

PANJAB UNIVERSITY

Certificate to be submitted by the Supervisor of the Candidate supplicating for Ph.D. degree alongwith the thesis

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With regard to the thesis entitled "MARKETING STRATEGY OF SELECTED UNITS IN THE ORGANISED SECTOR OF CONSUMER ELECTRONICS INDUSTRY IN INDIA" submitted by SMRITI SOOD, for the Ph.D. degree of this University, I certify that,

- (i) she has carried out research work under my direct supervision and guidance from 20-1-1985 to 18-4-1990 and that the manuscript of the thesis has been scrutinized by me;
- (ii) the entire thesis comprises the candidate's own work and it is her own personal achievement. It has not previously formed the basis for the award of any degree, diploma, associateship, Fellowship or other similar title of recognition;
- (iii) the thesis does not contain any conjoint research work with me or with any one else;
- (iv) she has completed her research work to my entire satisfaction;
- (v) the final typed copy of the thesis, which is being submitted to the University Office has been carefully read by me for its material and language and is to my entire satisfaction. The thesis is worthy of consideration for award of Ph.D.

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