

SATHYABAMA UNIVERSITY

(Established under section 3 of UGC Act, 1956)

(A CHRISTIAN MINORITY INSTITUTION)

சத்யபாமா பல்கலைக்கழகம்

(பல்கலைக்கழக மாளிகை துறை மீதிவு 3, சட்டம் 1956ன் கீழ் நிறுவப்பட்டது)

(கிறித்துவ சிறுபான்மையினர் கல்வி நிறுவனம்)

FACULTY OF BUSINESS ADMINISTRATION



The Board of Management of Sathyabama University, hereby makes known that

KALAI LAKSHMI. TR

has been conferred the **DEGREE OF DOCTOR OF PHILOSOPHY**, having been certified by duly appointed examiners to be qualified to receive the same on **APRIL 25, 2014** for the thesis entitled

RELATIONSHIP MARKETING PRACTICES IN RETAIL SUPERMARKET CHAIN STORES

Given under the seal of the university, at chennai this **TWENTY SIXTH** day of **April 2014**

Given under the seal of the University



Registrar

Director

Director

Vice-Chancellor

