Acknowledgement
ACKNOWLEDGEMENT

I wish to express my sincere gratitude and profound thanks to Dr.(Tmt.) R. RAJAMANI, M.Com., M.Phil., Ph.D., Reader in Commerce, Vellalar College for Women, for her guidance and whole-hearted support throughout the study. Her interest, meticulous care and timely help contributed to the timely completion of this research work.

I am grateful to Dr.(Tmt.) M. LOKANAYAKI, M.A., Ph.D., Principal, Vellalar College for Women, for her support and encouragement. I express my sincere thanks to Thiru. S. D. CHANDRASEKHAR, B.A., Secretary of Vellalar College for Women, for providing me the opportunity to do the research work at this esteemed institution.

I express my heartfelt thanks especially to Dr.(Tmt.) LEELAMMA KURUVILLA, M.Com., M.Phil., Ph.D., Professor and Head of the Department of Commerce, Vellalar College for Women, for her support and help provided during the course of my work.

I am greatly indebted to Dr. K. KULANDAIVEL AVL., M.A., M.A., Ph.D., Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University), Coimbatore, for his good wishes and encouragement. My sincere thanks are due to Dr.(Tmt.) M. CHANDRAMANI, M.Sc., M.Ed., Ph.D., Vice-chancellor, Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University), for her words of encouragement.

I express my sincere thanks to Dr.(Tmt.) SAROJA PRABHAKARAN, M.A., Dip. Ed., Ph.D., Registrar, Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University), Coimbatore, for her encouragement and support throughout the study. My thanks are due to
Dr.(Tmt.) SHANTHA B. KURUP, M.Com., M.B.A., Dip. Ed., M.Phil., Ph.D., Dean, Faculty of Business Administration, for her support.

May I remember with a deep sense of gratitude Dr.(Tmt.) SHYAMALA SIVANANDHAN, M.A., Ph.D., Dean, Faculty of Humanities for her encouragement and sincere help in the completion of my work.

My thanks are due to all my colleagues of Department of Commerce of Avinashilingam Deemed University and all members of staff of Department of Commerce of Vellalar College for Women, for their encouragement and support.

I express my sincere thanks to the Librarians of Institute of Financial Management and Research, Chennai, Bharathiar University, Coimbatore and Coimbatore Stock Exchange for their permission to use their library. My thanks are due to Dr. S. RADHAKRISHNAN, M.Sc., M.B.A., Ph.D., Department of Statistics, P.S.G. College of Arts and Science for his suggestions and computational assistance.

I acknowledge with gratitude the excellent service rendered by Tmt. D. SHOBHA PAI of M/s. FAST FORWARD for her assistance in bringing out this report within the stipulated time.

Finally my sincere and heartfelt thanks are due to my family members who stood by me and for their constant co-operation and patience during the period of my study.