

ST ALOYSIUS COLLEGE (AUTONOMOUS), MANGALURU



Department of Business Administration

CERTIFICATE FOR THE APPROVAL OF THE PROJECT

This is to certify that **MOHAMED YAHYA** bearing the Register numbers **224346** 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