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## **VISION**

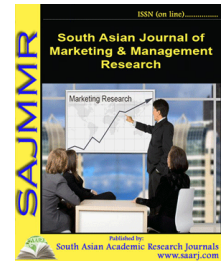
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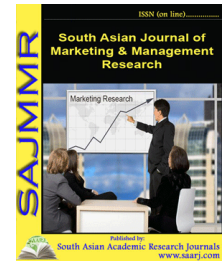
## South Asian Journal of Marketing & Management Research



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## **A SURVEY ON WOMEN CONSUMER BEHAVIOR TOWARDS FAST MOVING CONSUMER GOODS (WITH SPECIAL REFERENCE TO DEMOGRAPHY)**

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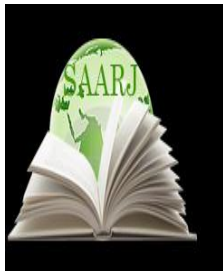
\*\*Associate Professor, School of Management,  
KIIT University, Bhubaneswar, Odisha, India.

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### **ABSTRACT**

*The objective of modern marketing is to make profits through satisfying and delighting the consumer's need and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the women consumers towards their products and services. Today, network marketing is a multi-billion dollar business, and a large number of driving forces of the 21<sup>st</sup> century economy. Many business leaders now regard net work marketing as the business for future. But the marketing method was misunderstood as a get rich-quick scheme; it is also too common for network marketers worldwide to answer the legality and soundness of their business. In this paper, an attempt is made to analyze and compare the women consumer behavior on the basis of demography for the post-purchase evaluation and awareness level of consumers with regard to different consumer Protection Acts, etc.*

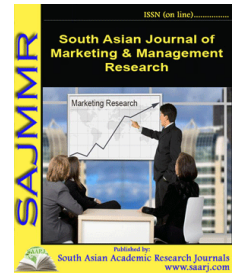
**KEYWORD:** *customer satisfaction, consumerism, awareness level and demography.*



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## **A STUDY OF BUSINESS ORGANISATIONS PERCEPTION TOWARDS CRM WITH SPECIAL REFERENCE TO FUTURE PERSPECTIVES OF BANKING SECTOR TOWARDS CRM**

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### **ABSTRACT**

*Retaining customers depends on understanding and creating relationships with customers. Customer Relationship Management (CRM) as an approach to create relationship is customer-centric in nature. Customer loyalty is central to create and sustaining relations with customers. The present study investigates the CRM phenomenon in Business organizations including Indian Banking sector by collecting the information from managers of different organisations. The business organizations are in favour of CRM based system for better performance of Business and banking industry is poised to embrace CRM practices in order to sustain growth and improve performance.*

**KEYWORDS:** *Relationship, CRM, Business Performance.*





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## **CUSTOMER SATISFACTION MEASUREMENT AT HDFC**

**ESHA\***

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Institute of Business Management & Research,  
Gurgaon -122001, Haryana, India.

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### **ABSTRACT**

*Customer satisfaction is a post purchase experience that a customer gets after consumption of products and services and becomes deciding factor for customer to make rational decision of repurchase and to recommend it to others. This study basically focuses on measurement of customer satisfaction related to Service offered and rendered at HDFC BANK.*

*This study gives a bird's eye view of the hard and soft services provided by HDFC BANK (retail) to their clients.*

*Recommending the services, rating the experience with HDFC BANK, service charges and suggestions were some of the aspects explored. Rating the products, handling of compliant calls, response time, repeat calls encounter and overall level of satisfaction were some of the issues were also discovered.*

*This study is an earnest effort to enhance the practical knowledge by measuring the customer satisfaction as well as contributing to the organizational efficiency by suggesting ways to manage and improve the same profitably in the highly competitive time to come.*



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## **MARKETING AND DISTRIBUTION OF MARATHI FILMS: THE BIGGEST CHALLENGE BEFORE THE FILM PRODUCERS**

