

DECLARATION BY THE SCHOLAR

I, Mr. Sandeep Kumar Singh, Research Scholar in the Department of Business Administration, School of Management Sciences, Tezpur University, Assam, hereby declare that this research work titled "Word of Mouth Effectiveness: A Study in Urban Settings of Assam" is a bonafide work carried out by me under the supervision of Prof. Mrinmoy K. Sarma.

This work has not been submitted elsewhere for award of any other degree.

Date: 26 November, 2020

Place: Tezpur

(Sandeep Kumar Singh)

Registration No. TZ154759 of 2015