

: C E R T I F I C A T E :
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This is to certify that the Dissertation entitled, "A STUDY OF CONSUMERS BUYING BEHAVIOUR FOR SOAPS AND DETERGENTS OF SELECTED BRANDS WITH SPECIAL REFERANCE TO JANATA BAZZAR KOLHAPUR" is a genuine and bonafide work prepared by Shri.Rathod Satish Ganapatarao under my guidance and direct supervision, submitted to the Shivaji University, Kolhapur, as a partial fulfillment of the award of the degree of, MASTER OF PHILOSOPHY IN COMMERCE AND MANAGEMENT.

To the best of my knowledge and belief, the matter presented in this dissertation has not been submitted earlier for the award of M.Phil degree or any Course of Shivaji University or any other University.

KOLHAPUR.

DATE: 30-6-1994.



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