scope of increasing floating population to the study area, which in turn prepares the grounds for tourism potential. This also well connected by both rail and road from other parts of India like northern and southern. This is the major gateway to many places in southern part of India like Andhra Pradesh, Karnataka & Kerala. Recently, the Government of Tamil Nadu has honored the Vellore City to the level of Corporation with additional benefits*

**A STUDY ON STEPS TAKEN TO IMPROVE CREDIT AND SAVINGS IN RURAL INDIA**

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**ABSTRACT**

*This article deals with credit and savings in rural India. The article examines access to credit in rural India and how responses to risk are affected by a household's access to credit. I consider all sources of credit within a rural community and include production as well as non-production credit such as medical and consumption loans. The early results reveal that traditional approach would lead to biased estimates of access to credit because the predominant sources of credit are community level mechanisms of cooperation, despite the presence of specialized rural banks and local moneylenders. This mechanism of mutual cooperation takes two forms, informal cooperation between family and friends in the community and institutional cooperation where community members form a cooperative society. It is a known fact that households with access to institutionalized cooperation are better able to deal with income shocks than households that rely on informal cooperation. The results indicate that households that have access to institutionalized cooperation within the community are significantly less likely to cut consumption and production expenditure when they are faced with an income shock. When there is better ways to save this can lead to better ways to borrow. In a typical framework, households borrow, invest and then repay the loan with interest. If households can save without difficulty, they should be able to follow any repayment frequency. In a standard economic model, there is no room for immediate pressures. However, in reality, it is likely that income gets diverted into miscellaneous expenses. It is found that a household which faces savings constraint is 32 percent more likely to tie a loan repayment schedule with its income schedule and pays 3.6 percent higher annual interest rate to do so. The effects of income shock on savings decision of a household are examined. In particular, it analyzes how an idiosyncratic income shock affects the composition of asset portfolios held by a household. It shows that income volatility contributes to poverty of rural households by leading them to reduce stocks of productive assets in order to accumulate liquid assets. Health related income shocks are significantly likely to do so, in addition to the weather related income shocks. People who start investing for the marriage of the son/ daughter or retirement planning, etc can remain invested for a longer period of time. We can make this instrument a unique one where the investor can see his money grow and be encouraged to invest more money. People in rural areas should be educated about such instruments with the help of Gram Panchayats and other influential people in rural areas.*

**HEALTHCARE SERVICES IN INDIA: A STRATEGIC PERSPECTIVE**

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**ABSTRACT**

*Healthcare is one of the most indispensable sectors of a person's life. Nowadays people have grown more health conscious and healthcare for them not only means diagnostic checkups but they also go for wellness and preventive checkups. People these days are more aware of the various types of healthcare products that are available in the market and endeavour to know their proper uses. Healthcare equipments like blood pressure checking machines, heating pads, diabetes checking equipment are common things in almost every health conscious household. As a result the healthcare scenario in India has shown signs of tremendous growth in the past decade. According to the FICCI-Ernst & Young study (January 2007), the Indian healthcare industry is well poised to grow at a CAGR of 15 per cent, with the private sector being responsible for almost 90 per cent of the growth. The last decade has seen the healthcare sector transition from a static and seemingly inconspicuous industry to an increasingly dynamic and significant industry today. This paper is an attempt to study the future trends that might prevail in the Indian healthcare services market and its strategic implications to various stakeholders.*

**INCREASING WOMEN EMPLOYMENT IN IT INDUSTRY: AN ANALYSIS OF REASONS**

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**ABSTRACT**

Number of women employed in Indian IT industry is growing. Researchers found the industry's picturisation as 'gender neutral', social status, growth opportunities and lucrative salary are the attracting forces. NASSCOM reports and others found strong business case for employing women in the IT industry. This paper based on primary data explains the other reasons that are making more women to enter the IT industry. Due to emerging socio-cultural and industrial HR policies change, technical competence and confidence is increasing among women. Availability of career guidance at collages, Campus selection method, existence of working relatives in the same industry, presence of women member in the recruitment committee, recruitment of non-technical personnel by the companies and increasing social acceptance of the women as software professional are the other factors which are increasing proportion of women in the Indian IT workforce.

