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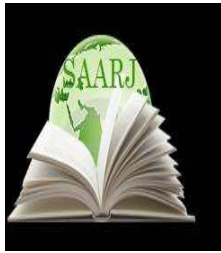
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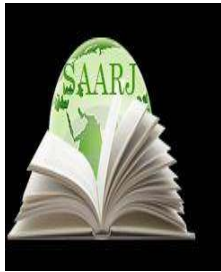


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SUCCESS AND FAILURE OF MOBILE APPLICATIONS

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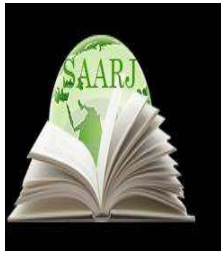
ABSTRACT

The main idea of this project is to know the reason behind the failure and success of mobile applications. Applications (apps) are soft ware specifically designed or mobile devices. The usefulness of mobile devices has increased greatly in recent years all owing users to perform more tasks in a mobile context. Increase in usefulness has made the developers to develop applications with in no time causing them to fail. We will find out the reasons behind the failure.

KEYWORDS: *Mobile Applications, Marketing, Failure, Success.*

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**SERVICE QUALITY AND CUSTOMER SATISFACTION OF CEYLON
ELECTRICITY BOARD IN JAFFNA**

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ABSTRACT

The main purpose of this research study is to investigate service quality as the most important factor behind customer satisfaction in Ceylon electricity board in Jaffna. Understanding the factors behind antecedent of customer satisfaction is an important issue for academic research. This investigation examined the service quality influence on customer satisfaction of Ceylon electricity board. Here theoretical perspectives include such customer's satisfaction towards service quality dimensions. To comply with aim, five basic hypotheses have been instigated for service quality and customer satisfaction. For major research objective, which is related to the specific research objectives and five hypotheses were developed and tested. A survey was conducted to gather primary data by selecting 370 customers from CEB Jaffna that was analyzed by using correlation matrix and multiple regression models. Responsiveness was the high correlation with customer satisfaction and tangible and reliability dimensions are lowest correlation with customer satisfaction. The findings revealed that satisfaction and service quality dimensions are interrelated to each other.

KEYWORDS: *Locus Control Level, Readiness To Changes, Pre contemplation, Contemplation, Action Stages, The Total Correlation, Partial Correlation, General Internality, Internality In Achievements, Failures (Unsuccessfulness), Family Relationships, Interpersonal Relationships, Work Relationships, In Health And Disease.*

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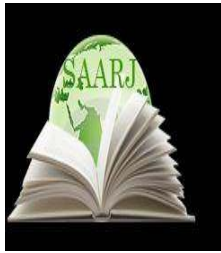
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**SWOT OF THE ROLE OF SCHOOL MANAGEMENT COMMITTEES
(SMCS)**

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ABSTRACT

Right to free and compulsory Education to Children Act 2009 aims to empower communities to perform a significant role in decision making process in schools. The role of School Management committees is very crucial in policy development and management of school. Madhya Pradesh is a state of versatility and variety in term of Social, cultural and demographic specialties that affects the performance of SMCs in many aspects. The objective of this study was to critically examine the role and performance of SMCs in context of RTE and ascertain a SWOT i.e. strength, weakness, opportunities and threats came across to the functioning of SMCs in Govt. primary schools of Madhya Pradesh. This research paper highlights some of the major findings of the study that can implement further to strengthening of performance of SMCs.

KEYWORDS: SMC, RTE, Community Participation.

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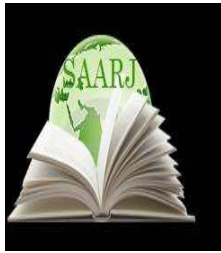
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ENSURING THE COMPETITIVENESS OF THE SCIENTIFIC APPROACHES OF ECO-TOURISM A CASE OF UZBEKISTAN

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UZBEKISTAN.

ABSTRACT

This article examines the ways and means of using rural tourism for the development of ecotourism. Uzbekistan has the potential to develop ecotourism, which is interesting and interesting for all categories of tourists and at the same time promotes further integration of our country into the international tourist services market. Located on the ancient Silk Road, Uzbekistan has the potential to become one of the world's most prominent tourism centers, with its many ancient monuments and attractions. Besides, confirming the attractiveness of the methodical tactics of the eco-tourism in Uzbekistan. Finally, Uzbekistan has been considered as a chief tourism republic where the state may get advances in rural areas while making the emphasis on eco-tourism stand point. The concept of "ecotourism" was officially used by Ector Sebastian Laschourin, a Mexican environmentalist in Garb, at one of the conventions of the 80's in the 20th century. One of the most important stages of marketing research is the development of a research plan. The resources, methods, tools, selection procedures and plans for the collection of information and information required for the research are set up. Thus, the human body is eliminated from the stress and vitality of life. Where and whenever a person can find time to relax for the time being. There are two types of holidays: active and passive. Often, I enjoy a lot of fun during the holidays, and I hear the pleasure.

KEYWORDS: *Ecotourism, rural tourism, natural resources, cultural resources, labor resources.*

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