ACKNOWLEDGEMENT

I am greatly indebted to my guide Dr. S. David Amirtha Rajan, Former Dean, College Development Council, Madurai Kamaraj University, Madurai, Head, Department of Commerce, The American College, Madurai for his valuable guidance and encouragement throughout the period of the study.

I am thankful to Dr. M. Davamani Christober, the Principal and Secretary of the American College, Madurai, for helping me in many ways to complete the study.

I record my sincere thanks to Dr. M. Manoharan, Associate Professor, Department of Commerce, Cardamom Planters Association College, Bodinayakkanur, for his help and valuable suggestions for completing this study.

It is my privilege to thank Dr. C. Vijayakumar, Dr. A. Martin David, Mr. J. Justin Manohar, Dr. SCB. Samuel Anbu Selvan, Ms. C. Antony Mary Vinothini, Ms. E. Keren Judi, Mr. A. Nixon Jesuraj and other members of the Commerce Department, The American College, Madurai, for their valuable suggestions.

Thanks are also due to the Professors of Other Departments, The American College, Madurai, for their valuable advice and encouragement.

I extend my sincere thanks to the Professors of Other Colleges for their timely guidance.
Grateful acknowledgement is also due to Mr. K. Ravi, Mr. A. Dinakar, Mr. J. John Rajkumar and Ms. J. Jeya Sheela, Department of English, The American College, Madurai, Mr. T. Vignesh Kumar, Assistant Professor, Department of Commerce, SVN College, Madurai, Mr. M. Karthik Raja, Mr. V. Abdul Salahudeen, Mr. S. Bala Murugan, Mr. Nelson Anand, Ms. C.K. Thivia and other students.

I also express my sincere thanks to the shop owners and all the Librarians of Madurai Kamaraj University, The American College, Lady Doak College, Madurai, C.D.S Tiruvendrum, I.S.E.C Bangalore, and Connemara Public Library, Chennai for contributing source-material for the fulfillment of the study.

Thanks are also due to Mr. S. Lakshmanan of Shanlax Computers & Publications for the neat execution of printing and binding work.

I express my heartfelt thanks to my mother-in-law Ms. S. Paripooranam, my younger brother, R. Babu Simon Raj, my sister-in-law J. Reena Julie, my daughter-in-law B. Helen Delishya, and my son-in-law B. Allen Immanuel for their support in doing my research work.

Last but not least, I record my gratitude to my lovable parents, Late. S. Rathinamuthu for his blessings and R. Glory Jeba, my husband S. Thangaraj, Advocate and my precious sons S.T. Rozario Melwin Raj and S.T. Richard Allwin Raj for their tireless help, encouragement and co-operation.

R. MARY SOPHIA CHITRA