

**A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING AND  
ITS IMPACT WITH SPECIAL REFERENCE TO METTUR**

**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

V. TAMILSELVAN

(Reg No: 19PMBA046)

*Under the Guidance of*

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

**Affiliated to Bharathiar University, Coimbatore**

**Approved by UGC, AICTE, New Delhi & Re-accredited by NAAC,**

**DBT STAR College Scheme**

**(An ISO 9001:2015 Certified Institution)**

**Nanjanapuram, Erode - 638107**


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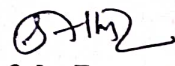


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## CERTIFICATE

This is to certify that the project entitled "A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING AND ITS IMPACT WITH SPECIAL REFERENCE TO METTUR" 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 V.TAMILSELVAN (Reg. No.:19PMBA046) 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  
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(Dr. Ms. VG. SUMATHY)

  
PRINCIPAL

  
Internal Examiner

External Examiner

Date of the Viva Voce Examination 19/1/2021