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## **Completion Certificate**

I certify that the thesis entitled “Role Of Individual Perception In Selection Of Commercial Advertisements On National Level Television Channels With Special Reference To Consumers Of Selected Products In And Around Kolkata” submitted for the Degree of Philosophy in Management by Mr. Harsh Arora (PhD Scholar, Vidyasagar University, vide registration number: 696/PhD. Dated: 14/04/2015) is the record of research work carried out by him during August 2014 to July 2019 under my guidance and supervision, and that this research work has not formed the basis for the award of any degree, diploma, associateship, fellowship or other similar titles in this University or any other University or institution of higher learning.



Dr. Sujit Kumar Barua

Supervisor & Guide

Place: Kolkata

Date: 25.03.2021