International Journal of Management and Economics

CHIEF EDITOR

Dr. W. K. SARWADE

M.Com, M.B.A., Ph.D.
Former Head, Department of Commerce
And

Former Director, Department of Management Science Dr. Babasaheb Ambedkar Marathwada University, Aurangabad-431004

EDITORIAL BOARD

Prof. M.W. Wikramarachachi

Former Dean, Faculty of Commerce and Finance Sri Jaivardhanepura University Srilanka

Prof. Rao K.V.

Professor of Commerce and Management Rector, Vice Chancellor In-Charge, Acharya Nagarjuna University, Guntur,

Prof. Chun Hua Susan Lin

Dean, Faculty of Business Management, Taiwan Shoufu University, Taiwan

Prof. Natalya (Natasha)

Dean and Director, Business Programme Cameron School of Business, Delcoure University of St. Thomas Houston, Texas

Dr. M. Ramachandra Gowda

Professor and Chairman Faculty of Commerce Bangalore University, Bangalore

Prof. B. Ramesh

Ex.Dean, Faculty of Commerce
University of Goa
President, All India Commerce Association
(2010-2011)
President, Indian Accounting Association
(1999-2000)

Prof. Moh.D. Akbar Ali Khan

Vice- Chancellor Telangana University Nizamabad, A.P.

Prof. Vernekar Sachin

Director,
BhartiVidyapeeths University of
Management
New Delhi

Prof. Frantisek Bozek

University of Defence Kounicova, Czech Republic

Dr. Syed Azharuddin

Associate Professor Department of Commerce Dr. Babasaheb Ambedkar Marathwada University aurangabad

ADVISORY BOARD

Prof. P. Purushotham Rao

Former Dean, Faculty of Commerce Osmania University, Hyderabad.

Prof. S.S. Thrikawala

Dept. of Commerce and Financial Mgt. University of Kelaniya, Srilanka

Prof. Yong Chen Chen

Professor of Commerce University of Malaysia, KulalLumpur Malaysia Arabia

Prof. Pramela Krish

Dean, School of Commerce and Economics University Kebangsaan, Malaysia

Dr. Ravichandran Moorthy

Professor of Commerce and Management National University, Malaysia

Prof. Seperantasofia Milancouici

Western University Vasile goldlsarad Romania

Prof. Ferdous Farazi

Binti School of Asia-Pacific studies, Waseda University, Tokyo

Dr. Mwafaq M. Dandan

Professor of Economics and Finance Aljouf University Kingdom of Saudia

Prof. B. Shivaraj

Dean & Director, Faculty of Management Science, University of Mysore, Mysore

Prof. H. Venkateshwaralu

Former Dean, Faculty of Commerce Osmania University, Hyderabad

□ Fourth Edition

June - 2012

Printed in Aurangabad ISSN NO: 2231-4687

Chetan Publications, Aurangabad

Regd. No.: 173/47361/2011

Chief Editor

Dr. W. K. Sarwade

Copyright © Dr. Chaitali Sarwade, 2012

All rights reserved. No part of this journal may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, mechanical, photocopying, recording, or otherwise without, the prior written permission of the Author.

□ Publisher & Printer

Chetan Publications Aurangabad Plot No. 30/A,"Vaishwabhu" SangamitraPark,Vasundhara Colony Bhavsinghpura Road, Post Cantt. Aurangabad—431004

□ Subscription (Annually) Rs. 2000/- Four Issues (Postage Rs. 500/- Extra for Outstation Subscribers)

Foreign Subscription \$200

INTERNATIONAL JOURNAL OF MANAGEMENT AND ECONOMICS

Vol. I No. 4 JUNE 2012

CONTENTS

| 1 | Mutual Funds in India: A case study of selected schemes | Dr. B.Sandhya Rani |
|----|--|---|
| 2 | Unorganized Employees tribulations in Bangalore cluster: A case study of selected manufacturing units in four industrial areas | Dr. Malikarjuna N.C Prof. B. Shivraj |
| 3 | Impact of Service Quality on Apparel Retailing Sector A case study of Selected Stores in Hyderabad and Secundrabad | |
| 4 | Right to Education Act, 2009 Its Implications | Dr. K.A.Patil |
| 5 | Knowledge Management: A boon to business organization | Dr. Aninary Arun Kumar |
| 6 | Brand salience of the private label brads in retail | Dr. S.V. Dongardive |
| 7 | Progressive abolition of child labour in India | Dr. M.A.Raffey Mr. Kamble. B.N |
| 8 | Foreign Direct Investment in retail sectors in India | Dr. Rajapal k. Tayade |
| 9 | Gender inequity in corporate sector of India | Dr.Vidya S. Gawali |
| 10 | International relations of India with special reverence to trade in general and export in particular | Dr. S.G.Sagar |
| 11 | Third sector : An overview | Dr. Varsha .S Sukhdeve |
| 12 | Problems and potentialities of the Tourism-Industry in Maharashtra State | Dr. Prasad Madan |
| 13 | A Study of Green Marketing Initiatives by Indian Corporate Sector | Dr. W.K.Sarwade |
| | | |