

DECLARATION

I, **Ms. PRARTHANA KUMAR (Reg. No. 10MBPH02)**, hereby declare that the thesis entitled, “**Multisensory Marketing In Hospitality Sector - A Study of Select Hotels**”, submitted by me under the guidance and research supervision of **PROF. V. VENKATA RAMANA** is an original and independent research work by me. I also declare that, it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma.

Place: Hyderabad

PRARTHANA KUMAR

Date: December, 2013

Reg. No: 10MBPH02