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**A Project**

On

**MARKETING STRATEGY PRICING**

*Submitted for the partial fulfilment of the requirement for the award of the Degree of  
Bachelor of Pharmacy (B. Pharm)*

By

Swagata Pal

*University Reg. No.-171890210115 & University Roll No: - 18901917020*

Under the Guidance of

**Mr. Soumya Mitra**

(Asst. Professor)

**Dr. B. C. Roy College of Pharmacy and Allied Health Sciences, Durgapur -713206**




**Affiliated to: Maulana Abul Kalam Azad University of Technology, West Bengal**

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



2021

  
**Prof. (Dr.) Subhabrata Ray**  
Principal  
Dr. B. C. Roy College of Pharmacy & AHS  
Durgapur-713206



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## CERTIFICATE

This is to certify that the Project entitled "MARKETING STRATIGY PRICING" in partial fulfilment of the requirement for the award of the Degree of **Bachelor of Pharmacy (B. Pharm)** submitted to **Maulana Abul Kalam Azad University of Technology, West Bengal**, is an authentic record of bona fide work carried out by Mr. Swagata Pal, Roll No. 18901917020 under my guidance.

*Soumya Mitra*

*Ray*

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**Ms. Soumya Mitra (Guide)**

**(Asst. Professor)**

Date: 25/06/2021

Place: DURGAPUR

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**Dr. Subhabrata Ray**

**(Principal)**

Date: 25/06/2021

Place: DURGAPUR

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**Signature**

**Name:**

**(External Examiner)**

Date:

Place:



*Ray*  
**Prof. (Dr.) Subhabrata Ray**  
**Principal**  
**Dr. B. C. Roy College of Pharmacy & AHS**  
**Durgapur-713206**