ಸಂತ ಅಲೋಶಿಯಸ್ ಕಾಲೇಜು ಸ್ನಾ ಯತ ) ಮಂಗಳೂರು - 575 003



ST ALOYSIUS COLLEGE (AUTONOMOUS)

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Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4 Recognized 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. JOEL JULIAN LOBO (223324), MS.JOSHITHA VAZ (223325), JOSHUA DEON DSOUZA (223326), JOSNA JOSEPH (223327) KAVARAPPA (223328), KRISH N KOTECHA (223329), KRUTHI S REVANKER (223330)ARE BONAFIDE Students of B Com 4<sup>th</sup> Semester (2022-23) batch has undertaken a project work entitled "CELEBRITY ENDORSEMENT ADVERTISMENT WITH REFERENCE TO MRF" in partial fulfillment of the requirements for Continuous Internal Assessment for Semester 4<sup>th</sup> 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 Dep.:

St. Aloysius College (Autonomous)

Mangaluru-575003