

ವಿಜ್ಞಾನ ಸಂಸ್ಥೆ  
(ಪರಿಶಿಷ್ಟ 5 ನೇ ತರಗತಿ)

ದೂರವಿಜ್ಞಾನ - 575 003



ST ALOYSIUS  
COLLEGE(AUTONOMOUS)

MANGALURU - 575 003

Phone: 082-2449700, 2449701

Fax: 0824-2449705

Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4

Recognised by UGC as 'College with Potential for Excellence'

Conferred College with 'STAR STATUS' by DBT, Government of India.

Centre for Research Capacity Building under UGC-STRIDE

## DEPARTMENT OF COMMERCE

This is to certify that MR ARVIN CARDOZA(223309), MS ASHITHA VERMA B.P (223310), MS ASHWATHI K(223311), MS B FATHIMA NAFIYA (223312), MS SUSMITA (223313), MR BRIAN JOVIN DSOUZA(223314), MR CHANDAN C(223315) IS A BONAFIDE STUDENT of B Com 4<sup>th</sup> Semester (2023-24) batch has undertaken a project work entitled "CELEBRITY ENDORSEMENT ADVERTISEMENTS WITH REFERENCE TO NIKE BRAND" in partial fulfilment of the requirements for Continuous Internal Assessment for Semester 4 and that they have worked under my supervision.

Place: Mangalore

Date: 29.01.2024

DR. CAROLEENA JANEFER

DR. SHOBHA

HOD of Commerce

Head of the Department of L.  
St. Aloysius College (Autonomous)  
Mangaluru-575003