


**NOTIFICATION**

**Sub: Declaration of result of Ph.D. Degree.**

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It is hereby notified that the Vice-Chancellor, under the authorisation of the Syndicate and on the recommendation of the Board of Examiners, has accepted the thesis on "*Advertisement Strategies for Marketing of Fast Moving Consumer Goods: A Case Study of Bangalore City*" submitted by *Dinesh Kumar C* under the guidance of *Dr. K. Nagendra Babu* for the award of Ph.D. Degree in *Commerce* as per Regulations governing Award of degree of Doctor of Philosophy-2010 and he/she has prepared the thesis in *English* Language. Further, it is declared that *Dinesh Kumar C* is eligible to receive the Ph.D. Degree in *Commerce* at the next Convocation (in person/in absentia).

BY ORDER

  
(Prof. K. M. Mahadevan)  
REGISTRAR (EVALUATION)  
University of Mysore

1. *Dinesh Kumar C, Research Scholar, DOS in Commerce, Manasagangotri, Mysore*, with an intimation that he/she should take prior permission from this office whenever he/she wants to publish his/her thesis.
2. *Dr. K. Nagendra Babu, Research Guide, DOS in Commerce, Manasagangotri, Mysore - 06.*
3. *The Chairman, DOS in Commerce, Manasagangotri, Mysore - 06.*
4. *The Chairman, BOS in Commerce, Manasagangotri, Mysore - 06.*
5. The Secretary, U.G.C., Bahadur Shah Zafar Marg, New Delhi.
6. The Registrar, University of Mysore, Mysore-570005.
7. The Finance Officer, University of Mysore, Mysore 570 005.
8. The Director of Student Welfare, Manasagangotri, Mysore 570 006.
9. The Director, College Development Council, Maharaja's College Centenary Building, Mysore.
10. The University Librarian, Mysore University Library, Manasagangotri, Mysore 570 006.
11. The Personal Secretary to Vice-Chancellor, University of Mysore, Mysore 570 005.
12. The Deputy Registrar, Development Section, University of Mysore, Mysore 570 005.
13. The Deputy Registrar, SC / ST Cell, Maharaja's College Centenary Bldg., UOM 570 005.
14. The Assistant Librarian, Documentation Division, Association of Indian Universities (AIU), AIU House, 16-Comrade Indrajit Gupta (Kotla) Marg, New Delhi-110002
15. The Special officer, Examination Branch, University of Mysore, Mysore 570 005.
16. The Superintendent, Ex.7, Examination Branch, Crawford Hall, Mysore 570 005.
17. The P.A. to V.C. / Regr. / Regr. (Evaluation), University of Mysore, Mysore 570 005.
18. The District Information Officer, Dept. of Information and Publicity, Vartha Bhavan, H C Dasappa Circle, Mysore for favour of publication in the leading newspapers, free of cost (50 copies enclosed).
19. The Station Director, All India Radio, Mysore / Bangalore for information with a request to announce the gist in the regional News Bulletin.
20. The Examiners concerned for information.
21. File.