p/th 6521

MARKETING MANAGEMENT IN SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO UNITS IN MAKARPURA INDUSTRIAL ESTATE, BARODA.

THESIS SUBMITTED TO

The Maharaja Sayajirao University of Baroda
for the Degree of
DOCTOR OF PHILOSOPHY
in
COMMERCE

Guide:

DR. G. C. BERI

By:

PUSHYA BILLIGRAHAM

DEPARTMENT OF COMMERCE INCLUDING BUSINESS ADMINISTRATION FACULTY OF COMMERCE M. S. UNIVERSITY OF BARODA, BARODA.

SEPTEMBER 1989