

PACE

A Journal of Research of
Prestige Institute of Management
Dewas

RESEARCH ARTICLES

A Comparative Study on Preferred Attributes in Pension Plan between Workers and Retirees

Rahul Kaushal and Rajeev Jhalani

Age Effect on Customers Perception towards Service Quality of Post Offices

Rajeev K Shukla and Ajit Upadhyaya

An Empirical Investigation on the Nexus between Job Insecurity, Authoritarianism and Self-Esteem

Amar Kumar Mishra

A Study on India as an Emerging Power in Changing Global Political & Economic Scenario

Manvi Sharma Sood.

Celebrity Endorsement : An Effective Brand Communicator

Tomar A. Singh

Current Scenario of Foreign Trade in India

Rajesh Shroff

Dreams are not Dreams

Barkha Gupta and Anukool Manish Hyde

Drivers of Customer Satisfaction in Indian Retail Industry

Ashish Khare, Saujanya Shrivastava and Varun Kumar

Growth of Mobile Phone Subscriber in India: A Futuristic Vision

Vandit Hedau and Pragya Soni

Pragmatic Study of The Comparison of Motilal Oswal most Focused 25 Funds with Top 5 Large Cap Mutual Fund: Using Sharpe and Treynor Ratio

Jnaneshwar Pai Maroor

Role of Microfinance on Living Standard Empowerment of Women in Rural Areas

Richa Yadav and Radha Pathariya

BOOK REVIEW

Basic of Computer and Information Technology by Dr. S.K. Vijay. 2014, MP Granth Academy, Bhopal, Price: 60 INR, PP 184

Vikas Sharma

Business Communication by Dr. V.K. Jain and Dr. Omprakash Biyani 2015, S. Chand, India, Price: 250 INR, PP 277

Yogendra Singh Rajavat

Environmental Studies by Dr. Milind Kohari 2015, Ramesh Book Depot, Jaipur, No. Price: 135 INR, PP 176

Ashima Joshi

Financial Services by M.Y. Khan. 8th Edition 2015. Mc-Graw Hill Publication, India, Price: 625 INR, PP 1688

Deepak Yadav

Project Management by N.P. Agarwal, B.K. Mishra. 2015, RBD publishing House, Jaipur, India, Price: 360 INR

Sanjay Dubey

Sales and Advertising Management by G.S. Sudha. 2009, Ramesh book depot, Jaipur, Price: 300 INR, PP 314

Abhishek Tripathi

PACE

*A Journal of
Prestige Institute
of Management
Dewas*

PACE in English Language carries a rich repository of meanings: (Noun): *A Single step taken when Walking or Running; (Verb):* *Walk at a steady and consistent speed, esp. back and forth and as an expression of one's anxiety or annoyance. (Preposition):* *With due respect to (someone or their opinion), used to express polite disagreement or contradiction. PACE seeks to reflect all these in Management Research, Managerial Problem Solving and Decision Making. PACE- A Journal of Research of Prestige Institute of Management Dewas is a Bi-Annual publication of Prestige Institute of Management Dewas. Its objective is to contribute in the area of Management Research which are relevant to practicing managers and meet the standard of academic rigour.*

PATRON

Dr. N. N. Jain

Founder Chairman,
Prestige Group of Industries, Indore &
Prestige Education Society, Indore

Dr. Davish Jain,

Group Managing Director,
Prestige Group of Industries, Indore &
Vice Chairman,
Prestige Education Society, Indore

Shri Dipin Jain

Joint Managing Director,
Prestige Group of Industries, Indore,
Chairman PIMD & Treasurer,
Prestige Education Society, Indore

