



**UTTARANCHAL
UNIVERSITY**

UTTARANCHALUNIVERSITY

ArcadiaGrant,P.O.Chandanwari, Premnagar,Dehradun, Uttarakhand-
248007,INDIA

Detailed Course Structure & Syllabus of Pre Ph.D. (Management) Course Work (As per CBCS system) W.E.F Session 2022-23



**Course Structure of the Pre-Ph.D (Management) Course Work:
Applicable for Batch: 2022-23**

SCHEME OF EXAMINATION

**Ph.D(Management)
(Effective from Academic Year 2022-23)**

Under Choice Based Credit System (CBCS)

Course Structure of the Pre-Ph.D (Management) Course Work:

Applicable for Batch: 2022-23

Scheme of Pre-Ph.D. Course Work

S.No	Course Code	Subject	Credits	Evaluation - Scheme							
				Period			Sessional			Examination	
				L	T	P	CT- I	CT- II	Total	ESE	Sub. Total
Courses											
1.	RM-101	Research Methodology	4	4	0	0	20	20	40	60	100
2.	RM-102	Computer & Stats Application in Research	2	2	0	0	20	20	40	60	100
3.	RPE-103	Research & Publication Ethics	2	2	0	0	20	20	40	60	100
4.	DSE-104	Discipline Specific Electives	3	3	0	0	20	20	40	60	100
5.	RS-105	Seminar Presentation	2	0	0	4	20	20	40	60	100
		Total	13	11	0	4	100	100	200	300	500

List of Electives

S. No.	Course Code	Course Name
1	HR-1 (104)	Human Resource Management
2	FC-2 (104)	Finance
3	MT-3 (104)	Marketing



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

SYLLABUS

of

Ph.D(Management)



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RM-101	Credit	4
Year/Sem	1/1	L-T-P	4-0-0
Course Name	Research Methodology		

Objectives of the Course:

1. To Equip the Students with the Concept and Methodology of Research.
2. To provide knowledge about type of research, preparation of reports and thesis, designing of Research using Scientific Methods.

UNIT I (Total Topics- 7 and Hrs-12)

Introduction to Research: Definition, Nature and significance, Role and Objectives; Types of Research: exploratory, descriptive, experimental and diagnostic research, social and legal research and traditional, analytical, empirical & fundamental research, Doctrinal and non-doctrinal research methods; Various Research Designs; Scientific Research Process: Overview, Problem identification and formulation of research statement.

UNIT II (Total Topics- 7 and Hrs- 12)

Data Collection: sources, primary and secondary methods, significance of Primary and Secondary Data, questionnaire Vs. schedules; Data Processing: Editing, Coding Organization and Presentation; Attitude Measurement and scaling: Measurement Scales, Sources of Errors in Measurement, Techniques of Developing Measurement Tools, Classification and Testing (Reliability, Verification and Validity) Scales, Designing Questionnaires and Interviews.

UNIT- III (Total Topics- 5 and Hrs- 10)

Sampling, Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions: Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors, Concept of Permutation, Combination & Probability for research analysis.

UNIT-IV (Total Topics- 5 and Hrs- 10)

Interpretations and Report Writing: Meaning of Interpretation, Techniques of Interpretation, Precautions in Interpretation, Significance of Report Writing, Steps in Report Writing, Layout of Report and Precautions in Writing Research Reports. Limitations of RM: Ethics in Research, Philosophical Issues in Research.

CO1. Acquire in-depth knowledge of various fundamentals, theories and principles related to the research and apply the acquired knowledge in carrying out research studies in the area of interest.

CO2. Identify, formulate and critically investigate research problems by applying research-oriented knowledge and analyze relevant data to reach certain conclusions in the form of alternative solutions to these problems.

CO3. Apply the acquired knowledge and skills to develop minds to think out of the box while carrying out research operations to conclude something.

