www.ijmra.us

July 2014
Volume-4, Issue-7

Impact Factor (IJMT) 3.833 for 2012 and 4.077 for 2013

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Chief Patron
Dr. JOSE G. VARGAS-HERNANDEZ
Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD
Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron
Dr. Mohammad Reza Noruzi
PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors
Dr. NAGENDRA. S.
Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA
Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN
Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA
Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM
Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA
Impact Factor (IJMT) 3.833 for 2012 and 4.077 for 2013

Dr. Krishan kumar
Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh
Certified Manager - Cambridge Association of Managers, England,
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu
Associate Professor,
Faculty of Finance and Accounting, “ARTIFEX” University, Bucharest, ROMANIA

Benard Okelo Nyaare
Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta
Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

Editor-in-chief

Chieh-Yu Lin
Professor,
Department of International Business, Chang Jung Christian University
Guiren District, Tainan City, Taiwan 71101

International Editorial Board

Prof. S. Saravanakumar
Associate Professor, Department Of Management Studies,
JKK Nattraja College Of Engineering & Technology, Komarapalayam

Dr. Jayasankaraprasad
Asst.Professor (Marketing), Dept. Of Business Management,
Krishna University (State Govt. Of A.P.) Machilipatnam, A.P.-521001, INDIA

Dr Roli Pradhan
Assistant Professor , Department Of Management Studies ,
Maulana Azad National Institute Of Technology , Bhopal MP, INDIA

Dr. K. Chandrasekar
Assistant Professor,
Alagappa Institute Of Management, Alagappa University, Karaikudi. INDIA
<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Asoke Nath</td>
<td>Assistant Professor</td>
<td>Department Of Computer Science, St. Xavier's College(Autonomous), Bengal, India</td>
</tr>
<tr>
<td>Qader Vazifeh Damirchi</td>
<td>Faculty Member</td>
<td>Islamic Azad University In Iran</td>
</tr>
<tr>
<td>Dr. Abdul Majeeb Pasha</td>
<td>Professor</td>
<td>Vice- Principal, Nimra College Of Bus. Mgt, Nirma Nagar Ibrahimpatnam Vijayawada, INDIA</td>
</tr>
<tr>
<td>Dr. Yogendra Nath Mann</td>
<td>Former Associate Professor</td>
<td>Dr. Gaur Hari Singhania Institute Of Management &amp; Research, Kanpur</td>
</tr>
<tr>
<td>Rajalakshmi Shreenath</td>
<td>Associate Professor</td>
<td>Maharshi Arvind Institute Of Science &amp; Management, Jaipur, INDIA</td>
</tr>
<tr>
<td>Dr. Murali Krishna Sivvam</td>
<td>Professor In HRM</td>
<td>Dept. Of Management, College Of Business &amp; Economics, Mekelle University, Mekelle, Ehiopia</td>
</tr>
<tr>
<td>Dr. Sangeeta Mohanty</td>
<td>Assistant Professor</td>
<td>Biju Pattanaik University Of Technology, Academy Of Business Administration, Balasore, Odisha, INDIA</td>
</tr>
<tr>
<td>Dr. Vuda Sreenivasarao</td>
<td>Professor &amp; Head</td>
<td>Department Of Computer Science &amp; Engineering, St. Mary's College Of Engineering &amp; Technology, INDIA</td>
</tr>
<tr>
<td>Dr. Noor Afza</td>
<td>DOS &amp; Research In Business Administration</td>
<td>Tumkur University, Tumkur</td>
</tr>
<tr>
<td>Prof.(Dr.) Bharat Raj Singh</td>
<td>Associate Director &amp; Hod-ME, SMS Institute Of Technology</td>
<td>Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, INDIA</td>
</tr>
<tr>
<td>Dr. A. G. Matani</td>
<td>Associate Professor</td>
<td>Department of Mech. Engg, Govt. College Of Engg, Amravati -444604 [M.S.], INDIA</td>
</tr>
<tr>
<td>Dr. Kaushik Kumar</td>
<td>Assistant Professor</td>
<td>Birla Institute Of Technology, Mesra, Ranchi, Jharkhand , INDIA</td>
</tr>
<tr>
<td>Prasenjit Chatterjee</td>
<td>Assistant Professor</td>
<td>Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA</td>
</tr>
</tbody>
</table>
Impact Factor (IJMT) 3.833 for 2012 and 4.077 for 2013

Dr. Shobana Nelasco  
Associate Professor,  
Dept. Of Economics, Bharathidasan University, Khajamalai Campus, Trichirappalli.

Dr. Ahmed Nabih Zaki Rashed  
Ph. D In Electronic Engineering, Menoufia University,  
Faculty Of Electronic Engineering, Menouf 32951, Menoufia University, Egypt.