EDITORIAL BOARD

Editor-in-Chief

Dr. Amitabh Joshi

Managing Editor

Dr. Ashima Joshi

PACE

*A
Journal
of
Research
of*

*Prestige Institute of Management
Dewas*

Volume 5 No. 1

Editor in Chief
Dr. Amitabh Joshi

Managing Editor
Dr. Ashima Joshi

PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

PATRON

Dr. N.N. Jain

Founder Chairman

*Prestige Group of Industries &
Prestige Education Society, Indore*

Dr. Davish Jain

Group Managing Director

Prestige Group of Industries, Indore

&

Vice Chairman

Prestige Education Society, Indore

Shri Dipin Jain

Joint Managing Director

Prestige Group of Industries, Indore

&

Treasurer

Prestige Education Society, Indore

EDITORIAL BOARD

Dr. Amitabh Joshi

Editor-in-Chief

Dr. Ashima Joshi

Managing Editor

ADVISORY BOARD

Prof. Dr. Nageshwar Rao

Vice Chancellor

IGNOU

&

Former Vice Chancellor

Rajshri Tondon Open University, Allahabad

Prof. Dr. P. K. Mishra

Former Vice Chancellor

DAVV, Indore

&

Professor

Department of Business Management

Barkatullah University, Bhopal

Prof. Dr. Prabhakar Singh

Director

EMRC, DAVV, Indore

Prof. Dr. Pawan Kumar Singh

IIM Indore

Prof. Dr. Shefali Gautam

Director

SIM, Gaziabad

Prof. Dr. A. K. Singh

Research Officer

EMRC, DAVV, Indore

Prof. Dr. P. K. Sharma

Vardhaman Mahaveer Open University

Prof. Dr. Yogeshwari Phatak

Director

Prestige Institute of Management and Research Indore

Prof. Dr. S. S. Bhakar

Director

Prestige Institute of Management Gwalior

PIMD GOVERNING BODY

Shri Dipin Jain
Chairman
PIMD Governing Body

Dr. Davish Jain
Member, Nominee of the society

Prof. Dr. Nageshwar Rao
Vice Chancellor
IGNOU
&
Former Vice Chancellor
Rajshri Tondon Open University
Allahabad

Dr. B.Laxminarayan
Deputy Director
Directorate of Technical Education
Bhopal

Dr. Usha Shrivastav
Add. Director Higher Education
Ujjain Division

Dr. Deepak Gupta
Professor
Pt. Jawaharlal Nehru Institute of
Business Management Vikram University
Ujjain

Shri Deepak Yadav
Member of Governing Body
PIMD

Shri Abhishek Thripathi
Member of Governing Body
PIMD

Dr. Amitabh Joshi
Ex. Officio Member Secretary
Governing Body, PIMD

PIMD CORPORATE ADVISORY BOARD

Shri Ashok Khandeliya
Chairman
Association of Industries, Dewas

Shri L.K. Shah
Vice Chairman
MD, Dewas Metal Sections Ltd., Dewas

Shri S.C. Gandhi
Hon'ble Member
Vice Chairman, Gajra Gears Ltd., Dewas

Shri G.M. Maheshwari
Hon'ble Member
Management Consultant

Shri Piyush Mutha
Hon'ble Member
Director, Vippy Industries Ltd., Dewas

Shri Girish Mangala
Hon'ble Member
MD, Mangala Engineering Ltd.

Shri Asim Dutta Gupta
Hon'ble Member
GM, Gajra Differential Gears Ltd.

Shri Amarjeet Singh Khanuja
Hon'ble Member
Khanuja Wood Works Pvt. Ltd.