**IMPACT OF ORGANIZATIONAL CLIMATE, ROLE AMBIGUITY AND ROLE CONFLICT ON ORGANIZATIONAL COMMITMENT AMONG THE FACULTY IN ENGINEERING COLLEGES****DR. T. G. VIJAYA****PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****PSG INSTITUTE OF MANAGEMENT****PSG COLLEGE OF TECHNOLOGY****COIMBATORE****R. HEMAMALINI****ASSOCIATE PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****K. S. RANGASAMY COLLEGE OF TECHNOLOGY****TIRUCHENGODE****ABSTRACT**

*This paper examines the relationship of organizational climate, role ambiguity and role conflict with organizational commitment. Four dimensions of climate for faculty (considerations, intimacy, disengagement and production emphasis) and three dimensions of organizational commitment (affective, normative and continuance) along with role ambiguity and role conflict were measured on 160 faculty working in Engineering colleges.. The results show that all the independent variable (role ambiguity, role conflict and organizational climate) are associated with organizational commitment (normative commitment, continuance commitment and affective commitment). A negative correlation exists between affective commitment and role ambiguity, role conflict. At the same time a positive correlation was found between affective commitment and organizational climate. A possible explanation for this is that some differences were existing among the faculty members with regard to their roles and climate prevailing in the campus which made them show difference in their commitment towards the organization. The result does predict that role ambiguity and role conflict has an influence on affective commitment were by reducing them would increase a better organizational climate into the organization resulting in affective commitment among the faculties.*

**PERFORMANCE APPRAISAL SYSTEM IN INCOME TAX DEPARTMENT: A CASE STUDY**

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**ABSTRACT**

*Performance appraisal is essential to understand and improve the employee's performance through the human resource development. It was viewed that performance appraisal was useful to decide upon employee promotion/transfer, salary determination and the like. But the recent development in human resources management indicates that performance appraisal is the basis for employee development. Performance appraisal indicates the level of desired performance level, level of actual performance and the gap between these two. The present study is an effort to assess the extent to which the performance appraisal system and its different variables such as Self-review; Identification of development needs; Developing mutual understanding and trust; Facilitating communication; Performance-review and Follow on action are found in the Income Tax Department by using the Mean, Standard deviation, Standard error and 't' test. The study is based on both the primary and secondary data. The paper found that the performance appraisal system is good in the Income Tax Department as perceived by most of the respondents.*



**ROBUST AWARENESS ON INDIAN INSURANCE INDUSTRY IN TIER THREE CITIES**

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**ABSTRACT**

*The insurance industry today is passing through an exciting phase. The lure of the growth potential has already seen players drawing up aggressive plans for market and the mind share of prospective customers. India has 17 life insurers and the state-owned Life Insurance Corporation of India dominates the industry with over 70% market share, though private players that have been growing aggressively. Foreign holding in Indian insurance companies is limited to 26%. The government wants to increase the cap to 49%, but such a move is opposed by its communist allies. According to McKinsey & Co report, the total premium could go up to \$80-100 billion by 2012 from the present \$40 billion as higher per capita income increases per capital insurance intensity. The average household premium will rise to Rs.3,000-4,000 from the current Rs.1,300 and so will penetration by the existing and new players. The ratio of life insurance premium to India's GDP is around 4% against 6-9% in the developed world. Based on this background, an attempt is made in this article to highlight the robust growth and the potential in the Indian life insurance industry, the role played and customer's awareness on the private life insurance players in Vellore District, Tamil Nadu.*

**WORLD**

**AWARENESS AND PERCEPTIONS OF E-BANKING CUSTOMERS IN CHHATTISGARH (INDIA)**

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**ABSTRACT**

*Arne Floh & Horst Treiblmaier [2006] studied that at first sight the Internet is the ideal medium for carrying out banking activities due to its cost savings potential and speed of information transmission. From a technological and cost-driven standpoint it may seem quite logical for banks to shift as many banking activities online as possible. This paper presents a study of Consumer Behavior on E-Banking. Paper concludes that what problems consumers are facing with using the e-banking Opportunities with special reference to Bhilai chattisgarh. The chi-square statistical test has been used to determine the association between consumer and awareness and use of e-banking. This research also gives opportunities to conduct the further development in e-banking and helps to the banking professional.*

