

**A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING
STRATEGY OF RAMRAJ COTTON WITH SPECIAL REFERENCE TO
ERODE TOWN.
PROJECT REPORT**

*A Project Report submitted to the BHARATHIAR UNIVERSITY
in partial fulfillment of the requirements for the award of the Degree of*

MASTER OF BUSINESS ADMINISTRATION

Submitted by

D.SANDEEP

(Reg. No: 19PMBA038)

Under the Guidance of

**Mrs. P.ANCHANA KIRUTHIKA M.B.A., M.Phil.,
Assistant Professor
Department of Management Science**



**KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)**

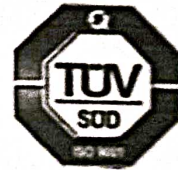
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Nanjanapuram, Erode - 638107




DECEMBER - 2020

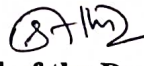
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CERTIFICATE


This is to certify that the project entitled "A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING STRATEGY OF RAMRAJ COTTON WITH SPECIAL REFERENCE TO ERODE TOWN". Submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfilment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by D.SANDEEP (Reg. No.:19PMBA038) during the period 2019-2021 of his study in the Department of Management Science at Kongu Arts and Science College (Autonomous), Erode, under my supervision and guidance and the project has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.


Faculty Guide

(Mrs. P. ANCHANA KIRUTHIKA)


Head of the Department
(Dr. V.G.SUMATHY)


PRINCIPAL


Internal Examiner

External Examiner

Date of the Viva Voce Examination 19-01-2021

DECLARATION