



Savitribai Phule Pune University
सावित्रीबाई फुले पुणे विद्यापीठ



A

Project Report

On

**“A Critical Analysis of Personal Selling
Practice and Enhancing Sales”**

Submitted To

Savitribai Phule Pune University, Pune

For the Partial Fulfillment of MASTER OF COMMERCE

Submitted By

MORE VRUSHALI VISHNU

M.com II

Under The Guidance Of

Dr. Liyakat R. Sayyad

ARTS, COMMERCE AND SCIENCE COLLEGE

Sonai Tal- Newasa Dist- Ahmednagar

2023-24



Mula Education Society's
ARTS, COMMERCE AND SCIENCE COLLEGE, SONAI
Tal. Newasa, Dist- Ahmednagar – 414105



Ph.: 02427-231384 Email: sonacollege@yahoo.co.in, mesacsccollege@gmail.com Website: www.acssonaicollege.com

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Certificate

This is to certify that project report entitled “**A Critical Analysis of Personal Selling Practice and Enhancing Sales**” is written and submitted to SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE by **Miss. More Vrushali Vishnu** in the partial fulfillment of requirement for the award of Masters Degree in commerce. This is her original work carried out under the guidance and supervision of project guide. We further certify that the best of our knowledge and belief, the matter presented in this project is bona-fide and has not been submitted to any other degree, diploma or membership.

DATE: 4/5/2024

Place: Sonai


Project Guide


External Examiner
4/5/2024


Head of Department


Principal
Mula Education Society's
Arts, Commerce & Science College
Sonai, Tal. Newasa, Dist. Ahmednagar (MH), Pin-414105

STUDENT DECLARATION

I the undersigned, hereby declare that the project report entitled “**A Critical Analysis of Personal Selling Practice and Enhancing Sales**” written and submitted by me to the SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE towards the fulfillment of requirement for the award of the degree of MASTER OF COMMERCE under the guidance of **Dr. Liyakat R. Sayyad** it is my original work and the conclusion drawn there in are based on the material collected by myself.

Place : *Sonai*

Date : *04/05/2024*

Miss. More Vrushali Vishnu