



www.ijmra.us

January 2014  
Volume-4, Issue-1

# International Journal of Physical and Social Sciences

ISSN: 2249-5894



## Contact Us:

[editorijmie@gmail.com](mailto:editorijmie@gmail.com)

[info@ijmra.us](mailto:info@ijmra.us)

[www.ijmra.us](http://www.ijmra.us)



## Chief Patron

**Dr. JOSE G. VARGAS-HERNANDEZ**

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,  
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman  
Ex. director of Centro de Capacitacion y Adiestramiento

**DR. RAMACHANDRAN GURUPRASAD**

Scientist, Knowledge and Technology Management Division (KTMD),  
National Aerospace Laboratories.

## Patron

**Dr. Mohammad Reza Noruzi**

PhD: Public Administration, Public Sector Policy Making Management,  
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran

Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

## Chief Advisors

**Dr. NAGENDRA. S.**

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

**Dr. SUNIL KUMAR MISHRA**

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

**Mr. GARRY TAN WEI HAN**

Lecturer and Chairperson (Centre for Business and Management),  
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

**MS. R. KAVITHA**

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

**Dr. A. JUSTIN DIRAVIAM**

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,  
Alangulam Tirunelveli, TAMIL NADU, INDIA



www.ijmra.us

January 2014  
Volume-4, Issue-1

**Dr. Krishan kumar**

Dean,  
School of Life Sciences, Singhania University Rajasthan, INDIA

**Dr. G. D. Singh**

Certified Manager - Cambridge Association of Managers, England,  
Founder & President, The Indian Management Academy - IMA

**Dr. Sorinel Capusneanu**

Associate Professor,  
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

**Benard Okelo Nyaare**

Assistant Lecturer,  
Bondo University College, Bondo, KENYA

**Dr. Meenakshi Gupta**

Assistant Professor,  
Shri Mata Vaishno Devi University- Katra, INDIA

**Editor-in-chief**

**Dr. Li-Juan Lilie Tsay**

Chair, Assistant Professor  
Dept. of Applied English, Ming Chuan University, Tao-Yuan Campus

**International Editorial Board**

**Prof. Dr. Prakash. M. M. S. Kinthada**

Associate Professor,  
Department Of Chemistry, Gitam University Visakhapatnam, 530045, INDIA

**Dr. Yogesh K. Vermani**

Senior Assistant Professor ,  
Dept. Of Applied Sciences And Humanities, ITM University, Gurgaon, INDIA

**P Kiran Sree**

Principal,  
NBKR Institute Of Science And Technology, Vidyanagar 524 413, Nellore Dist, A.P., INDIA

**Dhahri Amel**

Assistant Professor ,  
Department Of Physics , Gafsa University-Faculty Of Sciences , Tunisia



**Ashish Kumar Sharma**

Assistant Professor,  
Dept. Of Mathematics, Manav Bharti University, Solan (H.P), INDIA

**Dr. Zeeshan Ahmed**

Department Of Bioinformatics,  
University Of Wuerzburg, Wuerzburg, Germany.

**Parul Mishra**

Assistant Professor , Department Of Applied Sciences And Humanities ,  
Dronacharya College Of Engineering , Farrukhnagar,Gurgaon-123506(Haryana) , INDIA

**Dr Ajmer Singh**

Senior Scientist, Agri Economics, Social Science Section,  
Central Agricultural Research Institute, Port Blair, A & N Islands, INDIA

**Dr.N.Seraman**

Department Of English Language And Literature, Central University Of Tamilnadu,  
City, State, Country: Tiruvarur, Tamilnadu, INDIA

**Dr. B. R. Venkatraman**

Assistant Professor, Periyar E.V.R.College (Autonomous),  
Pg & Research Dept. Of Chemistry, Tiruchirappalli, Tamilnadu, INDIA

**Dr. S. Sreenivasa**

Chairman And Deputy Registrar ( Evaluation ),  
Department Of Chemistry, Tumkur University, Tumkur -572 103

**Dr. Subhash Chand**

Central Agricultural Research Institute,  
Social Science Division, Garacharma, Post, Port Blair -744105, Andaman And Nicobar Islands

**Dr M. S. Kundu**

Senior Scientist ( Animal Nutrition),  
Central Agricultural Research Institute, C.A.R.I. Port Blair A & N Islands

**K.V.L.N.Acharyulu**

Faculty Of Mathematics ,  
Bapatla Engineering College, Bapatla-522101, Andhra Pradesh, INDIA

**Dr. Modhera Bharatkumar K.**

Assistant Professor, Department Of Chemical Engineering ,  
Maulana Azad National Institute Of Technology, Bhopal, INDIA

**Dr. GOVINDU VANUM**

Asst.Professor, Institute of Geo-Information and Earth Observation Sciences,  
Mekelle University Main Campus, Arid, Mekelle, Tegray, Ethiopia.

