Bibliography
BIBLIOGRAPHY

Books

12. Khurana Rakesh, Kaushik Madhulika and Yadava Kamal ‘Marketing of Services-Concepts and Applications” School of Management IGNOU, Pp-175-190

LIII

Research Papers from Journals


LIV
18. Lindsay String and Sean Ennis “Mind the gap: The relevance of marketing education to marketing practice” Marketing Intelligence & Planning, Vol-24, No-3, 2006, pp 245-256
24. Diwan, Parag “Emergence of Sectoral MBA”, Business India, October 24 to Nov 6, 2005, Pp 127
26. Prof Saha Jahar L “Standard cannot be diluted” Alumnus, February 2006 pp 43
32. Sreekumar, Patel G.N. “Measuring The Relative Efficiency of Some Indian MBA Programme-A Dea Approach” Business Perspectives, Birla Institute of
35. Narayan Tarun “Recreating B-Schools for tomorrow” Indian Management, September-2005, pp-54
41. Wall Street Journal Guide to Top Business School (2003) Published by the wall street journal
50. Thothatrhi A Raman, Business India, “The Way to go” October 24, November 6, 2005 pp-79
Articles from Newspapers

1. Pande Bhanu & Singh Amandeep “Agribiz is Hot Commodities for MBAs” The Economic Times, 30th December-2006, Saturday.
8. Biswas Shreya “College Hone Students for Interview” The Economic Times, 19th December -2006, Tuesday, Pp-6

Websites

1. http://www.aim.ac.in
2. http://www.alliance.bschoo.ac.in
3. http://www.amrapaliinstitute.ac.in
5. http://www.asiapacific.edu
7. http://www.bhu.ac.in
8. http://www.biitm.ac.in
10. http://www.Bitmech.ac.in
11. http://www.bkschool.in
14. http://www.crkimar.in
15. http://www.dhruvacollege.in
Articles from Websites

   www.lisc.enet.in/nsee/presentation

Articles from Research Report/Paper

1. Chandra Pankaj “Elements of World Class Management School” Working paper
   No. 2003-09-03 September -2003, Indian Institute of Management- Ahmedabad,
   Pp-1-52
   Study of the Indian Context” – paper presented at the Business Education and
   Emerging Market Economy Trends and Prospects Conference, Technology
   Square, Atlanta, Georgia U.S.A, Nov-7, 2003
   Education Marketing, G.H.Patel P.G.Institute of Business Management.Pp13-14
5. Sarkar Saptarishi “B School Branding”, Bharthidasan Institute of Management,
   Trichy, Pp-1
Q_21E  Does your institute have accessories on which the name/logo of institute printed on it?  
Measurement level: Nominal

Value    Label
0     No
1     Yes

Q_21F  Does your institute have accessories on which the name/logo of institute printed on it?  
Measurement level: Nominal

Value    Label
0     No
1     Yes

Q_21G  Does your institute have accessories on which the name/logo of institute printed on it?  
Measurement level: Nominal

Value    Label
0     No
1     Yes

Q_21G_OT  others, if other please specify  
Measurement level: Nominal

Q_22A  Does your Institute organize various types of competition?  
Measurement level: Nominal

Value    Label
0     No
1     Yes

Q_22B  Does your Institute organize various types of competition?  
Measurement level: Nominal

Value    Label
0     No
1     Yes

XLVI
Remarks

LX