CO4. Apply parametric and non-parametric statistical tests to verify the developed hypothesis to suggest innovative solutions to the problem being investigated.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Reference Books

1. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.
3. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
4. Naresh Malhotra, Marketing Research : An Applied Orientation, Pearson publication David Nachmias and ChavaNachmias, "Research Methods in the Social Sciences", New York: St.Marlia's Press.
5. Bhattacharya, D. K. (2004) Research Methodology, New Delhi, Excel Books.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RM-102	Credit	2
Year/Sem	1/1	L-T-P	2-0-0
Course Name	Computer & Stats Application in Research		

Objectives of the Course:

1. To appraise computational skills for research application.
2. To assess statistical method for research analysis.

UNIT I

Characteristics of Computers, Evolution of computers, computer memory, computer generations, Basic computer organization; System software, Application software, introduction to operating system, single user, multi-user, multi-tasking single tasking, application of computer for business and research, MS-windows, Linux .Application of Internet in research : INFLIBNET, Use of Internet, sights (DOAJ), Use of E Journals, Use of E library, use of EBSCO HOST online database of Academic Libraries. Subject/field specific tools on www.freeware.com

UNIT II

Computer Application in Research,. Basic concept of Computer, Use of Internet for Research Purpose: E-mail, WWW, Web browsing, technical skills, drawing inferences from data, Research publishing tools-MS Word, Adobe acrobat, Graphics tool-MS Excel, Presentation tool-MS Power, Data Analysis Software and Analysis Techniques point. Creating presentation and adding effects, Introduction to Data analysis software-SPSS: Definition, objectives and features, data analysis using SPSS.

UNIT- III

Statistical methods for research application in analysis of data, Measurement in Research , data interpretation, Measures of Central Tendency, Measures of Dispersion, Measures of Asymmetry (Skewness), std deviation, Measures of Relationship, Simple Regression Analysis, Correlation and Regression, Partial Correlation.

UNIT-IV

Statistical Tools-Hypothesis and Hypothesis Testing: Parametric & Non-Parametric Tests, Important Parametric Tests ,Hypothesis Testing of Correlation Coefficients ,U Test, Chi Square Test, ,T-Test.Analysis of Variance (ANOVA) , The Basic Principle of ANOVA ,ANOVA Technique, Setting up Analysis of Variance Table, Short-cut Method for One-way ANOVA, Coding Method, Two-way ANOVA .

Course Outcomes:

- CO1.** Acquire knowledge of concept of computer with application in Research.
- CO2.** Apply acquired knowledge of computer for presentation skills.
- CO3.** Acquire knowledge of statistical methods for Research.
- CO4.** Apply acquired knowledge to describe the inductive nature of quantitative data analysis.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Reference Books

1. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.
2. Brymann, Alan and Carmer, D. (1995) Qualitative data analysis for social scientist, New York, Routledge Publication.
3. Jain, Satish: "Introduction to Computer Science and basic Programming." BPB Publications, New Delhi, 1990. •
Rajaraman, V., "Fundamental of Computers", Prentice Hall of India, New Delhi, 1996.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RPE-103	Credit	2
Year/Sem	1/1	L-T-P	2-0-0
Course Name	Research& Publication Ethics		

Objectives of the Course:

Its objectives to provide knowledge about ethics and code of research publication with concept of plagiarism.

UNIT I (Total Topics- 2 and Hrs-8)

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

UNIT II (Total Topics- 5 and Hrs- 5)

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

UNIT- III (Total Topics-7 and Hrs-7)

1. Publication ethics: definition, introduction and importance
2. Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

UNIT- IV (Total Topics-4 and Hrs-4)

Practice

Open Access Publishing

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/ Journal suggestion tools viz. JANE, Elsevier Journal finder, Springer Journal Suggester, etc.

CO1. Recognize the basics of philosophy of science & ethics, research integrity, publication ethics and theories of research ethics.

CO2. Familiarize with important issues in research ethics, research integrity, scientific misconduct and misinterpretation of data.

CO3. Analyze the best practices for publications, publication ethics and identify the predatory publishers & journals.

CO4. Demonstrate & use plagiarism software tools, open-source software tools, citation databases and



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

research metrics.

