

## COLLEGE RECOMMENDATION

*This is to certify that, Mr. Anup Murlidhar Mule is a bonafied student of our college admitted for M.Phil course in the academic period 2011-2012 He has satisfactorily completed the dissertation entitled “Impact of Integrated Marketing Communication Mix on Consumer Buying Behavior with special reference to small car segment in SATARA TALUKA”. under the guidance of Dr. R.G. Phadtare, and submitted to Shivaji University, Kolhapur for partial fulfillment of the requirement of the award for the degree of Masters of Philosophy (M.Phil) in Business Management (Marketing) under the faculty of Commerce and Management through this Research Centre. The matter presented in the dissertation has not been submitted or presented earlier anywhere*

Date: 9.1.2013  
Place: Satara



*The Principal*

*Dhananjayrao Gadgil College of Commerce, Satara*

## DECLARATION BY THE STUDENT

*I hereby declare that the dissertation titled as “Impact of Integrated Marketing Communication Mix on Consumer Buying Behavior with special reference to small car segment in SATARA TALUKA” completed and written by me and 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 31.12.12.*

*Place Satara*



*Mr. Anup Murlidhar Mule*

*Research Student*