PREFACE

With great pleasure I hereby present my thesis entitled, “Analysis of Liquidity Management of Electronics and Electrical Industries in India” to the students of commerce. Profitability and liquidity are the basic requirements for the survival of an enterprise and for the prosperity of employees and for the welfare of the customers and the society at large and also for the development of the economy so I was encouraged to make research on profitability and liquidity of Electronics and Electrical Industries.

Research is not an existing bag of techniques. Research is not a fishing expedition or an encyclopedic gathering of assorted facts. Research is a purposeful investigation providing a structure for diagnosis of the problem. There are three parts involved in any investigation (1) The implicit question posed or the problem raised. (2) The explicit answer or the solution proposed. (3) Collection, analysis and interpretation of the information leading from the question (problem) to the answer (solution). This third part is the defense that justifies the recommendation and is viewed as research.

Through research a research maker can quickly get a synopsis of the current scenario indicating for future action and decisions.

Electronics and Electrical are crucial to the development of any modern economy is considered to be the backbone of human civilization. The level of per capita consumption of electronics and electrical are treated as an important index of the level of socioeconomic development and living standards of the people in any country. It is a product of a large and
technologically complex industries having. All major industrial economies are characterized by the existence of a strong electrical and electronics industries and the growth of many of these economies has been largely shaped by the strength of their electronics and electrical industries in their initial stages of development.

In order to analysis the liquidity and efficiency management of the electronics and electrical industries in India researcher has collected data from published accounting annual reports, some publications for the year from 2003-04 to 2012-13. Most useful information has been gathered from the various journals reports, periodicals and daily news papers.

The present study has been divided into eight chapters. The first chapter is the Conceptual Framework of Liquidity Management. The second chapter focuses on overview of Electronics and Electrical industries in India. The third chapter deals with the Sample Profile. The fourth chapter deals with related with the Research Methodology. In the fifth chapter Analysis of Liquidity of Electronics and Electrical Industries have been analyzed. The sixth chapter deals with Analysis of Efficiency Management of Electronics and Electrical Industries. The seventh chapter Liquidity Management in Electronics and Electrical Industries has been analyzed. Finally in the last chapter suitable and significance suggestions have been made and conclusion drawn.