



PROJECT REPORT ON
IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER
LOYALTY IN HOTELS



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

UNDER THE GUIDANCE OF
ANKIT SEN
ASSISTANT PROFESSOR
CENTRE FOR MANAGEMENT EDUCATION.
TINSUKIA COLLEGE.

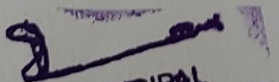
SUBMITTED BY
RUPESH SHAH
BBA 6th SEMESTER
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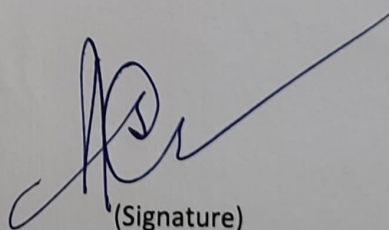
CERTIFICATE OF THE GUIDE

This is to certify that Rupesh Shah student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY IN HOTELS" 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 degree/diploma or for publication, to the best of my knowledge and belief.

DATE:-

14/6/24


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(Signature)

Mr. Ankit Sen

Assistant professor