CO5. Publish credible & scholarly publications in reputed peer-reviewed journals.

References-

Research and Publication Ethics, Dr Sumanta Dutta, Bharti Publications, 2021

Research and Publication Ethics, Dr Santosh Kumar Yadav, Anne Publications, 2020



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RS- 105	Credit	2
Year/Sem	1/1	L-T-P	0-0-4
Course Name	Seminar Presentation		

Objectives of the Course:

Main objective of this course is to develop presentation skills in the scholars and knowledge about review of literature so that they can review properly for utilisation in their research work.

Seminar Presentation-Candidate/Research Scholar has to go through the review of literature in the concerned field of research. Review of literature guidelines will be given by the concerned faculty/Dean of Department/School/College. Research Scholar has to prepare presentation on review of literature in the concerned field/ topic assigned by the department (DRC) periodically during course work. There will be minimum 3 presentations of review of literature during pre-Ph.D. course work.

- First presentation will be required in DRC/FRC for review of literature with concerned Department focus on area of research. It will be evaluated and assessment sheet will be sent from Department to Dean Research & Studies office.
- Similarly second presentation will be required by research scholar with extension of first presentation and more number of references would be added.

Internal & end term examination marks will be as per scheme. Each presentation is to be assessed by the department as per instructions from Dean-Research & Studies.

Final presentation would be required at the time of end term/sem. examination on proposed synopsis. General guidelines would be issued by Dean-Research for seminar presentation.

Course outcomes

CO1. Research Scholar would be able to develop & explore the review of literature in concerned area.

CO2. Analyze review of literature critically for finding the research gap.

CO3. Apply acquired knowledge in making systematic seminar presentations.

CO4. Apply acquired knowledge for improving development of all-round research.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	HR-1 (104)	Credit	3
Year/Sem	1/1	L-T-P	3-0-0
Course Name	Human Resource Management		

Objectives of the Course:

To enable the scholar to explore the concepts and techniques of HRM that will facilitate in opting appropriate topics for research and comprehend the theoretical background in the domain of research.

UNIT I (Total Topics - 05 and Hrs. - 10 hrs.)

Introduction to Human Resource Management: Evolution of HRM, Concept, Objectives and Function of HRM, Qualities and Roles of HR Manager, Emerging Challenges of Human Resource Management.

UNIT II (Total Topics - 09 and Hrs. - 12 hrs.)

Acquisition of Human Resource Management: Job Analysis: Job Description and Job Specification. Methods of job analysis, Human Resource Planning: Purpose and Process, Recruitment and Selection: Source of Recruitment, Stages in Selection Process and techniques, Training: Training Needs, Training Methods, Career Planning and Development, Succession Planning.

UNIT- III (Total Topics - 06 and Hrs. - 12 hrs.)

Performance Appraisal and Employee Mobility: Concept, objective and Process of Performance Appraisal, Techniques of Performance Appraisal, Performance Management, Balanced Scorecard, Competency Mapping. Mobility - Promotion, Transfer, Separation: Lay-Off, Retrenchment, Voluntary Retirement Scheme.

UNIT-IV (Total Topics - 06 and Hrs. - 12 hrs.)

Compensation Management: Concept, Importance, Components of Compensation, factors Influencing compensation level, Job evaluation and its Process; Fringe Benefits, Incentive and its types.

UNIT-V (Total Topics - 05 and Hrs. - 14 hrs.)

Industrial Relations: Concept and Significance of Industrial Relations. Three parties to IR, Trade Union concept objective its importance, Employees' Grievance redressal, Industrial Disputes Causes and Settlement machinery. Collective Bargaining.

Course outcomes

CO1. To comprehend the concepts and techniques of HRM within the field of research.

CO2. To understand the need for HR research to uncover the solutions to the problem of HR.

CO3. Develop an analytical skill to carry out qualitative and quantitative research in the field

of HR.

CO4. To analyze the current policies and practices through HR research.

