INDEX

Chapter	Contents	Page
Number	Contents	No.
	Institute Recommendation	Ĩ
	Declaration by Student	ĬI
	Declaration by Guide	III
	Acknowledgement	IV
	Introduction to the Study	1
	1.1 Introduction	2
	1.2 Research Problem	2
	1.3 Statement of Research Problem	2 3 3
	1.4 Hypotheses of the Study	3
1	1.5 Objectives of the Study	4
	1.6 Scope of the Study	4
	1.7 Importance of the Study	4
	1.8 Research Methodology	.4
	1.9 Chapterization	8
2	Review of Literature	9
	2.1 Introduction	10
	2.2 Educational disciplines	10
	2.3 Gender differences and education	12
	2.4 Methodological review	13
	Conceptual Background	15
	3.1 Introduction	10
3	3.2 New product development	17
	3.3 Students as customers	18
	3.4 Product and service quality	18
	3.5 Kano Satisfaction Model	20
	3.6 The Kano methodology	27
	Data Analysis and Interpretation 4.1 Introduction	31
		32
	4.2 Data analysis of total students of three	32
	Management Institutes	
	4.3 Data analysis of female students of three	46
	Management Institutes	
	4.4 Data analysis of male students of three	57
	Management Institutes	
4	4.5 Data analysis of Arts graduate students of three	67
	Management Institutes	
	4.6 Data analysis of Commerce graduate students	76
	of three Management Institutes	
	4.7 Data analysis of Science graduate students of	86
	three Management Institutes	
	4.8 Data analysis of Professional course graduate	96
	students of three Management Institutes	
	4.9 Data analysis of KBPIMSR, Satara students	106
	4.10 Data analysis of VPPIMSR, Sangli students	116

	4.11 Data analysis of DRKCC, Kolhapur students	126
	4.12 Comparison between Genders for the Responses to	137
	the Questions	
	4.13 Hypotheses Testing	138
5	Findings and Suggestions	144
	5.1 Introduction	145
	5.2 Findings	145
	5.3 Suggestions	154
	Annexure	163
	References	174

VI

1