



NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR

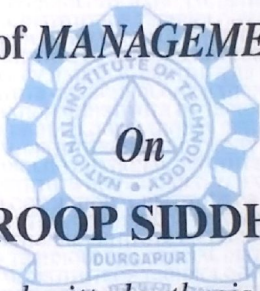
West Bengal, India



The Board of Governors of the Institute upon the recommendation of the Senate hereby confers the degree of

Doctor of Philosophy

Department of *MANAGEMENT STUDIES*



On

SOMROOP SIDDHANTA

who submitted a thesis entitled

A study on the Relationship of Promotional Mix with Sales and Profits

and successfully completed the requirement as prescribed under regulation on 11.05.2015

Aooude

Chairman
Senate

AB Bhattacharya

Chairman
Board of Governors