LIST OF FIGURES

Sr. No.	Figures No.	Name of Figures	Page No.
1	3.1	The Traditional Hierarchy	15
2	3.2	The Virtual Corporation - A network of organizations working independently to bring a product to market	16

CHAPTER 1

INTRODUCTION TO THE STUDY

1.1 Introduction

1.2 Purpose of the Study

1.3 Statement of research problem

1.4 Hypothesis of the study

1.5 Objectives of study

1.6 Scope of the study

1.7 Importance of the study

1.8 Research Methodology

1.9 Chapterisation