PROJECT REPORT

(RMB - 451)

ON

"A study on effectiveness of Digital marketing in today's scenario"

Master of Business Administration (MBA)

Programme: 2017 - 19

Of



Dr.A.P.J Abdul Kalam Technical University, Lucknow

SUBMITTED BY

CHITRESH LAHIRI

MBA – 4th SEMESTER ROLL NO. 1701470007



Faculty of Management Science

Shri Ram Murti Smarak College of Engineering & Technology, Bareilly