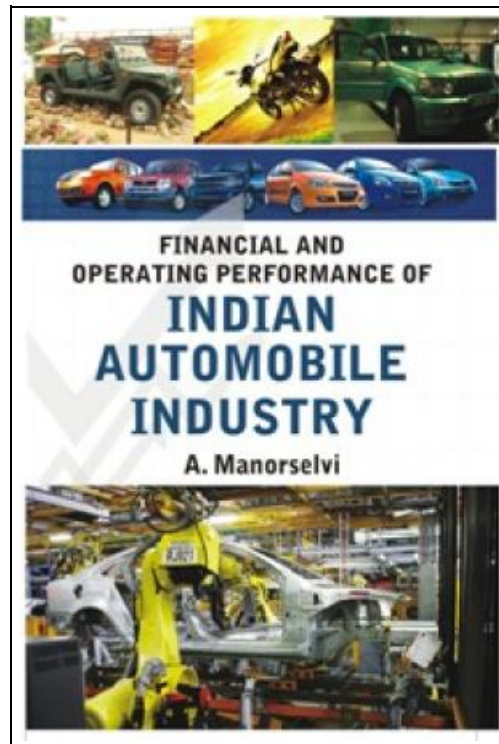


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2010. Hardcover. Book Condition: New. 418 About The Author:- A. Manor Selvi is a Lecturer in the Faculty of Commerce, M.G.R. College, Hosur. She completed post-graduate course in the Department of Commerce, Alamalcu Angappan College, affiliated to Periyar University, Salem, in the year 2002. She got her M.Phil. degree in 2004 and Ph.D. degree in 2007 in the Research Department of Commerce, Erode arts College, Erode affiliated to Bharathiar University under the guidance of Dr.A.Vijayakumar, Associate Professor in Commerce, Erode Arts College, Erode. She has published three research papers in the national level journals. She has guided two M.Phil. project so far. Further, she has participated in more than 20 National and International level conference and presented papers in various topics. Contents:- Contents, Foreword, Preface, Acknowledgements, List of Tables, List of Figures, 1. Introduction, Meaning and Concept of Financial Appraisal Need, and Aims of Financial Analysis Tools and, Techniques for Analysis of Financial Statements , Scope of the Study Statement of the Problem , Selection of Automobile Industry Significance of the, Study, 2. Review of Literature, 3. Methodology, Objectives of the Study Hypothesis Research, Design Limitations of the Study Chapter Scheme, 4. Analysis of Production and Sales Trend of, Indian Automobiles, Analysis of production Trend Capacity Utilisation, of Automobile Industry Analysis of Sales Trend , Analysis of Market Share, 1, 3, 7, 9, 13, 15, 27, 69, 89, ii Financial and Operating Performance of Indian Automobile Industry, 5. Profitability Analysis, Analysis of Profit Margin Analysis of Return on, Investment Analysis of Other Profitability Ratios , Profitability Trends Determinants of profitability, . 6. Analysis of Financial Structure and Financial, Strength, Analysis of Financial Structure Analysis of, Financial Strength Assessment of Financial Health, of Indian Automobile Industry., 7. Analysis of Economic Value Added (EVA) and, Market Value Added (MVA), 8. Findings and Conclusion,...

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