

**CUSTOMER RELATIONSHIP MANAGEMENT A COMPARATIVE  
STUDY OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS  
IN CHAMARAJANAGARA TOWN**

Dissertation submitted to University of Mysore

**DEPARTMENT OF COMMERCE**

**SUBMITTED BY**

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**AUGUST- 2023**

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**CERTIFICATE**

I hereby certify that Dissertation Work entitled “CUSTOMER RELATIONSHIP MANAGEMENT A COMPARATIVE STUDY OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN CHAMARAJANAGARA TOWN” is an authentic record of the bonafide dissertation work carried out by Ms. Nikitha Grace A (Register No: P01ZW21C0029) a student of IV semester M.Com, under my guidance and supervision for the partial fulfilment of M.Com degree in the Department of Commerce, Dr. B.R. Ambedkar Post Graduate Centre, University of Mysore, Suvarnagangotri, Chamarajanagara. This dissertation or any of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.



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**Date: 31/08/2023**

**Place: Chamarajanagara**