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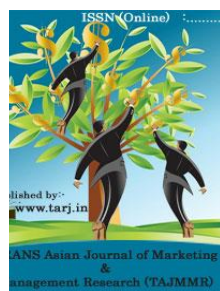
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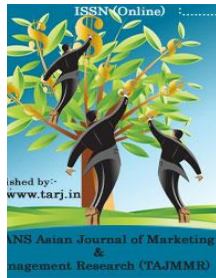


# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## ACADEMIC STRESS AMONG PROFESSIONAL STUDENTS: AN EMPIRICAL STUDY

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### ABSTRACT

*Academic stress is a significant issue among students and dealing with student's psychological stress as it is associated with mental health problems such as depression, anxiety and suicidal ideation. The latest available data indicates that more students in Asian countries such as India, China, Singapore, Korea, Japan and Chinese Taiwan are the victim of academic stress compared to students from western countries. Students have different expectations, goals and values that they want to fulfill, which is only possible if they are integrated with that of the institution. The purpose of the present study is to explore the study of academic stress among students as well to examine the relationship between all factors of academic stress (personal factors, educational factors and environmental factors) among UG and PG students. For this purpose a research instrument was developed and the data was collected from UG and PG programs run by Teerthanker Mahaveer University, Moradabad. The sample size was 179 out of which there were 91 female students and 88 male students. Respondents' age ranged from 18 to 25 years. Reliability and validity of the questionnaire was tested and finalized. Statistical tools such as t- test and Correlation were applied to come up with concrete results to further put forth certain recommendations to ease up academic stress.*

**KEYWORDS:** *Academic stress, Personal factors, Educational factors, Environmental factors*

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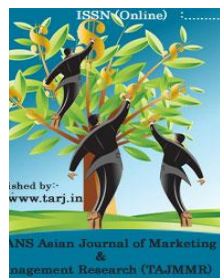
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## "TO ANALYZE THE PORTRAYAL OF DEFENCE FORCES ON NATIONAL TELEVISION"

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### ABSTRACT

*The topic of research is about the defence forces of the country which include the Army, the Navy, the Air Force, the Coast Guard and the various Paramilitary Forces like the CISF, the CRPF, the BSF, etc. The term paper covers various aspects of these forces and brings out the real issues faced by the forces and our country. The term paper involves careful analysis of what journalists usually say about the Defence forces on national television. Various matters like One Rank One Pension (OROP), the complimentary facilities enjoyed by the military personnel, the proof of the Surgical Strike, etc have been discussed. The research paper would also delve into various statements that politicians have made on national media, as politicians are reckoned to exemplify the ideology of the people of the country. The term paper will also differentiate between nationalism, Hyper-nationalism and Pseudo-nationalism and how some of these are used as tools by the politicians to fool people and used by the media organisations just for some more TRP. Above all, the term paper would highlight the real issues faced by the soldiers and would suggest what the media should do in order to make the situation better and what they should not.*

**KEYWORDS:** TRP, OROP, transparency, rigidity, modernization, implementation

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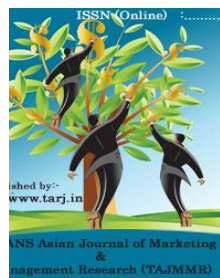
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## REVIEW OF LITERATURE ON EFFECT OF MALL ENVIRONMENT ON SHOPPERS' BEHAVIOUR

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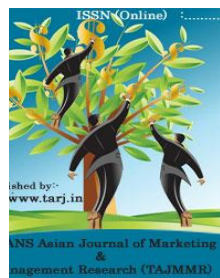
### ABSTRACT

*In India, there appears to be a mushroom growth of malls in major metropolitan cities. These malls are busy with businesses run over to crores of rupees every day and weekends. These malls witness a heavy number of footfalls every day and are really giving customers a wide range of goods, services and offering customers rich and pleasurable shopping experience (Millan & Howard, 2006). This study attempts to provide an exhaustive review of prior theoretical literature of mall shopping behaviours. Moreover, today's customers are well informed and they make shopping, after considering various factors and, once they are satisfied that shopping gives them value for money, they visit to the mall fulfilling these criteria. Further, the customers are very young in age and the lifestyle and the behavior of these customers indicate that they place much importance to the mall environment while they go for shopping. He also sounded that good ambience, such as proper layout, appropriate display of merchandise, cleanliness, courteous response of the salesmen and accessibility to stores conveniently from all quarters, led to contribute to the successful story of any retail store. Hence, the present study has been made as an attempt to analyse the effect of mall environment on shoppers' behaviour.*

**KEYWORDS:** Consumer Behavior, Buying Motives, Mall Internal Environment, Mall External Environment

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## ROLE OF TECHNOLOGY IN INFORMAL ENTREPRENEURSHIP: A CASE STUDY OF HAIRDRESSING SALOONS IN DAVANGERE

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### ABSTRACT

**Introduction:** Technology is an application of knowledge to solve the practical problems of human life. The technology is consisted of techniques, skills, methods, and processes used in the production of goods and services to achieve desired goals. Technology is not only confined to computer, devices but also machines. The role of technology is profound which helps in stability and growth of any industry and economy. The hairdressing saloons which are in informal sector are using machines to provide services. **Objectives:** The present study brings light on the role of technology in development of hairdressing saloons and perception about technology among hairdressers. The study also attempts to find the entrepreneurial qualities possessed by the hairdressing saloons and problems faced by them. **Method:** The present study is based on primary data. 30 respondents were taken from the urban and rural areas which fairly represents Davangere city. The collected data have tabulated and analysed with the help of simple statistical tools through Spss software. **Results:** Majority of 68 percent of respondents were using technology but there is no growth. Individuals in hairdressing saloons possess entrepreneurial qualities. Fiancé, labour, place, electricity power are the problems to adopt technology. **Conclusion:** There are governmental programmes to formalisation of hairdressing saloons an training programmes are designed, power facility is provided, as a result there are a

*large number organised salons can be started. The traditional hairdressing community can be protected and generates a large number of employment opportunities in the economy.*

**KEYWORDS:** *Technology, Hairdressing saloons, Informal sector, Entrepreneurship.*

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