

A STUDY ON ADVERTISING INVESTMENT AND ITS IMPACT ON SALES

(With reference to Wai Wai and Mayos)

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RECOMMENDATION

This is to certify that the thesis

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Has been approved by this department in the prescribed format of faculty of management. This thesis is forwarded for the examination.

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And found the thesis to be the original work of the student written in accordance with prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master’s Degree in Business Studies (M.B.S).

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ABBREVIATIONS

AM : Arithmetic Mean

AMA : American Marketing Association

C.V. : Coefficient of Variation

CG : Chaudhary Group

IMC : Integrated Marketing Communication

S.D. : Standard Deviation