CO5. To apply new ideas, methods and ways of thinking in the field of research

Reference Books

1. Ivansevich. *Human Resource Management*, TMH.
2. Mathis, Robert L & Jackson, John H. *Human Resource Management*, South Western College Publishing.
3. Muller Camen, & Croucher Leigh. *Human Resource Management: A case study approach*, Jaico Publishing House.
4. DeCenzo David & Robbins Stephen. *Personnel/ Human Resource Management*, Prentice Hall.

Text Books:

1. Aswathappa, K. *Human Resource and Personnel Management*, TMH.
2. Rao, VSP. *Human Resource Management: Text and Cases*, Excel Books.
3. Khanka S.S. *Human Resource Management*, S. Chand



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)
(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	FC-2 (104)	Credit	3
Year/Sem	1/1	L-T-P	3-0-0
Course Name	Finance		

Objectives of the Course:

To acquaint the students with the empirical evidence on various issues in finance, to prepare the students apply various concepts and theories in finance and equip them to identify research gaps and develop a framework of research in finance. The emphasis must be on reading and understanding of seminal as well as applied research papers which have provided empirical evidence on various issues and puzzles in finance.

UNIT I (Total Topics - 8 and Hrs. - 15 hrs.)

Corporate Finance: - Capital Budgeting Decision, practice and empirical evidence. Corporate Financing Decision, practice and empirical evidence regarding packing order, signalling, asymmetric information, effect of taxes and emerging theories of capital structure. Dividend Decision- theories, policies, practice and empirical evidence regarding Signalling hypothesis, effect of asymmetric information etc., Factors affecting capital structure choice (Micro factors like Size, Profitability, Liquidity, Tangibility, Corporate Governance etc. and Macro factors like Tax rates, Economic policies, Capital market conditions etc.), Working Capital Management, Mergers & Acquisitions and other forms of corporate restructuring- research issues and empirical evidence.

UNIT II (Total Topics - 4 and Hrs. - 10 hrs.)

Financial System- Markets and Institutions: Financial system- Research issues and empirical evidence. Banking- Efficiency, regulation, crisis and empirical evidence. Securities Markets. Derivatives Market. Bond market: Research issues and empirical evidence.

UNIT- III (Total Topics - 5 and Hrs. – 15 hrs.)

Investment Management: Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis- empirical evidence and research issues. Asset pricing- Capital Asset Pricing Model and Non-Standard forms of CAPM- testing methodologies and empirical evidence. Empirical evidence on various stock market anomalies (such as Size Effect, Value Effect, Prior Return Effect, Seasonality Effect etc.).

UNIT-IV (Total Topics: 4 and Hrs. – 10 hrs.)

Multinational Financial Management: Its organization, Opportunities and challenges of Multinational Corporations; Foreign Exchange Markets: Spot market, Forward market. Mechanism of foreign exchange management, Derivatives: forwards, futures, options, swaps.

UNIT-V (Total Topics - 7 and Hrs. – 10 hrs.)

Contemporary Issues in Finance: Contemporary issues in all areas of finance such as — Financial crisis management, volatility spill over across financial markets, financial market integration, real options, socially responsible investing (SRI), ethical investing, financial



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

modelling etc). Research papers dealing with contemporary issues should be discussed.

Course outcomes

CO1. Acquire in depth understanding of the implications of the overarching strategic objectives of the organization for the finance function.

CO2. Understand the role and function of the financial system and awareness about the current structure and regulation of the Indian financial services sector.

CO3. Develop a broad knowledge and understanding of portfolio management and investment analysis.

CO4. Analyse, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.

CO5. Examine relevant regulatory frameworks and ethical considerations applicable to contemporary issues in finance and analysis and communicate through research findings from the industry and academic evidence on some selected contemporary issue.

Reference Books

Text Books:

1. Dhmiya Sanjay. Financial Accounting for Managers, Pearson.
2. Atkinson Anthony & Kaplan Robert. Management Accounting, Pearson.
3. Khan and Jain. Management Accounting, Tata McGraw Hill.
4. Pandey, I.M. Management Accounting, Vikas Publishing

Reference Books:

1. Maheshwari S.N & Maheshwari S K. *A Text Book of Accounting for Management*. Vikas.
2. Gupta Ambrish. *Financial Accounting: A Managerial Perspective*. Prentice Hall.
3. Mukherjee. *Financial Accounting for Management*, TMH.



