

DECLARATION

I hereby declare that the thesis entitled “**MARKETING STRATEGIES IN BANKING SECTOR (A Comparative Study of Selected Public and Private Banks)**” submitted by me for the award of the Degree of Doctor of Philosophy in Commerce and Management Studies of Andhra University, Visakhapatnam is original and it has not been submitted earlier either in full or in part to this or any other university for the award of any degree or Diploma or similar title.

Place :

Date :

(G.RAJA RAM AMBEDKAR)