It is a matter of inordinate amour propre and dedication for me to express my devoutly gratitude to Dr. Daleep Singh, Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak for his adroit teachings and unceasing stimuluses. Whatevaer, appears in this research work is the reflection of his animated involvement, esprit de corps and critique frame of mind. I am highly beholden for his direction, advice and help extended to me spontaneously and decidedly beyond the call of supervision.

I am under obligation to Professor S K Bedi, Dean, Faculty of Management Sciences, Maharshi Dayanand University, Rohtak for his purposeful suggestions for devising a befitting framework for the present study and enriching its substance.

I am equally thankful to Dr. H Ghosh Roy, of Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak for his warm co-operation.

I also wish thanks to Shirt Sashi Kapoor, Dy General Manager, Maruti Udyog Limited, Shri Debasis Gupta, Head Marketing, Daewoo Motors India Limited, Shri N K Roy of Hindustan Motors, Shri Amit Bhalla of Tata Engineering, Shri Rahul Gautam of Hyundai Motor India Ltd., Shri Sunil Kumar of Ford India Ltd., Ms Ghazala Khan of General Motors India and Shri Anish Anand of Honda Siel Cars India Ltd., for furnishing vital facts for accomplishment of this research study.

I convey my gratefulness to my father Shri H Bardhan, who inspired and motivated me to undertake this research work. I also owe a debt to my wife Sarbani Bardhan and youngster Anand who stood up to bolster my morale.

Delhi
June, 2003
Lt Col