## Technical Advisors



www.ijmra.us

January 2014  
Volume-4, Issue-1

**Mr. Rajan Verma**

Lecturer, Department of Computer Science, Ambala, INDIA

**Mr. Ankit Jain**

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

**Mr. Anil Chandra**

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

**Prof. Bharati Veerendra**

Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

**Mr. Gagandeep Singh**

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

## **Associate Editors**

**Dr. SANJAY J. BHAYANI**

Associate Professor, Department of Business Management, RAJKOT, INDIA

**MOID UDDIN AHMAD**

Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**

Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**

Assistant Professor, Bhilai Institute Of Technology, DURG

**Ms. MONIKA BHATNAGAR**

Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**

Assistant Professor, CSE Department of ITM University, GURGAON

**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	<b>Opportunities and Problems Prevailing In The Rural Markets For Durables In Puducherry Region.</b> K. Madane and Dr. M. Rengasamy	<u>1-4</u>
<u>2</u>	<b>A Study Of Relationship Between Receivables Management Variables Of Micro Small And Medium Enterprises (Msmes) In Tamilnadu And Their Problems.</b> Dr. V. M. Ponniah	<u>5-14</u>
<u>3</u>	<b>Consideration Of The Satisfacion Quantity Of The Public Lessons Courses In The Human Sciences.</b> Rezvan.Shirmohamadi and Zohre.Saadatmand	<u>15-22</u>
<u>4</u>	<b>The Study Of Sunspots And K-Index Data In The Perspective Of Probability Distributions.</b> Danish Hassan, Shaheen Abbas, M.R.K Ansari and BulbulJan	<u>23-41</u>
<u>5</u>	<b>Effectiveness of Program Evaluation through the HEC Prescribed Self-Assessment Model in Improving the Quality of Degree Programs in a Public Sector University in Pakistan.</b> Suraiya Khatoon and Dr Mohammad Abdul Wahid Usmani	<u>42-72</u>
<u>6</u>	<b>Globalizing India and Domestic Violence against Women .</b> Mr. Muppa. Padmanabham	<u>73-84</u>
<u>7</u>	<b>Nigerian Adaptation of the Robinson's Work Addiction Risk Test (WART): A Measure of Workaholism.</b> Fabian O. Ugwu	<u>85-103</u>
<u>8</u>	<b>Micro-Finance Intervention And Its Linkage To Income Generation And Savings.</b> Thomas Mangara and Jain Mathew	<u>104-114</u>
<u>9</u>	<b>Iranian proud of Salman Farsi in Persian Gulf.</b> Dr Davodkiany and Mohhamd HossinAhmadzadehfard	<u>115-124</u>
<u>10</u>	<b>Grandmaster Services of MSAnnemarie Schimmelto Islam.</b> Dr Davodkiany	<u>125-136</u>
<u>11</u>	<b>ComparingIran's Islamic Revolution and the Islamic Awakening movements in Arabic.</b> Dr Davodkiany	<u>137-146</u>
<u>12</u>	<b>To Evaluate Curriculum Implementation Process in Secondary Schools Of Karachi.</b> Nasira Masroor and Dr. Ahmed Saeed	<u>147-160</u>

