

B I B L I O G R A P H Y

(A) BOOKS.

1. Lokesh Koul "Methodology of Educational Research".
Vani Educational Books,
New Delhi.
2. John W. Best "Research in Education"
Prentice Hall in India
(Pvt.) Ltd. New Delhi-1963
3. C.R. Kothari "Research Methodology"
Wiley Eastern Ltd. New
Delhi, 1985.
4. Kulkarni,
Pradhan Patil. "Modern Marketing Research"
Himalaya Publishing House
Bombay 1977.
5. Sattar Khan, KS "Marketing Research"
Nair
Noble Publishing House,
Bombay 1977.
6. J.C. Sinha "Principles of Marketing &
Salesmanship".

7. Maynard, Beckman Principles of Marketing.
The Ronald Press Co. New York, 1946.
8. C.B. Memoria & R.L. Principles & Practice of
Joshi Marketing in India
"Kitab Mahal" Allahabad, 1982.
9. S.A. Sherkekar "Modern Marketing" Himalaya
Publishing House, Bombay 1981
10. Fillippo K.B. "Principles of Management"
Mc.Graw Hill Kogakvsh Ltd.
New Delhi - 1976-
11. Dr. KS Kamat New Dimension of Cooperative
Management, IIIRD edition 1977
12. Memoria, Saksena Cooperation in India,
Kitab Mahal 1973.
13. R.B. Tyagi Recent Trends in Cooperative
Movement.
14. Dr. BS Mathur "Cooperation in India"
Sahitya Bhavan Agra 1986.

REPORTS.

1. Annual report of "Sheti Padvidhar Krishi Udyog
Vikas Sahakari Sanstha Ltd. Kolhapur - from 1980-81
to 1985-86, as well as bye-laws of the organisation.