

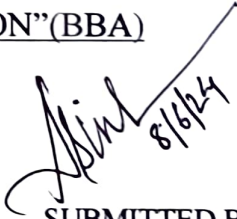


A
PROJECT REPORT
ON
“A STUDY OF SALES PROMOTION STRATEGY IN DALMIA CEMENT
PVT.LTD.”



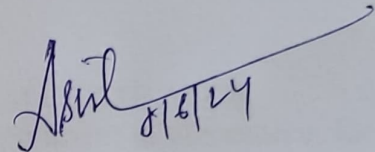
SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT
OF
THE REQUIREMENT FOR THE DEGREE OF
“BACHELOR OF BUSINESS ADMINISTRATION”(BBA)

UNDER THE GUIDANCE OF
ALKA SINGH
ASSISTANT PROFESSOR
CENTRE FOR MANAGEMENT EDUCATION (CME)
TINSUKIA COLLEGE, TINSUKIA


SUBMITTED BY:-
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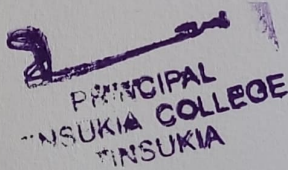
CERTIFICATE FROM THE SUPERVISOR

This is to certify that the thesis titled 'A STUDY OF SALES PROMOTION STRATEGIES IN DALMIA CEMENT PVT. LTD.' submitted for the degree of **BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)** by. KIRAN KALWAR is the record of research work carried out by him during the period from 03/02/2024 to 25/05/2024 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other Titles in this University or any other University or institution of Higher Learning.



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