

A Project Report On
“A Study on the Effectiveness of Internet Advertising on Consumer Behavior”

Submitted By

ADARSH.H.R

VI Semester MBA

REG.NO:19MB0003

GUIDE

Prof. Dr. D. Anand(MBA, PhD)

Project report submitted to the University of Mysuru in partial fulfillment of the requirements of VI Semester MBA degree examinations-2021

DOS IN BUSINESS ADMINISTRATION

UNIVERSITY OF MYSURU

MANASAGANGOTRI

MYSURU-570006

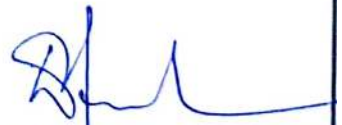
UNIVERSITY OF MYSURU
DOS IN BUSINESS ADMINISTRATION
MANASAGANGOTRI
MYSURU-570006

CERTIFICATE

This is to certify that **ADARSH.H.R**, student of VI semester MBA course of this institute has prepared the project report titled "**A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR**" in partial fulfillment of the requirement of VI Semester MBA degree examinations-2021.

Date: 30/08/2021

Place: Mysuru



Prof. Dr. D. Anand
CHAIRMAN
DOS in Business Administration
CHAIRMAN
MANASAGANGOTRI
MYSURU - 570 008.

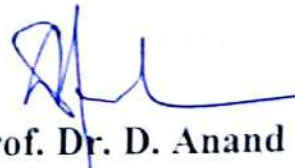
UNIVERSITY OF MYSURU
DOS IN BUSINESS ADMINISTRATION
MANASAGANGOTHRI
MYSURU-570006

Guidance certificate

This project report titled "A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR" is prepared by ADARSH.H.R under my guidance. The report is submitted to University of Mysuru in partial fulfillment of the requirements of IV Semester MBA degree examinations-2021.

Date: 30/08/2021

Place: Mysuru


Prof. Dr. D. Anand
(Project Guide)