Market Strategies and Consumer Behavior in Vadodara District for Telecommunication

A Thesis Submitted To

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

For the Degree of Doctor of Philosophy in

ECONOMICS

By Shikha Ojha

Guided By Prof. Bhavana S. Kantawala

Department of Economics Faculty of Arts The Maharaja Sayajirao University of Baroda Vadodara-390 002 May 2007