ACKNOWLEDGEMENT

I wish to place on record my gratitude and sincere thanks to my respectable guide  **Dr. S. J. Manjunath**, Associate Professor, B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangothri, Mysore, for his excellent guidance, constant involvement, invaluable suggestions, moral support at every stage of my research and inspiring me to do research work.

I am thankful to **Prof. Aisha M. Shariff**, Chairman, B.N. Bahadur Institute of Management Sciences, University of Mysore, Mysore, for her encouragement and support.

I thank profusely to **Prof. B. Shivaraj**, B.N. Bahadur Institute of Management Sciences, University of Mysore, Mysore, for giving me an opportunity to pursue this study and timely help. I express my heartfelt thanks to him for his valuable suggestion, support, right critics and comments.

I am deeply indebted to **Prof. D. Anand**, B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangothri, Mysore for encouraging me to pursue this research work.

I also thank **Dr. R. Mahesh**, Associate professor, B.N. Bahadur Institute of Management Sciences, **Dr. M. Amulya**, Assistant Professor, B.N. Bahadur Institute of Management Sciences, for their valuable guidance, support and motivation.

I thank **Venugopal Sharma**, advanced SAS Certified programmer (USA) for the guidance rendered on analysis and report work.

I express sincere thanks to non-teaching staff of B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangothri, Mysore, for their kind co-operation and support.

I am ever grateful to my parents, friends and well-wishers for their co-operation and support.

(Aluregowda)