



TABLE OF CONTENT OF PRINT JOURNALS



MARCH 31, 2017

KARNATAKA SANGHA'S MANJUNTHA COLLEGE OF COMMERCE
Kanchangaon, Khambalpada, Thakurli (East) - 421201

March – 2017

1. BANKING FINANCE:

Sr. No.	Title	Page No.
1	Customer relationship management(CRM) in banking sector- What more needed	29
2	Is Demonetization a panacea to the ills of the economy	37
3	A Few income tax rules every employer should know	43

2. EDUTRACKS:

Sr. No.	Title	Page No.
1	Spiritual Intelligence : An antidote 21st century view	5
2	Technology application in education with special reference to apps	10
3	Teacher as a Role-Model and mentor	14
4	Interactive whiteboards enhance classroom instruction and learning	18
5	Techno pedagogy and knowledge Management: Web 2.0 for education and knowledge Management	20
6	Awareness and Attitude of student -Teachers towards environmental education	23
7	Effect of integrated teaching program in enhancement of problem-solving skills amongst Teacher-Trainees	36
8	Aggressive teacher behavior based on pupil-Teacher perception	43

3. INDIAN JOURNAL OF MARKETING:

Sr. No.	Title	Page No.
1	Brand loyalty of customers in smartphone brands	8
2	Social media as a marketing tool: opportunities and challenges	16
3	Effectiveness of sexual imagery in advertisements and influence on purchasing behaviour of consumers in Mumbai : a study across genders and generations	29
4	Consumer Socialization process and adolescent junk food consumption in Chennai and Hyderabad	43

4. KURUKSHETRA:

Sr. No.	Title	Page No.
1	Redefining agricultural growth	5
2	Challenges in agriculture and farmers welfare	8
3	Right Thrust on rural revamping	12
4	Higher spending for higher employment and growth	16
5	Focusing on skill development & education	21
6	Digitization and possibilities for rural development	25
7	Digigaon: connecting rural India	29
8	What does it spell for renewable energy?	34
9	Swachhta Pakhwada Update Ministry of information & Broadcasting Observes Swachhta Pakhwada	36
10	Swachh Bharat mission and rural drinking water	38
11	Boosting health expenditure in rural India	41
12	Social security for better health	45
13	Swachhta soldiers in rohtas, they had to break the Band of friends	49

5. SOUTHERN ECONOMIST:

Sr. No.	Title	Page No.
1	Employee friendly companies and employee welfare	5
2	Foreign exchange market and Exchange rate	7
3	Budget 2017 proposals & its impact on Indian corporates	9
4	Union budget 2017: An analysis of banking and financial sector reforms	11
5	Performance analysis of MSME sector in India	13
6	Hortcorp-Road ahead for organic horticulture	19
7	Make In India and tall claims by the tower and toll gates on the road	23
8	Motivational aspects and preference level of migrant labour in Kerala-An assessment	27
9	Women's empowerment self-help perspectives in Kerala	33
10	Usage of non-conventional wind energy resources in India: An overview	37
11	Climate change & information communication technology	40

Sr. No.	Title	Page No.
1	The Union Budget 2017-18, focus on the need to change in Indians socio economic development	7
2	Admissions in professional colleges and educational loans scheme	9
3	Role of public and private sector in health care and health expenditure of BRICS countries: An analysis	12
4	Wise investment portfolio creation	17
5	Disability in a gender perspective: A study on Kerala	27
6	Intra Tribal disparities in Kerala	35
7	Defense allocation 2017 what about procurements?	41
8	Fiscal consolidation of Kerala: Problems and prospects	47
9	The Huddle _The Hindus thought conclave	51

6. THE INSURANCE TIMES:

Sr. No.	Title	Page No.
1	Marine Insurance-Salient features for the examinees of promotional examination, 2017	13
2	PPN System-Failure or Success	26
3	Professional Reinsurers in India since 1956	35
4	My health medisure plus From HDFC General Insurance Limited	42
5	Private Car Insurance from liberty Videocon General Insurance Company Limited	43

7. YOJANA:

Sr. No.	Title	Page No.
1	Union Budget 2017-18 Broader Analysis	7
2	Union Budget 2017-18 ; Fiscally pragmatic	13
3	Revenue mobilization efforts and the budget 2017-18	20
4	Rail Budget in new Avatar	25
5	Assessing the changes in structure and processes	31
6	SWOT analysis of the Indian economy	35
7	Highlights of the budget 2017-18	41
8	Union Budget 2017-18: A Take offer for infrastructure sector	47
9	Neo-Developmental model: Marching towards greater Glory	53
10	Union Budget 2017-18:Big Boost to Agriculture	58
11	A Budget for the youth	60
12	Improving productivity and employment growth	65
13	Transforming the real estate sector	70
14	Growth in health budget 2017-18	75
15	Weaker sections: welfare and development	79
