

DECLARATION BY GUIDE

This is to certify that the dissertation titled as “Impact of Integrated Marketing Communication Mix on Consumer Buying Behaviour with special reference to small car segment in SATARA TALUKA” which is being submitted herewith for the award of the Degree of Master of Philosophy in Marketing Management, under the faculty of Commerce and Management of Shivaji University, Kolhapur is the result of the original research work completed by Mr. AnupMurlidhar Mule under my supervision and guidance and to the best of my knowledge and belief the work embodied in this dissertation has not formed earlier the basis for the award of any degree or similar title of this or any other University or examining body

Date:

Place: Satara

31.12.2012



Dr. R. G. Phadtare

Research Guide