BIBLIOGRAPHY

   (By. Dr. Dilip Sarwate)  
   Publication: Kirloskar Press Publication.

2. Sampling methods-Theory & practice  
   Text Book: *Marketing Research Text & Cases*  
   By: Dr. Rajendra Nargundkar-IIM Lucknow  
   Publication: Tata Mc-Graw Hill.

3. Sample- Size  
   Text Book: *Modern Marketing Research*  
   By: Prof. M.N.Mishra-Head Dean Commerce Faculty-BHU.  
   Publication: Himalaya Publication House.

4. www.indiainfoline.com  
5. www.mrftires.com  
6. www.marutiudyog.com  
7. www.siamindia.com  
8. www.atmaindia.com  
9. www.apollotyres.com  
10. www.hyundaimotors.com  
11. www.jktyre.com  
12. www.rubbernetworking.com