

Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad-431 004, Maharashtra State, India.
NAAC Re-accredited "A" Grade



Ph.D. Section
Estd : 1958

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NOTIFICATION

DOCTOR OF PHILOSOPHY

It is hereby notified that, the thesis entitled, "CRITICAL ANALYSIS OF

ADVERTISING AND MEDIA PLANNING IN FMCG SECTOR IN THE STATE OF

MAHARASHTRA" submitted by **Mr. Bhausaheb Machindra Sawant** has been

accepted by this University for the award of Ph.D. Degree in subject of

Business Administration under the faculty of **Management Science** is as

per UGC (Minimum Standard and Procedure for Award of Ph. D. Degree)

Regulation - 2016. In supersession of the U.G.C. (Minimum Standard and

Procedure for Award of Ph. D. Degree) Regulation - 2009. Mr. Bhausaheb

Machindra Sawant has been declared eligible for the award of the said

Degree.

The candidate submitted his thesis under the guidance of Dr. M.A.

Raffey, Research Guide, Asst. Professor, UGC Human Resource

Development Center, Dr. Babasaheb Ambedkar Marathwada University,

Aurangabad. The said Notification is implementing from the date of

declaration (i.e. 31st May, 2019) of Doctor of Philosophy (Ph.D.) Viva-voce

Examination.

University Campus,

Ref. No. Ph.D./Mgt. Sci./2018-19/21290-300

Outward Date :- 31-05-2019

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Prd Vice-Chancellor

(Signature)
31-5-19