

ACKNOWLEDGEMENT

This Dissertation entitled, '**A STUDY OF PROBLEMS OF MEDICAL REPRESENTATIVES WORKING IN PUNE**', which is being submitted herewith for the award of the degree of the **Master of Philosophy** in Business Management under the faculty of Commerce and Management, was not possible without help and guidance from many people.

I am grateful to respected Dr. K. M. Nalawade for his valuable guidance. His inspiration and kind co-operation helped to shape the Dissertation properly.

I am grateful to Principal Honorable Dr. N. S. Gaikawad, Vice Principal Honorable Dr. R. G. Phadtare (also Dean- Commerce & Management, Shivaji University) of the Dhanjayrao Gadgil College of Commerce, Satara, and Honorable Dr. S. S. Mahajan, Head of Department of Commerce and Management, Shivaji University, for their valuable contribution in this research.

I am grateful to honorable Brig. (Dr.) R. K. Bhatia, (Director – MITSOM, Pune) for his support and encouragement to complete this research work.

I extend my sincere thanks to Mr. Shambhu Jadhav (RSM-Hetro Ltd), Mr. Samir Danke (ASM-FDC Ltd.), and Mr. Deepak Papdeja (MSMRA). At last I thank all the medical representatives (respondents), managers, and office bearers of M.S.M.R.A., for providing valuable information.

Swapnil Undale