

DAVANAGERE



UNIVERSITY

*A Project Report On*

**“ADVERTISING: AN EFFECTIVE PROMOTIONAL TOOL FOR  
MARKETING NEW PRODUCTS.”**

*(with special reference to with special reference to  
Davanagere city)*

**Submitted in Partial Fulfillment of the requirement  
for the award of the Degree of**

**BACHELOR OF COMMERCE**

**Submitted By**

Sl.No	Student Name	Sl.No	Student Name
1	ADILAHAMAD Y	6 -	MADIHALLI MANJUNATHA
2	G KOTRESHGOWDRU	7	POORANIMA G H
3	JYOTHI SHIVAPLA	8	ROJA N G
4	KAVERI NEERALAGI	9	SINDHU JAGADEESH GOWDA M G
5	MALLAPLA KAVYA		

Under The Guidance Of

**Ananda Karuvina. M.Com**

Lecturer,

Department of Commerce



2021-22

**ADB FIRST GRADE COLLEGE HARAPANAHALLI - 583131**

Government of Karnataka



**DAVANAGERE UNIVERSITY**

**ADB FIRST GRADE COLLEGE**

**HARAPANAHALLI – 583131**

## Guide Certificate

*This is to certify that **ADILAHAMAD. Y, G.KOTRESHGOWDRU, JYOTHI SHIVAPLA, KAVERI NEERALAGI, MALLAPLA KAVYA, MADIHALLI MANJUNATHA, POORANIMA.G.H, ROJA N G, SINDHU JAGADEESH GOWDA M G.** Reg No: **C1916801, C1916807, C1916812, C1916817, C1916822, C1916827, C1916833, C1916838, C1916843.** Respectively is a bonafide student of Ambli Dodda Bharamappa First Grade College, Harapanahalli for the academic year 2021-22.*

*This project entitled “**ADVERTISING: AN EFFECTIVE PROMOTIONAL TOOL FOR MARKETING NEW PRODUCTS.**” with special reference to with special reference to Davanagere city is prepared under my guidance and submitted by him in partial fulfillment of the requirement of final year B.COM Examination during the academic year 2021-22.*

Place: Harapanahalli

Date : 12-09-2022

  
Ananda Karuvina M.Com.

Lecturer,  
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Principal

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Government of Karnataka



**DAVANAGERE UNIVERSITY**  
**ADB FIRST GRADE COLLEGE**  
HARAPANAHALLI – 583131

## College Certificate

This is to certify that **ADILAHAMAD. Y,**  
**G.KOTRESHGOWDRU, JYOTHI SHIVAPLA, KAVERI NEERALAGI,**  
**MALLAPLA KAVYA, MADIHALLI MANJUNATHA,**  
**POORANIMA.G.H, ROJA N G, SINDHU JAGADEESH GOWDA M G.**  
are bonafide student of *Ambli Dodda Bharamappa First Grade College, Harapanahalli* for the academic year 2021-22

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Place : Harapanahalli

Date : 12-09-2022

  
Principal

A.D.B. First Grade College  
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Government of Karnataka



**DAVANAGERE UNIVERSITY**  
**ADB FIRST GRADE COLLEGE**  
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## H.O.D. Certificate

This is to certify that **ADILAHAMAD. Y,**  
**G.KOTRESHGOWDRU, JYOTHI SHIVAPLA, KAVERI NEERALAGI,**  
**MALLAPLA KAVYA, MADIHALLI MANJUNATHA, POORANIMA.G.H,**  
**ROJA N G, SINDHU JAGADEESH GOWDA M G.** are bonafide  
student of *Ambli Dodda Bharamappa First Grade College,*  
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Place: Harpanahalli

Date: 12-09-2022

  
H.S.Venkatesh. M.Com.

Lecturer, H O D

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