Dr S.Paraksh  
Professor,  
Department Of MBA, SNS College Of Technology, Coimbatore, Tamilnadu, INDIA

Prasenjit Chatterjee  
Assistant Professor,  
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA

Dr. Mohammed Ali Hussain  
Professor & Head, Dept. Of Computer Science & Engineering,  
Sri Sai Madhavi Institute Of Science & Technology, Mallampudi, Rajahmundry, A.P., INDIA

Michael D. Bernacchi  
Professor Of Marketing,  
University Of Detroit Mercy, 4001 West McNichols Rd., Detroit, Michigan 48221

Dr.(Mrs.) Archana Arjun Ghatule  
Director, SPSPM  
Skn Sinhgad Business School, Pandharpur Korti, Pandharpur, Dist. Solapur, (Maharashtra), INDIA

Prof.Sumanta Dutta  
Assistant Professor,  
Dinabandhu Andrews Institute of Technology & Management, Kolkata, Visiting Faculty,St.Xavier's College (morning division), Kolkata, INDIA

Technical Advisors

Mr. Rajan Verma  
Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain  
Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra  
Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra  
Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh  
Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA
**Associate Editors**

**Dr. SANJAY J. BHAYANI**  
Associate Professor, Department of Business Management, RAJKOT, INDIA

**MOID UDDIN AHMAD**  
Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**  
Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**  
Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**  
Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**  
Assistant Professor, Bhilai Institute Of Technology, DURG

**Ms. MONIKA BHATNAGAR**  
Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**  
Assistant Professor, CSE Department of ITM University, GURGAON
### CONTENTS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR(S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Customer Relationship Management. Dr. M. Ramana Kumar</td>
<td>1-15</td>
</tr>
<tr>
<td>2</td>
<td>HR practices in sugar industry - a stimulus perspective. Prin.K.D.Jadhav, Dr.D.Y.Patil and Dr.Rajesh U Kanthe</td>
<td>16-23</td>
</tr>
<tr>
<td>3</td>
<td>Human Development in India. Dr. Abhishek Gupta</td>
<td>24-34</td>
</tr>
<tr>
<td>4</td>
<td>Measuring Consumer awareness and marketing’s impact on Brand Selection. Aamir Saifullah, Muhammad Awais and Bushra Akhtar</td>
<td>35-54</td>
</tr>
<tr>
<td>5</td>
<td>Analysis Of Maize Processing Into Popcorn As An Income Generating Activity For Livelihood Sustenance Among Women In Niger State, Nigeria. R. K. Usman, A. Suleiman and F. D. Ibrahim</td>
<td>55-70</td>
</tr>
<tr>
<td>6</td>
<td>Profitability Analysis Of Maize Flour Processing In Niger State, Nigeria. Ramatu Kutigi Usman, Dr Aminu Suleiman and Debaniyu Ibrahim Faith</td>
<td>71-86</td>
</tr>
<tr>
<td>7</td>
<td>Approaches to watershed management in Ghana: A study of the Inchaban Watershed. O. D. Mireku and S. Mariwah</td>
<td>87-105</td>
</tr>
<tr>
<td>8</td>
<td>The Influence Of Demographic Profile On Stress Management Among The Private Bus Drivers &amp; Conductors In Trichy District. P. Devi and Dr. R. Kannapa</td>
<td>106-113</td>
</tr>
<tr>
<td>9</td>
<td>Structure of Indian Economy and the Linkages Pattern. Dr. Anju Bala</td>
<td>114-132</td>
</tr>
<tr>
<td>10</td>
<td>Historical Development of Banking. Dr. Rajashekar O. Patil</td>
<td>133-143</td>
</tr>
<tr>
<td>11</td>
<td>A Study On Diagnostic Services Of Health Care Industry In Trichy. Dr. S. Sukumar</td>
<td>144-163</td>
</tr>
<tr>
<td>12</td>
<td>Deconstructing Media and Communication Theories: Critical Assessment of the Advent of the New Media. Michael M. Ndonye, Gladys Kemunto and Sylvia Machini</td>
<td>164-175</td>
</tr>
<tr>
<td>13</td>
<td>Service Quality and Customer Satisfaction in Organised Retail Sector in India.</td>
<td>176-189</td>
</tr>
<tr>
<td>14</td>
<td>What Accounts for Graduates Intentions of Being Self Employed? An Evidence of Mbeya University of Science and Technology and Teofilo Kisanji University, Tanzania.</td>
<td>190-203</td>
</tr>
</tbody>
</table>

Shahla Jahan Chandel

Asheri M. Mwidege and Christopher Ngimba