**COMPARATIVE STUDY OF PERAMETRIC AND NON-PARAMETRIC VALUE AT RISK (VaR) METHODS**

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**ABSTRACT**

*Investment nowadays is become a very hectic task. Most of the time people think about how much they can lose on their investment. Value at Risk is a way to give answer of these questions, at least within a reasonable bound. However, in this paper, I am going to calculate VaR of an equity portfolio using parametric as well as non-parametric approaches and going to do the comparison between these VaR methods. In this study, I will examine the inputs to VaR: market data and find out, using this data how we can calculate the VaR using different VaR methods. In this paper I am taking return data and applying Variance-Covariance, Historical Simulation and Monte Carlo Simulation method on that data. For comparing all these VaR method I am using Back-Testing method. Based on the result of back testing method we can find out which method is most suitable for the perticular situation.*

**WORLD**

## A STUDY TO DETERMINE THE EFFECTIVENESS OF THE TRAINING PROGRAMMES AT ONE OF THE NAVRATNA COMPANY IN ELECTRONIC INDUSTRY

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### ABSTRACT

*Electronics industry is a technology based industry where consistent update of technology is compulsorily required. The employees also have to be updated with the technology adopted by the organization and this is possible only when there is regular training for the employees. So most of the electronic companies conduct regular training programmes to improve technical, conceptual, behavioural and managerial skill of the employees. In order to study the effectiveness of the training programmes in Electronics industry, the present study was undertaken in one of the nav ratna company related to electronic industry. The main objective is to study the effectiveness of the training programmes at one of the Navratna Company in electronic industry. The data for the purpose of the study is collected using a structured questionnaire constituting different aspects like training programme and job relevance, contribution to career development, faculty, methods and facilities provided, improvement in performance and feedback. The sample comprising 38 executives of different cadres was selected using stratified random sampling technique. The collected data is analysed using different statistical tools like mean, correlation and simple percentages*

**IMPLEMENTATION OF CRM WITH INFORMATION TECHNOLOGY IN HIGHER EDUCATION**

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**FARIDABAD**

**ABSTRACT**

Colleges at higher education levels are increasingly challenged to maintain student enrollment levels. Enrollment management programs to market the institution are growing in number and their efforts are paying off. Though enrollments in India might be rising on an average for almost all colleges due to demographical shifts, the quality of students is not standardized across all the colleges. Some colleges are more preferred while some lie at the bottom. The challenge is not only at the initial admission level. Once students arrive on campus, however, the challenge is to keep them there. Retention activities had focused traditionally on comprehensive orientation programs, in-depth student advising, and a variety of student-focused activities. Students expect information technology (IT) to be an integral part of their entire educational process and anticipate a higher level of access to information. From the "student-as-customer" perspective, an educational customer relationship management (CRM) system would provide interaction with all the traditional student touch points- admissions, registration, financial aid, etc. - through a single system that would facilitate a complete understanding of each student's unique situation. The paper describes that how customer relationship management practices can be successfully implemented by the use of information technology in the field of higher education. To support his views and literature the author also conducted a survey on different types of respondents and findings of the same have been presented here.

**PERFORMANCE ANALYSIS OF SOFTWARE INDUSTRIES THROUGH VALUE ADDED APPROACH - AN EMPIRICAL STUDY ON INFOSYS LTD.**

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**ABSTRACT**

*The degree of survival of an enterprise is determined by the level of performance they attained. The parameter of performance measure of an enterprise may be the variables of financial or non-financial nature. Any how the financial variables get the final determinant of the business progress among the other variables. The analysis of value added approaches gets more important than the other, especially in the IT industries. Value added is meaningful measure of corporate performance than conventional measures. In this context this paper tries to explain performance evolution by Infosys Ltd by the value added reporting for the period of 2001-02 to 2010-11. The analysis of VAS proves that the company is in a right direction.*



**TECHNOLOGICAL SERVICES IN RURAL BANKING: A STUDY WITH REFERENCE TO BANK BRANCHES IN TIRUNELVELI DISTRICT**

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**ABSTRACT**

*Banking sector has lot of scope for improvement through banking technology one area is the velocity of its business operations. Banking technology could also help in checking frauds of other type and also drawn attention to the need for information regarding willful defaulters being communicated to the RBI and then being exchanged between all the banks. And especially service the rural people. Banking technologies are used for development of the banks and banking technologies are mainly important to provide the service to the customer and to compete with other banks for reducing the cost of the banking technology. Banks play a very significant role and are key infrastructure of the financial sector of any economy. The efficiency of the banking sector also determines the efficiency of the economy not only banking with urban but also with rural and semi urban areas. The biggest challenge for banks today is to provide modern technological services to all the people especially to rural branches. Thus the study attempts to explore now technological services provide in rural banking. The study was carried out with the objectives to study various technological services provided by rural bank branches, to the study the benefits of banking technology to the banks. to study the perception of usage of banking technology by the employees and customers. To study the various strategies followed by banks to deliver banking technological services in rural banking. This study involved in exploring the involvement of banks in providing technological services to the rural customers.*

