“A STUDY OF PHARMACEUTICAL MARKETING PRACTICES OF SELECTED COMPANIES IN INDIA”

A Thesis

Submitted to

The Maharaja Sayajirao University of Baroda

Toward Partial Fulfillment for

The degree of

Doctor of Philosophy

In

Management Studies

Under the guidance of

Prof (Dr.) Jayrajsinh D. Jadeja

by

Shantanu Chakravarty

Faculty of Management Studies

The Maharaja Sayajirao Universityof Baroda

Vadodara 390002

March 2017