

***“A study on the Sales Promotion at Ford Motors Pvt. Ltd.,  
Bharalumukh, Guwahati- 09 and measures to improve the same”***



A project submitted to Gauhati University in partial fulfilment of the curriculum for the  
award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Prepared and Submitted by

**Saroj Das**

**Roll No: 338/16**

**G.U Registration No.: 222242 of 2016-17**

**B. Borooah College, Ulubari**

**Guwahati- 07**



**Institutional Guide:**

*Mrs. Junumoni Baruah*

*Asst. Professor, Dept. of B.B.A*

*B. Borooah College, Ulubari*



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**Organisational Guide:**

*Mr. Mrinmoy Hazarika*

*Sales Manager*

*Ford Motors Pvt. Ltd., Bharalumkh*