<a href="#"><u>13</u></a>	<b>Determinants of Customer Loyalty in Malaysian Rural Tourism.</b> Mr Zahir Osman	<a href="#"><u>161-190</u></a>
<a href="#"><u>14</u></a>	<b>Impact Of The Multi Party Stystem In India In The Globalised World.</b> Mr.Ramesh Y Maiagi and Dr.G.B.Nandana	<a href="#"><u>191-195</u></a>
<a href="#"><u>15</u></a>	<b>The Correlation Between Agility And Performance Among Blind and Visually Impaired Athletes.</b> Nagoor Meera Abdullah,Vincent Parnabas, Mohd Soffian Omar-Fauzee and Muhamad Nizam Nazaruddin	<a href="#"><u>196-207</u></a>
<a href="#"><u>16</u></a>	<b>Impact Of Climate Change On Women – A Human Rights Perspective.</b> Ms.Sharmila. N and Ms. N.Shivageetha	<a href="#"><u>208-222</u></a>
<a href="#"><u>17</u></a>	<b>Exploring the role of Aga Khan and Fatimiyah Higher Secondary Schools in the development of education at Karachi, Pakistan.</b> Shams Suria. and Dr. Javeed Ahmed Siddiqui	<a href="#"><u>223-232</u></a>
<a href="#"><u>18</u></a>	<b>Role Of Expatriates In An Integrative And Collaborative Supply Chain As An Efficient Human Resource In Multinational Companies Operating In India.</b> Prof. Raghavendra A.N. and Dr. Nijaguna G.	<a href="#"><u>233-248</u></a>
<a href="#"><u>19</u></a>	<b>TV, Youths, and Social Mobility in Iran Provinces .</b> Mahmoud Khalili	<a href="#"><u>249-262</u></a>
<a href="#"><u>20</u></a>	<b>The Ban on Mobile Phones in the Schools in India: A Probe to Augment Efficacy in Policy Execution.</b> Dr. I. Goswami and Rani Premkumar	<a href="#"><u>263-274</u></a>
<a href="#"><u>21</u></a>	<b>Effectiveness of Visual Images in Social science textbooks at Primary Level.</b> Hemlata Faujdar	<a href="#"><u>275-284</u></a>
<a href="#"><u>22</u></a>	<b>Determinants and Their Role in Emigration Process: Neural Network and Cluster Analysis.</b> Mirza Naveed Shahzad, Murrium Saleem and Mirza Ashfaq Ahmad	<a href="#"><u>285-299</u></a>
<a href="#"><u>23</u></a>	<b>Attitude Towards Life Of The Geriatric Population And Factors Influencing Them: A Sociological Study.</b> Sanjeev Kumar Mishra,Dr. Ravi Shankar and Prof. C.P. Mishra	<a href="#"><u>300-308</u></a>
<a href="#"><u>24</u></a>	<b>True Love Triumphs in the End: A Reading of the Character of Florinda in Behn’s The Rover.</b> Mohammed Sagheer Ahmed Al-fasly	<a href="#"><u>309-321</u></a>
<a href="#"><u>25</u></a>	<b>Frontline Employee Personality Traits And Customer Satisfaction: Evidence From Selected Hotels In The United Kingdom.</b> Augustina Sackle Sackey	<a href="#"><u>322-334</u></a>
<a href="#"><u>26</u></a>	<b>Facilitating Competencies Of In-Service Training For Effective Academnic Learning In Sport Science.</b> Ali Ibrahim Ali Daw, Rozita Abd Latif, Tan Chee Hian and Ibrahim Abdallah Ibrahim Khrafit,	<a href="#"><u>335-355</u></a>
<a href="#"><u>27</u></a>	<b>Using Field Tests for Predicting the General Physical Fitness Level of Students with Hearing-Impaired.</b> Nagoor Meera Abdullah, Vincent Parnabas, Mohd Soffian Omar-Fauzee and Muhamad Nizam Nazaruddin	<a href="#"><u>356-368</u></a>
<a href="#"><u>28</u></a>	<b>The Principles of Educating a Socially Trained Human in a Rational Life Considering the Views Presented by the Great Scholar, Mohammad Taghi Jafari.</b> Zohreh Shafiei, Dr. Reza Ali Nowrozi and Dr. Mohammad Hossein Heydari	<a href="#"><u>369-386</u></a>

<a href="#"><u>29</u></a>	<b>The Composition Of Australia's Foreign Trade Pre And Post Reform Period.</b> LOVELEEN	<a href="#"><u>387-418</u></a>
<a href="#"><u>30</u></a>	<b>The Foreign Trade And Economic Growth Of India Pre And Post Reform Period.</b> LOVELEEN	<a href="#"><u>419-446</u></a>
<a href="#"><u>31</u></a>	<b>The Total Quality Management (TQM) Model: the mediating role of Organizational Learning and Quality Improvement on Thai E-Government performance: A conceptual framework.</b> Wasan Sakulkijkarn	<a href="#"><u>447-470</u></a>
<a href="#"><u>32</u></a>	<b>Importance to Provide Tourist Services Devices in the Archaeological Areas.</b> Dr.Ayman Mohamed Afifi	<a href="#"><u>471-483</u></a>
<a href="#"><u>33</u></a>	<b>Perception Of Web-Based Versus Paper-Based Media In Higher Education Institutes Of Pakistan.</b> Kashan Pirzada and Nabeel Rehman	<a href="#"><u>484-500</u></a>
<a href="#"><u>34</u></a>	<b>The Main Methods For Evaluating The Function Of Imports Theoretical Review.</b> Soana Jaupllari Teka and Arjeta Vokshi	<a href="#"><u>501-513</u></a>
<a href="#"><u>35</u></a>	<b>Problems of Women Entrepreneurs in Kerala and Tamil Nadu.</b> Dr.Santha S.	<a href="#"><u>514-531</u></a>
<a href="#"><u>36</u></a>	<b>Tourism in India and Gender Concerns.</b> Dr. P. Neeraja, Prof. G. Savithri and Prof. P. Sujathamma	<a href="#"><u>532-538</u></a>
<a href="#"><u>37</u></a>	<b>Wage - Productivity Linkages in Odisha Manufacturing Sector.</b> Chakradhar Bal and Subas Chandra Kumar	<a href="#"><u>539-547</u></a>
<a href="#"><u>38</u></a>	<b>Problems of child Laborers in Rehabilitation scheme A Sociological study.</b> Thippeswamy. H and DR. Anjanappa B.H	<a href="#"><u>548-557</u></a>
<a href="#"><u>39</u></a>	<b>Haj in Islamic world.</b> Dr Davod and Mohhamd Hossin Ahmadzadeh fard	<a href="#"><u>558-568</u></a>
<a href="#"><u>40</u></a>	<b>Carbon Markets In India : Possibility And Suggestive Policy Measures.</b> Hema Nagpal	<a href="#"><u>569-582</u></a>
<a href="#"><u>41</u></a>	<b>An Algorithm For Solving A Fractional Capacitated Transportation Problem With Enhanced Flow.</b> Kavita Gupta and S.R. Arora	<a href="#"><u>583-596</u></a>