APPENDIX : B

RAW SCORES FOR IMPACT OF A SOUND PROMOTION POLICY.

APPENDIX : B.1 : ORGANISATION-WISE RAW SCORES OF THE RESPONDENTS' GENERAL PERCEPTION AND PERCEPTION IN RESPECT TO THEIR OWN ORGANISATIONS.

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\[ \Sigma X = \begin{array}{cccccccc} 1828 & 1166 & 1575 & 1114 & 1753 & 1099 & 1635 & 1064 \\ \end{array} \]

\[ \bar{X} = \begin{array}{cccccccc} 35.84 & 22.86 & 30.28 & 21.42 & 35.06 & 21.98 & 32.70 & 21.28 \\ \end{array} \]
### APPENDIX: B.2: HIERARCHY - WISE RAW SCORS OF RESPONDENTS' GENERAL PERCEPTION AND PERCEPTION IN RESPECT TO THEIR OWN ORGANISATIONS.

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