**SALVE DEEPAK MAHADEV\*; DR. VIDYA HATTANGADI\*\***

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### **ABSTRACT**

*The term film and movies are matter of common knowledge to everyone. Every person who is literate and culturally advanced knows about movies. Every person presently living on this planet has either heard or seen at least one movie. A movie has become a part of culture and social development of every modern society. It is appropriate at this juncture to understand how this industry is growing and developing. The present paper deals with the various issues related with marketing and distribution in Marathi film industry. Though Marathi films have a great tradition and a large heritage of extra ordinary contribution to the filmdom, the Indian culture however last 2-3 decades we have witnessed issues and problems related with production, marketing, promotion and distribution of Marathi films. Marathi films have lost their past glory. They are facing a problem of survival from growing importance of Hindi films, the challenge of Television, Private channels, the change in the taste and attitude of Marathi film viewers as well as the shrinking social base of regional films, such challenges needs to be dealt properly. Hence it is necessary that a new elicit of development be introduced for revival, growth and development of Marathi films. It is necessary to think about future prospects of this industry from a different prospective and angles. Like a phoenix bird it can again come back from the ashes and it can revive and grow because every industry that has a vision, mission and that has a specific goal ahead can always survive with efforts, ability and creative approach.*

### **OBJECTIVES OF THE STUDY**

1. *To know the obstacles faced by the producers in marketing and distribution of Marathi film in the local and international market.*
2. *To study the responses of the distributors as regards to promotion and distribution of Marathi films.*

**METHODOLOGY**

*The researcher has undertaken in-depth research to know the reality. The paper is primarily based on data collected through personal interviews with the producers and distributors.*

**KEYWORDS:** *Film, Producers, Distributors, Marketing, Positioning.*





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## **AN APPRAISAL AND POLICY ANALYSIS OF FINANCIAL MANAGEMENT IN INDIA**

**DR. ANGREJ SINGH\*; PRIYANKA MISHRA\*\*; NIDHI MISHRA\*\*\***

\*Associated Professor, Department of Economics,  
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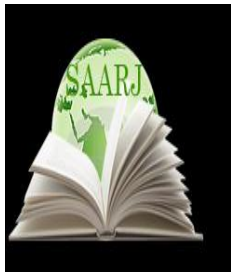
\*\*\*Research Scholar, Department of Economics,  
Upadhi Mahavidhalaya, PBT, India.

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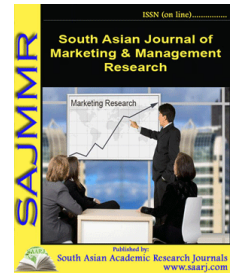
### **ABSTRACT**

*Financial management project is essential information needed by those who manage, implement and supervise projects including government oversight agencies and financing institutions. The borrower country, lenders and donors community that funds have been used efficiently and for the purposes intended. The evaluation of the risks associated with project financial management system and identified in the larger government system. Financial management risks identified in the CFAA and CPFA.*

**KEYWORDS:** *Financial data, Corruption bank projects, Track records, Project management report, Project appraisal document.*



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Research****SOCIAL MARKETING NEED OF HOUR****MS.RENU VIJ\***

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**ABSTRACT**

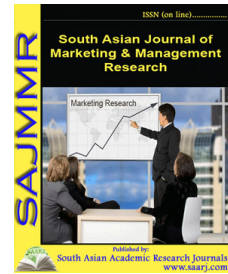
*Social marketing refers to the application of commercial marketing concepts, tools, resources, skills and technologies to encourage socially beneficial behaviour among those segments of the population not served, or not adequately served by existing public and private systems. This technique has been used extensively in international health programs, especially for distribution of contraceptives and oral rehydration therapy. Social marketing is globally recognized as a key strategy for improving access to a wide range of products and services that directly and positively impact the outreach and coverage of health care. Social marketing is globally recognized as a key strategy for improving access to a wide range of products and services that directly and positively impact the outreach and coverage of health care. From conceptualizing product development, testing and targeted communication to consumer research and market segmentation, social marketing looks at the provision of health care products and services not as a medical problem, but as a sociological issue, and a marketing challenge.*



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## **DETERMINANTS OF FIIS IN INDIA: EVIDENCE FROM GRANGER CAUSALITY TEST**

RAJENDER KUMAR\*

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S. A. Jain College, Ambala City, Haryana, India.

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### **ABSTRACT**

*The foreign institutional investments (FIIs) have had a very significant impact on the domestic stock market and the real economy since their arrival in India in 1993. Therefore, **it is** necessary to understand the factors that boost FIIs inflows **into the** country. The present study examines the causal relation between FIIs, stock market return and other macro economic variables such as Exchange Rate, money supply, interest rate, IIP and WPI for a period of 17 years ranging from January 1993 to December 2009 to find out the possible determinants of FIIs in India. For this purpose we have applied Granger Causality Test and find that stock market return, IIP and exchange rate are main determinant of FIIs flows in the stock market where as the study does not find any causal relation between money supply, wholesale price index (WPI), interest rate and foreign institutional investments.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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