

# **A Study on digital marketing and its impact on revenue generation**

**By**

**Mamidipaka Manohar**

**IV Semester MBA**

**Reg.No: 13M13215**

**Under Guidance of  
Vinay Rao**

**Project Report submitted to the University of Mysore in partial fulfillment  
of the requirements of IV Semester MBA degree examinations – 2013-15**

**NATIONAL SCHOOL OF BUSINESS**



**University of Mysore**

**Mysore – 570 006**

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