

CERTIFICATE

This is to certify that this thesis entitled, “**Multisensory Marketing In Hospitality Sector - A Study of Select Hotels**”, submitted by **Ms. PRARTHANA KUMAR (Reg. No. 10MBPH02)**, Research Scholar enrolled for Ph.D. programme at the School of Management Studies, University of Hyderabad in partial fulfilment for the award of the degree of Doctor of Philosophy in Management Studies (Ph.D.) is a bonafide work done under my guidance and supervision as prescribed under Ph.D. ordinances of the University.

To the best of my knowledge the same has not been earlier submitted in part or in full to this or any other University or Institution for the award of any degree or diploma.

Place: Hyderabad

PROF. V. VENKATA RAMANA

Date: December, 2013

Research Supervisor