

ಸಂತ ಅಲೋಸಿಯಸ್ ಕಾಲೇಜು  
(ಸ್ಕಾಲರ್ಸ್)

ಮಂಗಳೂರು - 575 003



ST ALOYSIUS COLLEGE(AUTONOMOUS)

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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 MUHAMMAD SUHAIL (223338), MS NIDHI (223339), MS NIDHISHA (223340), MR NIHAL K (223341), MS NIRIKSHA K (223343), MS NISA KHADEEJA (223343), MR PRADYUMNA (223344) IS A BONAFIDE Student of B Com 4<sup>th</sup> Semester (2023-24) batch has undertaken a project work entitled "CELEBRITY ENDORSEMENT ADVERTISEMENT WITH REFERENCE TO MOUNTAIN DEW BRAND" in partial fulfillment 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 Commerce  
St. Aloysius College (Autonomous)  
Mangaluru-575003