

## CANDIDATE'S DECLARATION

I hereby declare that the work which is being presented in the thesis entitled "**A Study of Sales Promotion Practices Employed in the Marketing of Pharmaceutical Products**" in fulfillment of requirement for the award of the degree of Doctor of Philosophy submitted in the Department of "**Faculty of Commerce and Management Science**", Swami Ramananda Teerth Marathwada University, Nanded, is an authentic record of my own work carried out under the supervision of Dr. A.V. Palnitkar, P.G. Department Commerce and Management, People's College Nanded.

The matter presented in this thesis has not been submitted by me for the award of any other degree of this or any other University.



(R. SEETHA RAMA RAO)

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