Dr. Amitabh Joshi
Member
Director, PIMD

Shri Devendra Pawar
Member
Faculty, PIMD

CONTENTS

RESEARCH ARTICLES

A Comparative Study on Preferred Attributes in Pension Plan between Workers and Retirees <i>Rahul Kaushal and Rajeev Jhalani</i>	1
Age Effect on Customers Perception towards Service Quality of Post Offices <i>Rajeev K Shukla and Ajit Upadhyaya</i>	7
An Empirical Investigation on the Nexus between Job Insecurity, Authoritarianism and Self-Esteem <i>Amar Kumar Mishra</i>	15
A Study on India as an Emerging Power in Changing Global Political & Economic Scenario <i>Manvi Sharma Sood.</i>	30
Celebrity Endorsement : An Effective Brand Communicator <i>Tomar A. Singh</i>	37
Current Scenario of Foreign Trade in India <i>Rajesh Shroff</i>	45
Dreams are not Dreams <i>Barkha Gupta and Anukool Manish Hyde</i>	50
Drivers of Customer Satisfaction in Indian Retail Industry <i>Ashish Khare, Saujanya Shrivastava and Varun Kumar</i>	52
Growth of Mobile Phone Subscriber in India: A Futuristic Vision <i>Vandit Hedau and Pragya Soni</i>	56
Pragmatic Study of The Comparison of Motilal Oswal most Focused 25 Funds with Top 5 Large Cap Mutual Fund: Using Sharpe and Treynor Ratio <i>Jnaneshwar Pai Maroor</i>	62
Role of Microfinance on Living Standard Empowerment of Women in Rural Areas <i>Richa Yadav and Radha Pathariya</i>	71
BOOK REVIEW	
Basic of Computer and Information Technology by Dr. S.K. Vijay. 2014, MP Granth Academy, Bhopal, Price: 60 INR, PP 184 <i>Vikas Sharma</i>	81
Business Communication by Dr. V.K. Jain and Dr. Omprakash Biyani 2015, S. Chand, India, Price: 250 INR, PP 277 <i>Yogendra Singh Rajavat</i>	83
Environmental Studies by Dr. Milind Kohari 2015, Ramesh Book Depot, Jaipur, No. Price: 135 INR, PP 176 <i>Ashima Joshi</i>	84
Financial Services by M.Y. Khan. 8 th Edition 2015. Mc-Graw Hill Publication, India, Price: 625 INR, PP 1688 <i>Deepak Yadav</i>	86
Project Management by N.P. Agarwal, B.K. Mishra. 2015, RBD publishing House, Jaipur, India, Price: 360 INR <i>Sanjay Dubey</i>	87
Sales and Advertising Management by G.S. Sudha. 2009, Ramesh book depot, Jaipur, Price: 300 INR, PP 314 <i>Abhishek Tripathi</i>	88

EDITORIAL

It endow me with colossal gratification • present the Volume 5, Number 01 of PACE A Journal of Prestige Institute of Management Dewas. PACE is a professional Journal stanchd to the analysis and portrayal of Management and Information Technology perspectives. It endeavor at fostering objective analysis based on scientific concepts including statistical analysis and encourages discussion on issues that radically contribute to the ongoing globalization progression and verifies the importance of understanding the concepts of management, business and technology from an International perspectives. The Journal is a scholastic platform to share ideas, nourish and endorse the culture of academic and industrial research. This biannual journal invites and attracts preeminent quality research papers from all parts of the globe and reaches to a wide array of readers and it reiterates the commitment to bridge the gap between academic world of educators and the world of practitioners.

Prestige Institute of Management Dewas focuses upon creating new avenues for Researchers in the area of Empirical Research by inculcating practical issues faced by the Industries today. The Journal has been well received by the international research and academic community.

This issue covers a wide range of topics in the form of research articles and book review.

Rahul Kaushal and Rajeev Jhalani's study is an attempt to know the preferred attributes sought by workers as well as retirees in their pension plan. Rajeev K Shukla and Ajit Upadhyaya made a fine attempt to identify age effect on customers' perception towards service quality of post office services. Amar Kumar Mishra through his research investigated the nexus between job insecurity, authoritarianism and self-esteem. Manvi Sharma Sood analysed political and economical policy of India in past two and half decades which is giving a potential shape to India internationally and helped India in becoming a major strategic partnership with world powers like US and EU. Tomar A. Singh through his research made an attempt to understand the role of Celebrity in advertisement. Rajesh Shroff made an excellent study on current scenario of foreign trade in India. Barkha Gupta and Anukool Manish Hyde primed an excellent Case study dreams are not dreams. Ashish Khare and coauthors research paper makes it understand, that how different factors affect customer satisfaction and what are the key drivers of customer satisfaction in retail industry. Vandit Hedau and Pragya Soni's research work ascertained the pattern of mobile subscriber with respect to population. Jnaneshwar Pai Maroor's research compares Motilal Oswal Most Focused 25 Fund with Top 5 large cap fund using Sharpe ratio and Treynor ratio, also volatility of this fund and funds relation with its benchmark (i.e. CNX Nifty Index). Richa Yadav and Radha Pathariya studied the role of microfinance on living standard empowerment of women in rural areas. Vikas Sharma outstandingly reviewed the book titled Basic of Computer and Information Technology by Dr. S.K. Vijay. Business Communication by Dr. V.k Jain and Dr. Omprakash Biyani was staggeringly reviewed by Yogendra Singh Rajavat. Ashima Joshi made an excellent effort and reviewed the book Environmental Studies by Dr. Milind Kothari. Book on Financial Services by M.Y. Khan was splendidly reviewed by Deepak Yadav. Sanjay Dubey stupendously reviewed Book on Project Management by N.P. Agarwal, B.K. Mishra. Abhishek Tripathi made an remarkable attempt by reviewing the book Sales and Advertising Management by G.S. Sudha.

