

The Open Defence Viva-Voce

of

Mrs. POOJA BHARDWAJ

Ph. D. Supervisor

PROF. DR. SARASWATHI MOORTHY

Subject

Commerce

Title

**A STUDY ON IMPACT OF PROMOTIONAL MARKETING
STRATEGIES OF FMCG SECTOR ON BUYING BEHAVIOUR OF
SENIOR CITIZENS IN MUMBAI AND NAVI MUMBAI**

Date: 24th November 2025, Monday

Time: 9.15 am

Mode: Online

Google Meet link:

<https://meet.google.com/jua-xemb-idd>

All interested are welcome to attend the Viva through the link given above.

Dr. Himanshu Dawda
Principal



2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)