


Alexander, P.C : (1963) Industrial Estates in India, Asia Publishing house, Bombay.

Amboise, Gerald D' and Marie Muldowney, (1988) "Management Theory for


xxi


xxiii


Deshpande, Rohit and Frederick E. Webster, Jr, (1989) "Organizational Culture Mark Down the Research Agenda", *Journal of Marketing*, January.


Dewett, single and Verman; *Indian Economics*, S. Chand and Co. New New Delhi.

Dhalokia, Bakul H., (1989) "Industrial Sickness in India: Need for
Comprehensive Identification Criteria" (Vikalpa Vol.14 No.2 April-June)


Fahri, Karakaya and Michael J.Stahl, (1989) "Barriers to Entry and
Market Entry decisions in consumer and Industrial Goods in Market", *Journal of Marketing*, April.


German, Myna, Donald A Donahue, and Steven P. Schnaars, (1991) "A


Green, Mark J., (1972) The closed enterprise system Bantam Books, New York,


xxvii


Khan, M. Arshad and V. Manopichetwattana, (1989) "Innovative and Non


xxxi
Moore, Thomas, (1988) "Would You Buy a Car From This Man?" Fortune, April 11.


Fortune September 3.


xxxiv

Ramakrishnan, P: (1975) New Entrepreneurship in small scale Industry in Delhi, Economic and Scientific Research Foundation, Delhi.


Rao, Madhav. V: (1962) Problems of Development of small scale Enterprises as Ancillary to Large Concerns, Institute of Economic Growth, Delhi.


Reed Moyer, "strategic Planning for the Small Firm" Journal of Small Business Management, July 1982,


xxxv


Schiller, (1986) "Thanks to the Checkout Scanner, Marketing Is Losing
Some of Its Mystery", "Business Week, August 28.


Stepanek, Joseph, E: (1960) *Small Industry Advisory Services* An


Practice, Spring.


*The Hindu*, April 12, Madras.


XL

### Table 5.45
Long Term Focus: Mean and percentage Score of High, Moderate and Low Performers - Metal products

<table>
<thead>
<tr>
<th>Performance Class</th>
<th>No.of Units</th>
<th>Formulation of Long term objectives</th>
<th>Logical selection of the line of business</th>
<th>Logical selection of the market</th>
<th>Logical selection of location</th>
<th>Logical selection of technology/ machinery</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Score</td>
<td>%</td>
<td>Score</td>
<td>%</td>
<td>Score</td>
<td>%</td>
</tr>
<tr>
<td>High</td>
<td>19</td>
<td>6</td>
<td>60</td>
<td>18</td>
<td>60</td>
<td>18</td>
<td>72</td>
</tr>
<tr>
<td>Moderate</td>
<td>6</td>
<td>5</td>
<td>50</td>
<td>16</td>
<td>53.33</td>
<td>17</td>
<td>68</td>
</tr>
<tr>
<td>Low</td>
<td>2</td>
<td>4</td>
<td>40</td>
<td>8</td>
<td>26.67</td>
<td>11</td>
<td>44</td>
</tr>
</tbody>
</table>

### Table 5.46
Long Term Focus: Mean and percentage Score of High, Moderate and Low Performers - Machinery & Parts Except electrical

<table>
<thead>
<tr>
<th>Performance Class</th>
<th>No.of Units</th>
<th>Formulation of Long term objectives</th>
<th>Logical selection of the line of business</th>
<th>Logical selection of the market</th>
<th>Logical selection of location</th>
<th>Logical selection of technology/ machinery</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Score</td>
<td>%</td>
<td>Score</td>
<td>%</td>
<td>Score</td>
<td>%</td>
</tr>
<tr>
<td>High</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Moderate</td>
<td>3</td>
<td>6</td>
<td>60</td>
<td>15</td>
<td>50</td>
<td>18</td>
<td>72</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>3</td>
<td>30</td>
<td>8</td>
<td>26.67</td>
<td>9</td>
<td>36</td>
</tr>
</tbody>
</table>