Dr. Amitabh Joshi

Editor-in-Chief & Director

Prestige Institute of Management, Dewas

Madhya Pradesh, India.

director@pimd.edu.in

Statement of Ownership and Other Particulars About the Journal
PACE: A Journal of Research of Prestige Institute of
Management Dewas

Form V
(Rule 8)

Prestige Institute of Management Dewas
Rambagh, Vikas Nagar
A.B. Road, Dewas - 455 001

1. *Place of Publication* : Dewas
2. *Periodicity of Publication* : Bi-Annual
3. *Printer's Name* : Dr. Amitabh Joshi
Nationality : Indian
Address : PIMD
4. *Publisher's Name* : Dr. Amitabh Joshi
Nationality : Indian
Address : PIMD
5. *Editor's Name* : Dr. Amitabh Joshi
Nationality : Indian
Address : PIMD
6. *Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital* : Prestige Institute of Management Dewas, Rambagh, Vikas Nagar, AB Road, Dewas - 455 001
7. *Printed at* : UWC Print Solutions Pvt. Ltd.
1st Floor, Shri Krishna Chamber,
23-24, Dhenu Market, Indore (M.P.)
M: 73899 07273, 98262 97949

I, Dr. Amitabh Joshi, do hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated :

Sd/
Dr. Amitabh Joshi

SUBSCRIPTION ORDER FORM

I wish to subscribe PACE – A Research Journal of Prestige Institute of Management Dewas, for 1/3/5 years(s).

A draft/cheque bearing No. dated for

Rs.

(in words)

drawn in favor of "Prestige Institute of Management Dewas" is enclosed.

ONE YEAR
THREE YEARS
NINE COPY

SUBSCRIBER'S DETAIL FORM

Name and Designation

Organization

Mailing Address

.....

.....

PIN Phone (with STD / ISD code)

Fax Email :

Date

Place

Signature and Seal

PACE

A Journal of Research of Prestige Institute of
Management Dewas

Subscription Rates

PERIOD	INDIA ₹	FOREIGN Air Mail US\$
ONE YEAR	700	200
THREE YEARS	2000	500
SINGLE COPY	425	100

All correspondence on subscription, change of address, non-receipt of copies, etc should be addressed to the Chief Editor, PACE, Prestige Institute of Management Dewas, A.B. Road Dewas-MP 455001.

While corresponding with us, write your subscription number which is mentioned on the cover containing Journal.

Subscription may be sent through Crossed Cheque / Bank Draft in favour of Prestige Institute of Management Dewas.

PACE, its Editorial Board, Publisher and the Institute disclaim responsibility and liability for any statement of fact or opinion made by the contributors.

Copyright © 2015 by Prestige Institute of Management Dewas.

All Rights Reserved.

Our Associations

- All India Management Association (AIMA), New Delhi
- Association of Indian Management Schools (AIMS), Secundarabad
- Association of Management Development in South Asia (AMDISA), Hyderabad
- The Institute is certified for ISO 9001:2008 by KVQA, Norway and it has been consistently 'A' ranked B School in Central India
- The Institute is Certified Training Center for ITI, Dewas
- Indore Management Association (IMA), Indore
- Member of Association of Industries, Dewas

PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

Vikas Nagar, A.B. Road, Dewas - 455001 (M.P.)

Tel. : 07272-259059, 426200; Fax : 07272-426208

E-mail : info@pimd.edu.in; Website : <http://www.pimd.edu.in>

Published, Printed and Edited by Dr. Amitabh Joshi for Prestige Institute of Management Dewas at UWC Print Solutions Pvt. Ltd., 101, Shri Krishna Chamber, 23-24, Dhenu Market, Indore