

CERTIFICATE

CERTIFICATE FROM THE SUPERVISOR

I certify that the dissertation entitled “**Advertisement Effectiveness of Select FMCG Brands from Urban Customer Perspectives** ” submitted for the degree of **Master of Philosophy(M.Phil.)** by **S.INDUMALAR** is the record of research work carried out by her during the period from August 2012 to July 2013 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other Titles in this University or any other University or institution of Higher Learning.

Dr. P. SANTHI
M.Com., M.Phil., Dip.Mgmt , Ph.D.,
Associate Professor, Dept. of Commerce
Avinashilingam Institute for Home Science
and Higher Education for Women
Coimbatore-641043

Handwritten signature of Dr. P. Santhi in blue ink, with the date 20.7.13 written below it.

Signature of the Supervisor with Designation

Dr.U.JERINABI, M.Com., M.Phil., Ph.D.
Dean, Faculty of Business Administration
Prof & Head, Department of Commerce
Avinashilingam Institute for Home Science
and Higher Education for Women
Coimbatore - 641 043

Handwritten signature of Dr. U. Jerinabi in blue ink.

Signature of the Head of the Department