

# ST ALOYSIUS COLLEGE (AUTONOMOUS), MANGALURU



Department of Business Administration

## CERTIFICATE FOR THE APPROVAL OF THE PROJECT

This is to certify that **LIDSON D SOUZA** bearing the Register numbers **224343** of I Semester BBA has satisfactorily completed the project “**Role of advertising in motivating consumer brand preference for beverages**” as a part of the requirement of the degree of Bachelor of Business Administration (BBA) prescribed by the College during the academic year 2022–23.

PROJECT COORDINATOR SIGNATURE

**Ms. Preema Victorin Tauro**

Department of Business Administration

St Aloysius College (Autonomous)

Mangaluru — 575 003



HOD'S SIGNATURE

**Ms Claret Vinaya Pereira**

HOD, Department of Business Administration

St Aloysius College (Autonomous)

Mangaluru — 575 003