

#

**SERVICE QUALITY IN ORGANISED RETAIL
INDUSTRY – WITH SPECIAL REFERENCE TO
BANGALORE CITY**

*A thesis submitted to the **University of Mysore**
for the award of the degree of*

**DOCTOR OF PHILOSOPHY
IN
COMMERCE**

Submitted by

MALLIKARJUNA B. N.

Ph.D. Research Scholar

DOS in Commerce

Research Guide and Supervisor

Dr. M.L.ASHOKA, M.Com., Ph.D.

Faculty

DEPARTMENT OF STUDIES IN COMMERCE

UNIVERSITY OF MYSORE

MANASAGANGOTRI

MYSORE – 576 006

KARNATAKA STATE, INDIA

JULY 2016