



FACULTY OF COMMERCE
ST ALOYSIUS COLLEGE (AUTONOMOUS)
LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

CERTIFICATE

This is to certify that Mr Vinol Mathias (2332065), Ms Vinola (2332069), Mr. Joswin (2332066), Mr. Lloydon (2332067), Mr. Sharvin (2332068), Mr. Basim (2332070) have successfully completed the project work on the topic titled "*Effect of Advertisement on Consumer Brand Preference*" under my guidance. This Project Report is submitted to St Aloysius College (Autonomous), Mangalore as a part of continuous assessment.

Date : November 2023

MANUEL TAURO

Dean faculty of commerce

Place : Mangalore

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