**VICKS VAPORUB - MOTHER'S TOUCH THERAPY: A CASE STUDY**

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**MMIM**  
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**MULLANA, AMBALA**

**ABSTRACT**

FMHG industry in India is worth around ₹4500 crores. This market is dominated by products like Rubs & Balms, medicated skin treatments, cough syrup and drops, digestives and health. Vicks is a leading brand in the Fast Moving Health goods (FMHG). An exceptionally trusted brand - generations and generations of cold sufferers have used it for almost 100 years. Recognized all around the world - Vicks is available in more than 66 countries. Globally Vicks brand is worth around ₹3000 crores. Vicks commands a market share of over 60% in the cold balm/rub category<sup>1</sup>. Vicks is the 25<sup>th</sup> most trusted brand in India<sup>2</sup>. Yes, there are some controversies regarding usage of vicks vaporub but there is no doubt that it is the no 1 cough & cold brand in India. The case study basically focuses on market position of Vicks vaporub. It describes the reasons for Vicks Vaporub to be a no 1 brand in cold rub market & the controversies regarding it. Some brands are not easy to forget. They setup in the minds of customers in such a way that as the related problem comes, immediately they strike in mind. There are number of examples, Like Vicks (for cold & winter), Itch guard (for heel cracking), Johnson & Johnson (Baby products), All-out/Good night (Mosquitoes) etc. As such above problem we face, the related product immediately strike in our mind. It is not that these products do not have competitors, but actually they have a very strong position in the market & it is not easy to wash these products from public mind & one among them is Vicks Vaporub, a very strong brand in cold rub market.

**THE RELATIONSHIP BETWEEN LOCUS OF CONTROL AND ROLE STRESS AMONG ENGINEERS AND PERSONNEL****R. SUBASREE****LECTURER****SCHOOL OF COUNSELLING****RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT****SRIPERUMBUDUR - 602 105****ABSTRACT**

*This paper has attempted to explore the relationship between internal- external locus of control and organizational Role Stress among Engineers and Personnel. The Ex-post facto research design was adopted to test the research hypotheses; the independent variable in the present study-locus of control has been studied in relation to dependent variable-organizational role stress of Personnel and Engineers with the control of extraneous variables of age, sex. The tools used in the Present Study was, Rotter's Internal-External Locus of control questionnaire to measure the Internality and Externality. Udai Pareek's Organizational Role Stress questionnaire to measure the ten dimensions of role stress experienced in Organizational life. In general Organizational role stress and Locus of control has shown relationship. Further the results indicate a significant difference on Inter-Role Conflict among Personnel and Engineers, whereas other dimensions doesn't reflect the difference. Both Personnel and Engineers don't differ significantly in Internal as well as External Locus of control.*

**THE LEGAL LACUNAS OF AN INDIAN CORPORATION'S CRIMINAL LIABILITY**

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**ABSTRACT**

*Although corporations are recognised as "persons" in certain legal contexts, it is not so easy to ascribe them as criminals. Recognition of criminal liability for corporate entities has been slow in coming in the law especially in the Indian context. We in India have had certain reservations to adopting the concept of corporate criminal liability. This is due to the fact that corporate criminal liability poses a serious challenge to the economics of enforcement. In this regard the prosecution of intent crimes is particularly problematic. The question of mens rea in relation to corporations has been a vexed one and, without doubt, the single most inhibiting factor in the development of corporate criminal liability. Today Indian corporations are held criminally liable for their criminal wrongs. However the question arises with regard to the punishment accorded to them. Since a corporation cannot be imprisoned the alternative under Indian law is the imposition of fine. But is fine an adequate punishment for a corporation? Does it have any deterrent effect? This paper analyses the difficulties faced on this account due to lack of any appropriate legal provision under the Indian law. It suggests alternate forms of punishment effectively used under various jurisdictions.*

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With sincere regards

Thanking you profoundly

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