



# Moodlakatte Institute of Technology

(A Unit of Moodlakatte Nagarathna Bhujanga Shetty Trust (R.))

(Approved by AICTE, New Delhi & Affiliated to V.T.U., Belagavi)

Moodlakatte - 576 217, Kundapura Taluk, Udupi District, Karnataka



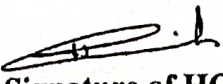
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Date: 30/08/2023

## CERTIFICATE

This is to certify that Mr. Shivaraj Shettigar J K, bearing USN: 4MK21BA020 is a bonafide student of Master of Business Administration course of Moodlakatte Institute of Technology, Kundapura, affiliated to Visvesvaraya Technological University, Belagavi and the project report on "Effects of brand equity on customer purchase intention of smartphone" is prepared by him under the guidance of Prof. Harish Kanchan in partial fulfilment of the requirement for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Head of the Department  
Dept. of Post Graduation Studies-MBA  
Moodlakatte Institute of Technology  
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Signature of Principal  
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