

THE UNIVERSITY OF BURDWAN



Arumava Mookherjee

Having submitted a thesis entitled "A Study to Develop The Customer Relationship Management Strategies for The Banking and Non-Banking Institutions in The Retail Financing of Commercial Automobiles in Burdwan-Isanul and Dhamkud-Bokaro Regions"

and having satisfied all the conditions prescribed in this respect by the University was duly admitted to the degree of

Doctor of Philosophy in *Arts*
(*Business Administration*)

in the year *2011*

Arumava Mookherjee

Rajbati, Burdwan

[Signature]
Vice - Chancellor

The 12th September 2011 .