



A

**PROJECT REPORT**

**ON**

**“A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY  
RELIANCE TRENDS IN TINSUKIA TOWN”**



**SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF  
‘BACHELOR OF BUSINESS ADMINISTRATION (BBA)’**

UNDER THE GUIDENCE OF

ANKIT SEN

ASSISTANT PROFESSOR

CENTRE FOR MANAGEMENT EDUCATION (CME)

TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY: -

PRIYANSHU SARAWGI

BBA 6<sup>TH</sup> SEM

ROLL NO.: 16290020

REGD. NO.: 20480741

YEAR: 2023

**CERTIFICATE OF THE GUIDE**

This is to certify that Priyanshu Sarawgi student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, “**A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY RELIANCE TRENDS IN TINSUKIA TOWN**” under my guidance and supervision, as part of their Course Curriculum (Paper Code: 60100). Their report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish him every success in his academic career and in life.

DATE: 26-05-2023

  
(Signature)

Mr. ANKIT SEN

Assistant Professor

Center for Management Education

Tinsukia College, Tinsukia

  
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