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	MT-3 (104)	Credit	3
Year/Sem	1/1	L-T-P	3-0-0
Course Name	Marketing Management		

Objectives of the Course:

The objective of the course is to enable the scholars to gain the insights to marketing, consumer behaviour, service marketing and market research. To enable them to identify research problem by exploring emerging areas of research in marketing.

UNIT I Introduction to Marketing (Total Topics - 11 and Hrs. - 15 hrs.)

Introduction to Marketing, Core Marketing Concepts, Scope and Importance of Marketing, Marketing Vs Selling, Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment, Marketing Challenges, Strategic Planning in Marketing Management, Marketing Planning Process, Marketing Mix - Product: New Product Development, Product Life Cycle, Product Mix decisions, Branding, Packaging, Labelling, Price: pricing and different methods of pricing, Place: Distribution, level of distribution, Promotion: promotion and promotional mix.

UNIT II Consumer Behaviour (Total Topics - 14 and Hrs. - 15 hrs.)

Nature, Importance and Scope of Consumer Behaviour, Types of Buying Behavior, Market Segmentation, Basis of Segmentation, Targeting & Positioning, Consumer Research, Consumer Decision-Making Process, Family Buying Behaviour, Post purchase behaviour, Consumer behaviour models, Consumer Motivation, Consumer Learning, Personality, Self-concept, Perception, Consumer Satisfaction

UNIT- III Marketing of Services (Total Topics - 08 and Hrs. - 10 hrs.)

Nature of Marketing of Services, Classification of services, Characteristics of services, Services v/s Physical Goods, Different types of service Attributes, Service Marketing Mix, Service product, 'People' Element in Services, Service Quality, Applications of Marketing of Services: Financial sector, IT, Tourism, Travel, Hospital, Education, Banking, Telecom, Transport

UNIT-IV Marketing Research (Total Topics - 08 and Hrs. - 10 hrs.)

Marketing Research: Need for market research, types of marketing research, stages of marketing research, Research Methods in Marketing – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.

UNIT-V Emerging issues in Marketing (Total Topics - 13 and Hrs. - 10 hrs.)

Green marketing, Rural and agricultural Marketing, Social Marketing, Network Marketing, Viral and Buzz Marketing, Cause Related Marketing, Event Marketing, Nucleus Marketing, Neuro-Marketing, International Marketing, Guerrilla marketing, Digital marketing, Holistic Marketing, Entrepreneurial Marketing



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)

(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

CO1. Acquire in-depth knowledge of core marketing concepts, approaches to modern marketing & Marketing Mix and apply these concepts for new Product Development & Promotion.

CO2. Comprehend Consumer Research Process for effective Segmentation, Targeting & Positioning; Acquire knowledge of Consumer Decision Process, Pre and Post Purchase Behaviour & Models of Buying Behaviour; and apply critical thinking in purchase decision.

CO3. Identify various concept of service marketing, relate the role of people element in services delivery; analyze the key issues of service quality & suggest innovative ideas to meet customer expectations

CO4. Recognize the basic concepts, types & stages of marketing research and apply these research-oriented skills for effective marketing strategies.

CO5. Explore various emerging issues in marketing like green marketing, social marketing, neuro-marketing, international marketing and digital marketing etc. and discover their contemporary scenario around the globe.

Reference Books

1. Kotler, P. and Armstrong, G. (2015). *Principles of Marketing*. New Delhi: Pearson Education.
2. Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., 3rd Edition.
3. Schiffman L.G., Kanuk, L.L & Kumar, S.R. Consumer Behavior, Pearson.
4. Kazmi & Batra, Consumer Behaviour, Excel books
5. Srinivasan, R. Services Marketing, PHI Learning
6. Lovelock, C.H Service Marketing, TMH
7. Naresh K. Malhotra, Essentials of Marketing Research, Pearson