ACKNOWLEDGEMENT

The researcher takes the opportunity to express his sincere thanks to Dr. R. Jayakaran Isaac, M.Sc., Ph.D., Principal, Voorhees College, Vellore for having admitted him into the M.Phil. Course and provided other necessary facilities in the execution of this work.

The researcher is greatly indebted to his supervisor and guide Dr. K.V. Viswanathan, M.A., M.Com., Ph.D., but for whose help this dissertation would not have been completed. He conveys his humble and heartfelt thanks to him.

The researcher thanks the Chairman, Life Insurance Corporation of India, for having permitted him to obtain the necessary data required for the research, from the branches covered under the study. He also thanks immensely Mr. S.R. Krishnaswamy, the Senior Branch Manager, LIC of India, Vellore Branch and Mr. T.V. Ranganathan, Marketing Manager, Madras Division, LIC of India, for having recommended and forwarded the letters to the Chairman, LIC of India, for obtaining his permission. He is thankful to the employees of the Corporation at Vellore and Ranipet branches for their kind cooperation and help at all times.
He thanks Mr. N. Subramani, HGA Programmer at the Data Processing Department at the Vellore Branch, for having provided him with the necessary mechanised data required for the research.

The researcher also thanks the Policyholders of Vellore and Ranipet Region, who were covered under this study for their kind response in answering the questionnaire supplied to them.

Thanks are also due to Mr. P. Arunachalam, M.Com., Professor and Head of the Department of Commerce, Voorhees College, Vellore for his kind help during the time, the study was undertaken by the researcher.

(S. KUMAR.)