

**DEPARTMENT OF MANAGEMENT STUDIES**

**KONGU ENGINEERING COLLEGE**

(Autonomous)

PERUNDURAI ERODE – 638060

APRIL 2021

**BONAFIDE CERTIFICATE**

This is to certify that the Project report entitled “**A STUDY ON BRAND AWARENESS AND BUYING BEHAVIOUR TOWARDS SAMSUNG MOBILE PHONES**” is the bonafide record of project work done by **SINDHU VS (Reg no: 19MBR100)** in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2019 – 2021.



**SUPERVISOR**



**HEAD OF THE DEPARTMENT**

(Signature with seal)

**Date:** 20.04.2021

Submitted for the end semester viva voce examination held on 20.04.2021



**INTERNAL EXAMINER**

**EXTERNAL EXAMINER**