



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.), Kundapur)

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

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

PRINCIPAL

No. BBHC /2023-24/MRP- 56


Date: 06/06/2024

Certificate

This is to certify that the Mini research project entitled “A study on consumer perception and attitude towards the social media marketing in Kundapur Region”, 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

Countersigned


HOD, Commerce

Shanath.
Signature of the Guide



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MINI RESEARCH PROJECT ON

**“A STUDY ON CONSUMER PERCEPTION AND ATTITUDE TOWARDS THE
SOCIAL MEDIA MARKETING IN KUNDAPURA REGION”**

GUIDE

Mr. Sharath Kumar, Assistant Professor

Department Of Commerce

PROJECT TEAM

| ROLL NO. | UUCMS REG NO. | NAME | CLASS & SECTION |
|----------|---------------|-------------------|-----------------|
| CM21088 | U05BB21C0004 | Bharath Shettigar | III B. Com (B) |
| CM21108 | U05BB21C0011 | Kishan | III B. Com (B) |
| CM21132 | U05BB21C0042 | Sanjan M | III B. Com (B) |
| CM21141 | U05BB21C0130 | Sooraj | III B. Com (B) |



Principal

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

2023-24