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## **Declaration of Scholar**

I hereby declare that the thesis “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 award of the degree of Doctor of Philosophy in Management is a bonafide record of research work carried out by me during August 2014 to July 2019 under the guidance of Dr. Sujit Kumar Barua Registrar, Heritage Institute of Technology, Guest Teacher, Department of Business Administration, Vidyasagar University, Department of Business Administration and has not formed the basis for the award of any degree, diploma, associateship, fellowship, titles in this or any other University or similar institution of higher learning.

I also declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.



(Harsh Arora)

Place: Kolkata

Date: