

DEPARTMENT OF MANAGEMENT STUDIES

KONGU ENGINEERING COLLEGE

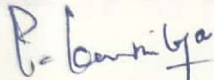
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SEPTEMBER - 2022

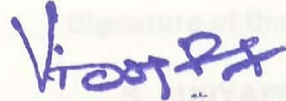
BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **IMPACT OF CELEBRITY ADVERTISEMENT ON PURCHASE INTENTION AMONG COLLEGE STUDENTS** is the Bonafide record of project work done by **SURYAPRAKASH. S (Register No.: 20MBR107)** 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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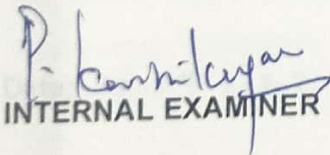


HEAD OF THE DEPARTMENT

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Date: 12.09.2022

Submitted for the end semester viva-voce examination held on 12.09.2022



INTERNAL EXAMINER



EXTERNAL EXAMINER

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