

BIBLIOGRAPHY

BOOKS

Banerjee, A.K. (1990) :

"Negotiable Instruments Act, 1881", 1st Edn., CTJ Publications, Delhi.

Bender, Paul S. (1976) :

"Design and Operation of Customer Service System", Mamcon.

Dale, Littler (1985) :

"Marketing and Product Development", Heritage Publishers, New Delhi.

Davar, Rustom R. (1979) :

"Modern Marketing Management", 5th Edn., Progressive Corporation P.Ltd., Bombay.

Cundiff, E.W., Still, R.R. and Govani, N.A.P. (1980) :

"Fundamentals of Modern Marketing", 3rd Edn., Prentice-Hall of India, New Delhi.

Ganon, Thomas G. (1971) :

"Product Service Management", Taraporewala Publishing Industries P.Ltd., Bombay.

Kotler, Philip (1990) :

"Marketing Management", 6th Edn., Prentice-Hall of India Pvt.Ltd., New Delhi.

Kulkarni, P.V., Pradhan, S.G. (1986) :

"Modern Marketing Research", Himalaya Publishing House Bombay.

Kothari, C.R. (1989) :

"Research Methodology", 5th Reprint, Wiley Eastern Limited, New Delhi.

Mamoria, C.B. and Mamoria, Satish (1989) :

"Marketing Management", 3rd Edn., Kitab Mahal Publications, New Delhi.

Mamoria, C.B. and Joshi (1987)

"Principles and Practice of Marketing in India", 9th Edn., Kitab Mahal Publications, Allahabad.

Rajagopal (1957) :

"Rural Marketing in India", Renaissance Publishing House, Delhi.

Saini, D.R. (1986) :

"Marketing - A Behavioural Approach", Printwell Publishers, Jaipur.

Sherlekar, S.A. (1984) :

"Marketing Management", 3rd Edn., Himalaya Publishing House, Bombay.

Stanton, William J. (1985) :

"Fundamentals of Marketing", 7th Edn., Mc-Graw Hill International Book Co., Auckland.

Srivastava, S.C. (1988) :

"Foundations of Social Research & Economic Techniques", 1st Edn., Himalaya Publishing House, Bombay.

Deshmukh (Dr.), Prabhakar (1986)

"Vipanan Vyavasthapan" (Marathi), Vidhya Prakashan, Nagpur.

Karnik, Madhu Mangesh (1980) :

"Sindhudurg Jilhyachya Vikasachi Disha" (Marathi),
Sindhudurg Sanskritik Kendra Prakashan, Sindhudurg.

Matkar, Jayanand (1989)

"Konkan - Swapna ani Vastava" (Marathi), Vainateya
Prakashan, Sawantwadi.

PERIODICALS

'Indian Auto', (monthly), Delhi, May 1991.

GOVERNMENT PUBLICATION

Government of Maharashtra, Directorate of
Information and Public Relations (1990)
"Maharashtratil Jilhe - Sindhudurg", (Marathi).

2-Wheeler MANUFACTURERS' MANUALS

Bajaj Auto Limited, Pune :

"Owners' Manual"

Escorts Limited, Faridabad :

"Owner's Handbook"

Lohia Machines Limited, UP :

"Owner's Handbook".