

Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

Accredited by NACC With B++ Grade (Cycle I)

(Affiliated to Mangalore University)

(A Unit of Coondapur Education Society (R.), Kundapura)

Smt. Vishalakshi B. Hegde Campus, N.H.-66, Sangam, Kundapura-576201, Udupi Dist.

E-mail : bbhegdecollegekundapur@rediffmail.com

Website : www.bbhegdecollege.com

Fax & Phone : 08254 – 235588, 235589, Mob : 9844218126

Prof. K. Umesh Shetty, M.Com, M.Phil, PGDHE.

PRINCIPAL

No. BBHC /2023-24/MRP- 15


Date: 07/06/2024

## Certificate

*This is to certify that the Mini research project entitled “A study of impact of social media marketing on retail Businesses with reference Kundapura Taluk”, submitted to the Mangalore University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is the record of original work done by the students of III B.Com (B) during the Academic year 2023-24. They did this work under my supervision and guidance. This report has not previously formed the basis for the award of any candidate of any Degree/Diploma/ Associateship/ Fellowship or other similar title of the University earlier*

  
Principal

Principal  
Dr. B.B. Hegde First Grade College  
Kundapura -576201



Signature of the Guide

Countersigned



HOD, Commerce



## Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

Accredited by NAAC with B+ + Grade (Cycle I), Affiliated to Mangalore University

(A Unit of Coondapur Education Society (R.) Kundapura)

### Mini research project on

### “A STUDY OF EFFECT OF SOCIAL MEDIA MARKETING ON RETAIL BUSINESSES WITH REFERENCE TO KUNDAPURA TALUK”

Guide:

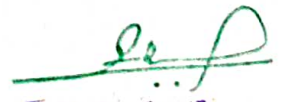
Mrs. Vinaya V. Shetty, Assistant Professor,  
Department of Commerce

### PROJECT TEAM

ROLL NO.	REGISTER NO :	NAME	CLASS & SECTION :
CM21001	U05BB21C0043	ABHISHEK POOJARI	III B.Com (A)
CM21091	U05BB21CO037	DANISH SHETTY	III B.Com (B)
CM21283	U05VV21C0011	RAMESH SHETTY	III B.Com (B)
CM21301	U05TV21C0112	SHRIVASTAVA	III B.Com (B)



2023-24

  
Principal  
Dr. B.B. Hegde First Grade College  
Kundapura - 575 001