

ST ALOYSIUS COLLEGE (AUTONOMOUS), MANGALURU



Department of Business Administration

CERTIFICATE FOR THE APPROVAL OF THE PROJECT

This is to certify that **PRAJWAL BHEEMU LAMANI** bearing the Register numbers **224139** of I Semester BBA has satisfactorily completed the project “**Impact of social media on consumer behavior**” 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

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HOD'S SIGNATURE

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