

DEPARTMENT OF MANAGEMENT STUDIES

KONGU ENGINEERING COLLEGE

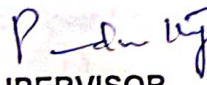
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SEPTEMBER 2022

BONAFIDE CERTIFICATE

This is to certify that the project report entitled **A STUDY ON THE CONTRIBUTION OF DIGITAL MARKETING TOWARDS THE GROWTH OF B2B COMPANY** is the bonafide record of project work done by **SATHIYA A [20MBR093]** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Anna University Chennai during the year 2020-2022.


SUPERVISOR

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Date: 8.9.2022

Submitted for the end trimester viva voce examination held on 12.9.2022




INTERNAL EXAMINER


HEAD OF THE DEPARTMENT

Dr. P. VIDHYA PRIYA

(Signature with seal)



EXTERNAL EXAMINER