



MOTHER TERESA

INSTITUTE OF SCIENCE AND TECHNOLOGY

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ACCREDITED BY NAAC



CERTIFICATE

This is to certify that the project titled "A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY, submitted in partial fulfillment for the award of Degree of Master of Business Administration was carried out by P. JADEJA under my guidance.

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MBA, M.Phil, Ph.D

(Project Guide)

Head of the Department

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