

**A STUDY ON PERCEPTION OF PUBLIC TOWARDS
ADVERTISEMENT- WITH SPECIAL REFERENCE TO
MALKUNDI VILLAGE**

Project submitted to University of Mysore

DEPARTMENT OF COMMERCE

SUBMITTED BY

Kantharaju. R

Final Year M.Com

(Register No: CM193421)

UNDER THE GUIDANCE OF

Dr. Mahesha M.B

Guest Faculty

Department of Commerce

Dr. B.R Ambedkar Post Graduate Centre

University of Mysore

Suvarnangotri

Chamarajanagar – 571313

September 2021

UNIVERSITY OF MYSORE

Dr.B.R AMBEDKAR POST GRADUATE CENTRE

SUVARNAGANGOTRI

CHAMARAJANAGAR-571313

CERTIFICATE

This is to certify that **Mr. Kantharaju.R** bearing(Register No: **CM193421**), has successfully completed the project work on “**A STUDY ON PERCEPTION OF PUBLIC TOWARDS ADVERTISEMENT- WITH SPECIAL REFERENCE TO MALKUNDI VILLAGE**” under the guidance of **Dr.Mahesha M.B.**

This project report is submitted to the University of Mysore in partial fulfilment of the requirement for the award of “**Master of Commerce**” during 2020-2021.


DIRECTOR 30/9/21

(**Prof. Shiyabasavaiah**)

Director

Dr.B.R.Ambedkar Post Graduate Centre
University of Mysore
Chamarajanagar

Date: 30-09-2021

Place: Chamarajanagar

UNIVERSITY OF MYSORE

Dr.B.R AMBEDKAR POST GRADUATE CENTRE

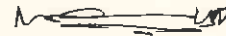
SUVARNANGOTRI

CHAMARAJANAGAR-571313

CERTIFICATE

I hereby certify that the project work entitled "**A STUDY ON PERCEPTION OF PUBLIC TOWARDS ADVERTISEMENT- WITH SPECIAL REFERENCE TO MALKUNDI VILLAGE**" is an authentic record of the bonafied project work carried out by **Mr. Kantharaju.R(Register No: CM193421)** a student of IV semester **M.Com**, under my guidance and supervision for the partial fulfilment of **M.Com** degree in the Department of Commerce,Dr.B.R.Ambedkar Post Graduate Centre, University of Mysore, Suvarnangotri, Chamarajanagar.

This project or any part of it has not been previously submitted for the award of ~~any~~ degree or diploma or other similar title to any other university.



Dr. Mahesha M.B.

(Guest Faculty)

Dr.B.R. Ambedkar Post Graduate Centre

Suvarnangotri, Chamarajanagar

Date: 30-09-2021

Place: Chamarajanagar