

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)

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


PRINCIPAL


No. BBHC /2023-24/MRP- 21

Date: 05/06/2024

Certificate

This is to certify that the Mini research project entitled "A study of the effects of social media marketing on direct marketing with reference to Kundapura," 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 (C) 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

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A MINI RESEARCH PROJECT ON:

“A Study of the Effects of Social Media Marketing on Direct Marketing with reference to Kundapura,”

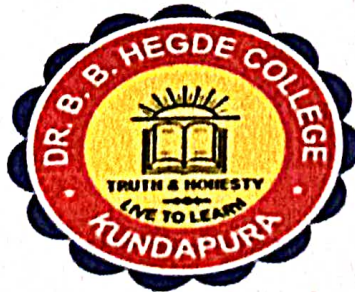
GUIDE

Mrs. Josline Renita D’Almedia , Asst. Professor

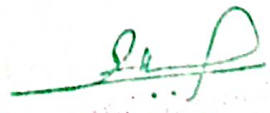
Department of Commerce

PROJECT TEAM

Roll Nos.	Register Nos.	Names	Class & Section
CM21163	U05BB21C0233	Annapoorneshwari	III B.Com (C)
CM21188	U05BB21C0208	Nayana Kharvi	III B.Com (C)
CM21209	U05BB21C0203	Sakshi	III B.Com(C)
CM21225	U05BB21C0195	Supreetha	III B.Com (C)



2023-24


Principal
Dr. B.B. Hegde First Grade College
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