

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT-
WITH SPECIAL REFERENCE TO LIFE INSURANCE
CORPORATION OF INDIA, CHAMARAJANAGAR**

Dissertation submitted to University of Mysore

DEPARTMENT OF COMMERCE

SUBMITTED BY:

Sanjay B S

Final year M.Com

(Register No: P01ZW21C0043)

UNDER THE GUIDANCE OF:

Shwetha B

Guest Faculty

Department of Commerce

Dr.B.R. Ambedkar Post Graduate Centre

University of Mysore

Suvarnangotri

Chamarajanagara – 571313

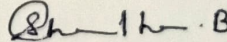
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SUVARNAGANGOTRI CHAMARAJANAGARA – 571313

CERTIFICATE

I hereby certify that the Dissertation work entitled “A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT-WITH SPECIAL REFERENCE TO LIFE INSURANCE CORPORATION OF INDIA, CHAMARAJANAGAR” is an authentic record of the bonafide Dissertation work carried out by Mr. Sanjay B S (Register No: P01ZW21C043) 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 part of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.


Shwetha. B.

(Guest Faculty)

Department of Commerce
Dr.B.R. Ambedkar PG Centre
University of Mysore
Suvarnagangotri, Chamarajanagara

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