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A STUDY ON MULTI-OBJECTIVE OPTIMIZATIONS MODELS AND RELATED TOPICS WITH APPLICATIONS

THIS THESIS SUBMITTED TO BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI
In Partial fulfillment of the requirements for the award of the Degree of

DOCTOR OF PHILOSOPHY IN MATHEMATICS

By
Mrs. M. ANITHA, M.Sc., M.Phil., B.Ed.,
(Ref.No. 11952/Ph.D-K3/Mathematics/Full Time/July 2015)

Under the Supervision of
Dr. R. SOPHIA PORCHELVI, M.Sc., M.Phil., Ph.D.,
Associate Professor of Mathematics



**P.G. & RESEARCH DEPARTMENT OF MATHEMATICS
A.D.M. COLLEGE FOR WOMEN (AUTONOMOUS)
NATIONALLY ACCREDITED WITH 'A' GRADE (3rd CYCLE) BY NAAC
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**A STUDY ON EFFECTIVENESS OF TELEVISION
ADVERTISEMENTS IN NAGAPATTINAM DISTRICT,
TAMILNADU**

Thesis submitted to
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI

In partial fulfillment for the award of the Degree of
DOCTOR OF PHILOSOPHY IN COMMERCE

By
K.C.ROOPA,M.Com.,M.Phil.,MBA.,M.Phil.,
(Ref: No.5379/Ph.D.Commerce / Part-Time/April 2007)

Under the Guidance of
Dr. N.SAMPATH LAKSHMI, M.Com.,M.Phil.,Ph.D.,



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