LIST OF PAPERS FROM THIS THESIS


(Chapter-1)


(ii) "A static Budget Determination Model in Competitive Market", paper read at seventy sixth conference of INDIAN SCIENCE CONGRESS, held at Madurai in 1989.


(Chapter-2)

(Chapter-3)


(Chapter-4)


(Chapter-5)

(ii) "The Concept of Advertising Quality Control", sent for publication in "INDIAN MANAGEMENT", Journal of All India Management Association, New Delhi.