



www.ijmra.us

November 2012
Volume-2, Issue-11

International Journal of Marketing and Technology

ISSN: 2249-1058



Contact Us:

editorijmie@gmail.com

info@ijmra.us

www.ijmra.us



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



www.ijmra.us

November 2012
Volume-2, Issue-11

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

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

Dr. Asoke Nath

Assistant Professor,
Department Of Computer Science, St. Xavier's College(Autonomous), Bengal, India.

Qader Vazifeh Damirchi

Faculty Member,
Islamic Azad University In Iran



Dr. Abdul Majeed Pasha

Professor,
Vice- Principal, Nimra College Of Bus. Mgt, Nirma Nagar Ibrahimpatnam Vijayawada, INDIA

Dr. Yogendra Nath Mann

Former Associate Professor ,
Dr. Gaur Hari Singhanian Institute Of Management & Research, Kanpur

Rajalakshmi Shreenath

Associate Professor,
Maharshi Arvind Institute Of Science & Management, Jaipur, INDIA

Dr. Murali Krishna Sivvam

Professor In HRM,
Dept. Of Management, College Of Business & Economics, Mekelle University, Mekelle, Ethiopia

Dr. Sangeeta Mohanty

Assistant Professor, Biju Pattanaik University Of Technology,
Academy Of Business Administration, Balasore, Odisha, INDIA

Dr. Vuda Sreenivasarao

Professor & Head , Department Of Computer Science & Engineering,
St. Mary's College Of Engineering & Technology, INDIA

Dr. Noor Afza

DOS & Research In Business Administration,
Tumkur University, Tumkur

Prof.(Dr.) Bharat Raj Singh

Associate Director & Hod-ME, SMS Institute Of Technology,
Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, INDIA

Dr. A. G. Matani

Associate Professor,
Department of Mech. Engg, Govt. College Of Engg, Amravati -444604 [M.S.], INDIA

Dr. Kaushik Kumar

Assistant Professor,
Birla Institute Of Technology, Mesra, Ranchi, Jharkhand , INDIA

