

APPENDIX 7

SUBJECT: PRETEST OF DOCUMENTS FOR DESSERTATION

This is to certify that Ms. Tanushri Banerjee, who is working for her Ph.d under the guidance of Dr. J. D. Jadeja at the Department of Mangement Studies, M.S. University of Baroda, has handed over the following documents for pre test and I have evaluated them successfully. The changes suggested by me, if any, are provided as attachment along with this letter of certification.

I have evaluated the following documents:

1. Questionnaire for Head of a Business Unit
2. Interview questions for CRM Initiatives Manger
3. Interview questions for Head of a Technology Unit
4. Questionnaire for the customers
5. Interview questions for the customers
6. Questionnaire for Senior Executive for CRM

Name:

Designation:

Signature: