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**IMPACT OF ADVERTISEMENT ON
CONSUMER BUYING BEHAVIOR AND
BRAND AWARENESS OF TWO WHEELER**

Submitted By

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Under the Guidance of

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DOS in Business Administration

BIMS

**Project report submitted to the University of Mysore in
partial fulfilment of the requirements of 4th Semester
MBA Degree examination 2020.**

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CERTIFICATE

This is to certify that **IMPANA.C.S**, student of IV semester MBA course in this institute has prepared the project report titled **IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER** in partial fulfilment of the requirement of IV semester MBA degree examination – 2019-2020

Date: 30-May-2020

Place: Mysore



Prof. AISHA M.SHERIFF)

CHAIRPERSON

UNIVERSITY OF MYSORE

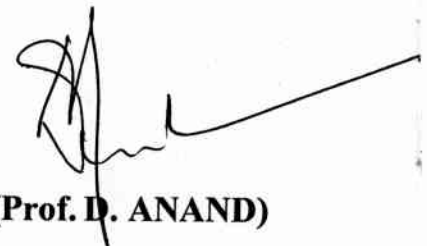
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GUIDANCE CERTIFICATE

The project report titled "IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER" is prepared by IMPANA C S under my guidance. This report is submitted to University of Mysore in partial fulfilment of the requirement of IV semester MBA degree examination of 2019-2020.

Date: 08-Sept-2020

Place: Mysore



(Prof. D. ANAND)

DOS in BUSINESS ADMINISTRATION