



**ESTD : 1880**

**DEPARTMENT OF POST GRADUATE STUDIES AND RESEARCH IN COMMERCE**

**ST ALOYSIUS COLLEGE (AUTONOMOUS)**

**ST ALOYSIUS COLLEGE ROAD, MANGALURU - 575003**

**CERTIFICATE**

This is to certify that Ms **MELISHYA SEQUEIRA** bearing Register Number **218526** has successfully completed the project work on the topic entitled **"IMPACT OF ONLINE ADVERTISEMENTS ON THE PURCHASE DECISION OF CUSTOMERS IN MANGALURU CITY"** under the guidance of DR SHAKIRA IRFANA.

The Project Report is submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfilment of the requirements for the award of the Degree of Master of Commerce (Finance and Analytics) during 2022-23.

**Date:** 09.05.2023

**Place:** MANGALURU

**MR JOYAN DSOUZA**

**Programme Co-ordinator**  
**M.Com.- Finance And Analytics**  
**Department of PG Studies And Research in Commerce**  
**St Aloysius College (Autonomous)**  
**Mangaluru - 575 003**