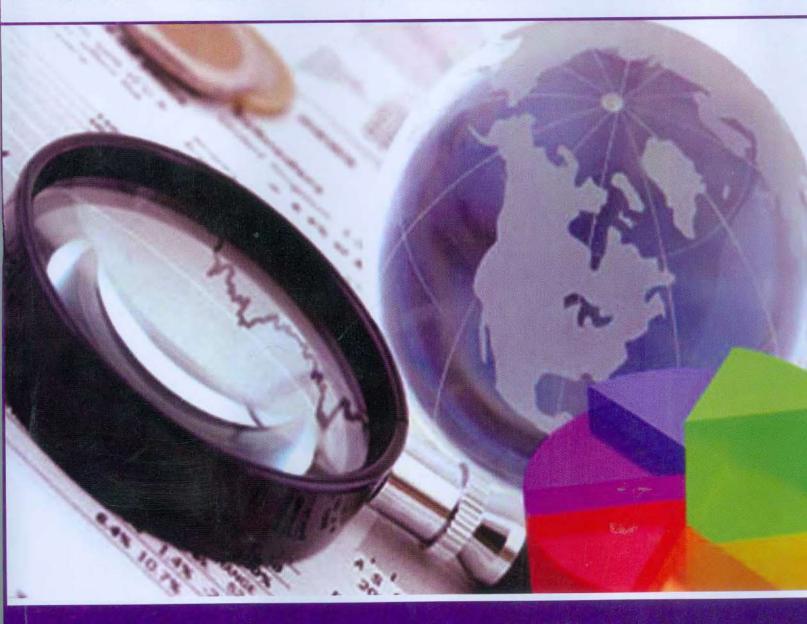
## Lala Lajpatrai Institute of Management Journal of Research

Volume VII

Number 2

July - December 2015

ISSN 2229-4740





## Lala Lajpatrai Institute of Management

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034.

Tel No.: 2351 3874 Fax No.: 2352 0877

Email: info@llim.edu Website: www.llim.edu

## Content

Sr.	Title	Author	Page
No			No
1	Outside – In and Inside – out approach to	Mr. Sanjay Sinvhal	1
	measure Customer experience		
2	Foreign Exchange Market in India: Challenges	Dr. Sarika Mahajan	11
	and Measures		
3	Mobile Money: This Future is Here	Prof. Gagan Bhatia /	18
		Mr. Kavish Gupta	
4	A Study of Telecommunication Industry in India	Mr. Raghavendra	25
	with special reference to Pricing	Bendigeri	
5	Customer Loyalty: An Essential Tool for Retail	Rohit Patil /	34
	sector	Chandrakant Pattade	
		/ Priyanka Sonawane	
6	Celebrity Attributes and Influence on Consumer	Pranayraj More /	46
	Behaviour	Priyanka Rane /	
		Nimesh Savania /	
		Priyank Shan	