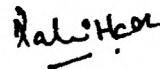


## CERTIFICATE

This is to certify that the work of Thesis entitled "**A Study of Sales Promotion Practices Employed in the Marketing of Pharmaceutical Products**" submitted for the degree of Doctor of Philosophy in "**Faculty of Commerce and Management Studies**", Swami Ramananda Teerth Marathwada University, Nanded, was carried out by R. Seetha Rama Rao under my supervision

The thesis incorporates his original research work and has not been submitted for the award of any other degree of this or any other University



**DR. A.V. PALNITKAR**  
Reader and Research Guide,  
Department of Commerce and  
Management Science,  
People's College, Nanded

Date: 10<sup>th</sup> Sept 2004