

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.

E-mail : bbhegdecollegeskundapur@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- 24

Date: 05/06/2024

Certificate

This is to certify that the Mini research project entitled "A study of the impact of social media on consumer behaviour with reference to Kundapur 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 (A) 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
Kundapur-576201


Signature of the Guide


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 Coondapura Education Society (R), Kundapura)

MINI RESEARCH PROJECT ON

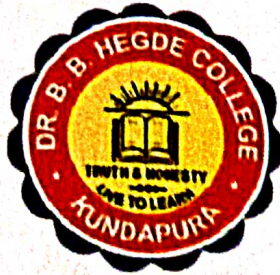
“A STUDY OF THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR WITH REFERENCE TO KUNDAPURA TALUK”

Guide :

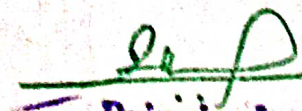
Ms. Malathi, Asst. Professor
Department of Commerce

Project Team

Roll Nos.	UUCMS Register Nos.	Names	Class and Section
CM21024	U05BB21C0031	Harish	III B.Com (A)
CM21043	U05BB21C0070	Prajwal Jogi	III B.Com (A)
CM21045	U05BB21C0083	Prajwal Kumar Shetty	III B.Com (A)
CM21071	U05BB21C0073	Vishwanath	III B.Com (A)



2023-24


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