

2015

MJRSS®

ISSN: 2394-5605

Vol. II

No. 1

January - June 2015

Manjeera Journal for
Research in Social Science

Impact of E-Banking Services – An Empirical Study in Chittoor District, A.P.
Dr. S.Vijayulu Reddy , Dr. M.Sriramulu & Dr. B.Sakunthala

A Study on Family Life Satisfaction and Attitude towards Death in Nursing Staff
S.Manjula

Corporate Social Responsibility in Public Sector Undertakings – A Study of Singareni Collieries Company Limited
A.R. Satyavathi

Impact of Team Building Sessions on the Rate of Team Success in Pharmaceutical companies
Dr. Varalakshmi Dand & Prof. B. Anitha Kumar

A Study on Young Generation Satisfaction towards Wireless Internet Services in Hyderabad
V.V.Ramana Murthy & Ketavath. Sakru

Measures to Enhance the Quality of Higher Education in India
Dr. Meraj Banu

Breaking the Traditional Limitations: Kamala Das's My Story
Sudhaker Kalakota

The Impact of Globalization on English Language
K.Vijaya Bhaskar

The Necessity and Importance of Reflection in Teaching & Learning English as Second Language
Md.Jaleel

Micro Insurance – A Boon for Economically Poor in India
Dr. K. Jayalakshmi

Chief Editor

Dr. K. SRINIVASA RAJU

Managing Editor

Dr. K. MALLIKARJUNA RAO



Manjeera Publishing House
Govt. Degree College, Zaheerabad.
www.gdczaheerabad.in

<i>Impact of E-Banking Services – An Empirical Study in Chittoor District, A.P.</i>1 Dr. S.Vijayulu Reddy , Dr. M.Sriramulu & Dr. B.Sakunthala	1
<i>A Study on Family Life Satisfaction and Attitude towards Death in Nursing Staff</i>8 S.Manjula	8
<i>Corporate Social Responsibility in Public Sector Undertakings – A Study of Singareni Collieries Company Limited</i>18 A.R. Satyavathi	18
<i>Impact of Team Building Sessions on the Rate of Team Success in Pharmaceutical companies</i>28 Dr. Varalakshmi Dand & Prof. B. Anitha Kumar	28
<i>A Study on Young Generation Satisfaction towards Wireless Internet Services in Hyderabad</i> ...36 V.V.Ramana Murthy & Ketavath. Sakru	36
<i>Measures to Enhance the Quality of Higher Education in India</i>45 Dr. Meraj Banu	45
<i>Breaking the Traditional Limitations: Kamala Das's My Story</i>51 Sudhaker Kalakota	51
<i>The Impact of Globalization on English Language</i>57 K.Vijaya Bhaskar	57
<i>The Necessity and Importance of Reflection in Teaching & Learning English as Second Language</i>61 Md.Jaleel	61
<i>Micro Insurance – A Boon for Economically Poor in India</i>66 Dr. K. Jayalakshmi	66

All rights are reserved. No part of this publication which is material protected by this copyright notice may not be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from Principal, Govt.Degree College, Zaheerabad, Manjeera Publishing House.

Information contained in this Journal has been published by Principal, Govt.Degree College, Zaheerabad, Manjeera Publishing House and has been obtained by its Author(s) from sources believed to be reliable and are correct to the best of their knowledge. However, the Publisher is not liable for any errors, omissions or damages arising out of use of this information and specifically disclaim any implied warranties or merchantability or fitness for any particular use. The authors are solely responsible for the contents published in the paper.

Vol. II (1) January-June, 2015

Copyright © All Rights Reserved

ISSN: 2394 - 5605

MANJEERA PUBLISHING HOUSE

Principal Govt. Degree College, Zaheerabad, Dist-Medak, Telangana.

Published by Principal, Govt.Degree College, Zaheerabad for Manjeera Publishing House and printed by him at Sai Thirumala Printers.

MJRSS

Manjeera Journal for Research in Social Science

(Bi-annual Publication of the Manjeera Publishing House)

EDITORIAL BOARD

Chief Editor

Dr.K.Srinivasa Raju, M.A., Ph.D
Principal, Govt.Degree College
Zaheerabad

Managing Editor

Dr.K.Mallikarjuna Rao,
M.Com., MBA., Ph.D., NET(MBA & M.Com), APSET
Assistant Professor of Commerce
Govt.Degree College, Zaheerabad

Editorial Consultants

Prof.B.Phaniswara Raju

*Principal
S.K.University, Anantapur*

Dr. Nuzhath Khatoon

*Associate Professor & Head
Palada Rama Reddi College of Commerce &
Management
Hyderabad.*

Dr. Gopala Sudarshanam

*Assistant professor in Commerce
Government Degree & P.G. College,
Siddipet, Medak (Dt)- Telangana.*

N. Suresh

*Assistant Professor of Commerce,
MVS Government Degree College,
Mahabubnagar*

Md.Jaleel

*Lecturer in English
Govt.Degree College,
Zaheerabad*

Dr.P.Malaydri

*Principal, Govt. Degree College,
Patencheru*

Dr.J.Ravi Kumar

*Assistant Professor
Dept. of Commerce
Osmania University
Hyderabad*

Dr.J.Suresh Reddy

*Assistant Professor
Department of Management Studies
Mahatma Gandhi University, Nalgonda,
Telangana*

Dr.A.Sathish Kumar

*Assistant Professor
Govt. Degree & PG College
Godavarikhani,
Dist: Karimnagar,Telangana*

Dr. D. Adinarayana

*Asst. Professor
Dept. of Management Studies
MTS
Madanapalle- 517325*

Advisors

L.Raji Reddy,

*Head, Dept. of Commerce
K.Aruna Bai, Lect. in Telugu
P.Sujatha, Lect. in Political Science
Farhat Nazneen, Lect. in English*

M.Ashok,

*Lecturer in Commerce
Rajendra Kumar, Lect. in Hindi,
Ayesha Begum, Lect. in Urdu
Veerababu, Librarian*



UGO.

About the Institute :

Inspired by such visionaries, the college was established to bring out the innate potential of the rural poor of Zaheerabad, a small town in Medak district, surrounded by a number of hamlets where people live cultivating land and struggling to eke out a living, deprived of higher studies. To endow students with creative intelligence and to help them to walk in the footsteps of eminent personalities, the college aims at giving its best to the students and at helping them become role models.

Government Degree College, Zaheerabad was established in August 1991, in a 2.35 acre campus with a meagre strength of 60 students. Gradually it has grown to 654 students now. Our collective efforts towards better academic standards and discipline in the campus, and the efforts of the Internal Quality Assurance Cell have yielded good academic dividends.



Manjeera Publishing House
Govt. Degree College, Zaheerabad.
www.gdczaheerabad.in