

Reg. No : 13PHF0941
College Code: 108

No.2KN 000169



பெரியார் பல்கலைக்கழகம்
PERIYAR UNIVERSITY



FACULTY OF COMMERCE



The Syndicate of the **PERIYAR UNIVERSITY** hereby makes known that
MUBEEN R has been admitted to the
Degree of **DOCTOR OF PHILOSOPHY** in **COMMERCE**
having been certified by duly appointed Examiners to be qualified to receive the
same on **June 03, 2016** for the thesis entitled,

**EFFECTIVENESS OF WORD OF MOUTH COMMUNICATION ON BRAND EQUITY OF
PERSONAL CARE PRODUCTS – A STUDY IN ERODE DISTRICT.**

This degree is awarded in accordance with the UGC Regulations on Minimum
Standards and Procedure 2009.



Given under the seal of the University

Dated: 14-10-2016
Place: Salem - 636011
Tamil Nadu, India.


Controller of Examinations


Registrar


Vice-Chancellor




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.