Prasenjit Chatterjee

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

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.Prakash

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

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



www.ijmra.us

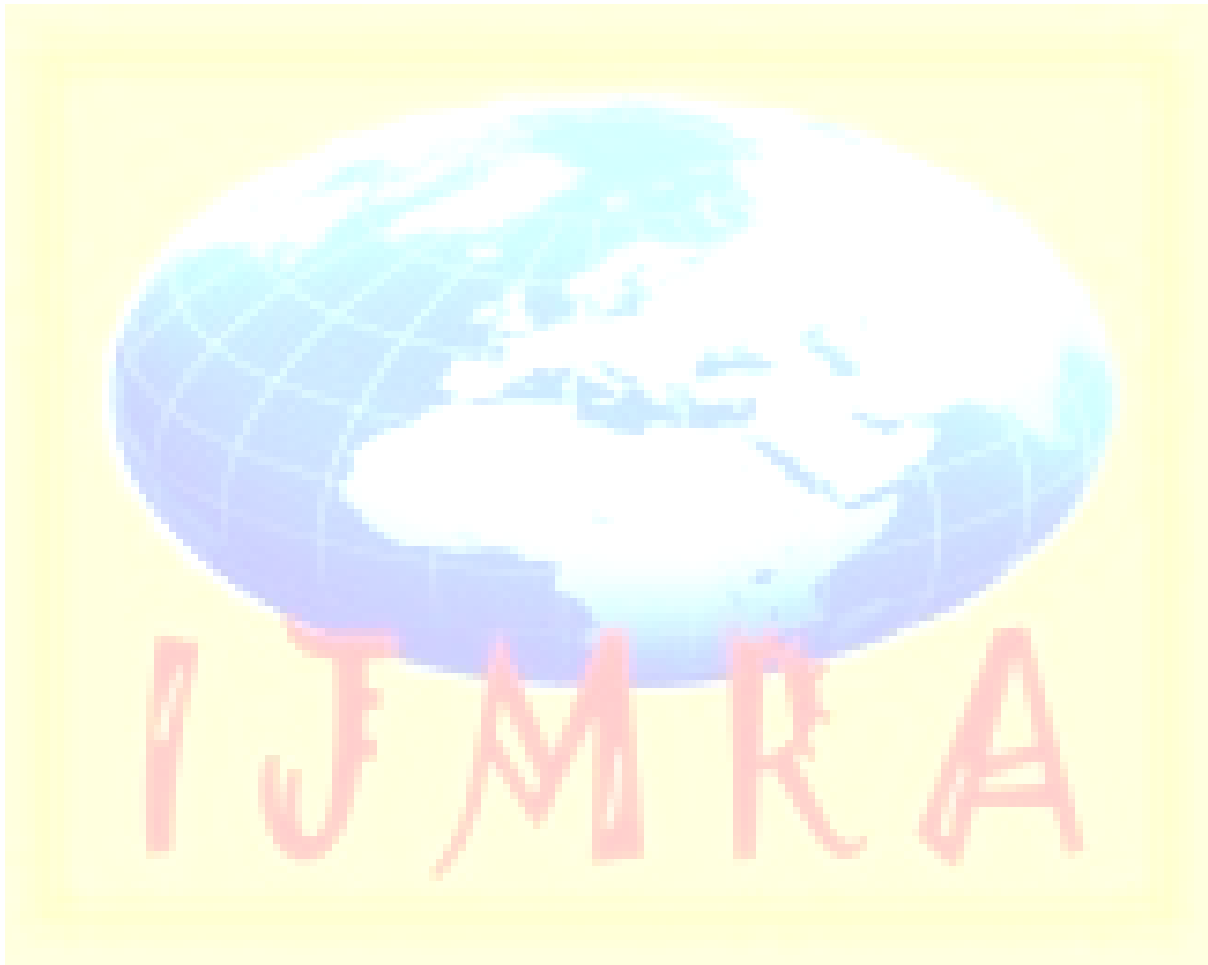
November 2012
Volume-2, Issue-11

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON



**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR(S)	Page No.
<u>1</u>	Pitch Process & It's Importance In Advertisement. VINAY RAJ R	<u>1-11</u>
<u>2</u>	Microbial Cellulases And Their Applications In Textile Processing. Dr. Kiro Mojsov	<u>12-29</u>
<u>3</u>	Optimizing Data Mining Tasks Using Rbf Neural Networks. Ch.Srinivasa Rao, G.Y.Raja Kumar, G.Prasada Reddy and R.Bharat Kumar	<u>30-39</u>
<u>4</u>	Tracking On the internet Assessments through Information Visualization. Anusha.Y	<u>40-69</u>
<u>5</u>	Surveying The Relationship Between Organizational Justice Dimensions And Organizational Citizenship Behavior In Islamic Azad University Branches Of Ardebil Province. Mohammad Roohi, Mohammad Feizi and Qader Vazifeh Damirchi	<u>70-81</u>
<u>6</u>	Calculation the Efficiency of Refah Bank Using Data Envelopment Analysis (DEA) Me. Abdolali Monsef, Amir Hortamani and Sanaz Abbaspour	<u>82-133</u>
<u>7</u>	Marketing Of Banking Services. Dr. S.MAYILVAGANAN and G.KARTHIKEYAN	<u>134-139</u>
<u>8</u>	Dirty Harry (Case Study). Omer M. Othman Domoro and Syed Omar Syed Agil	<u>140-149</u>
<u>9</u>	Customer Satisfaction For Plastic Moulded Furniture Products of Kisan Moulding Limited, Bangaloure. Dr. L. Leo Franklin and S.A.Sirajudeen	<u>150-165</u>
<u>10</u>	Factors That Hamper The Adoption Of EGOVERNMENT. Bogdan Calin VELICU	<u>166-175</u>
<u>11</u>	Images Created Through Advertisement: Multi Dimensional Scaling Approach. Dr. Sangeeta Mohanty	<u>176-188</u>
<u>12</u>	An exploratory study on the loyalty or variety seeking purchase pattern of different brands of toilet soaps among a set of Management students. Vinod Urath and N.R. Narayanan	<u>189-204</u>
<u>13</u>	Liquidity Management In Financial Institutions In Nigeria. SIYANBOLA and TRIMISIU TUNJI	<u>205-220</u>
<u>14</u>	Corporate Social Responsibility: Conceptualisation And Potential Benefits For Firms Implementing. Lalita Kumari	<u>221-238</u>