



Savitribai Phule Pune University  
सावित्रीबाई फुले पुणे विद्यापीठ



**A**

**Project Report**

**On**

**“The Influence of TV on the Sales of Fast Moving Consumer Goods”**

**Submitted To**

**Savitribai Phule Pune University, Pune**

**For the Partial Fulfillment of MASTER OF COMMERCE**

**Submitted By**

**TAGADKAR DIVYA SANJAY**

**M.com II**

**Under The Guidance Of**

**Mrs. Kaveri B. Dhokane**

**ARTS, COMMERCE AND SCIENCE COLLEGE**

**Sonai Tal- Newasa Dist- Ahmednagar**

**2023-24**



**Mula Education Society's**  
**ARTS, COMMERCE AND SCIENCE COLLEGE, SONAI**  
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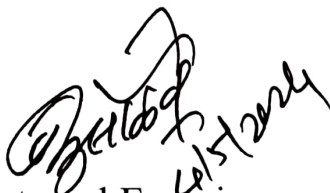
# Certificate


This is to certify that project report entitled “**The Influence of TV on the Sales of Fast Moving Consumer Goods**” is written and submitted to SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE by **Miss. Tagadkar Divya Sanjay** in the partial fulfillment of requirement for the award of Masters Degree in commerce. This is her original work carried out under the guidance and supervision of project guide. We further certify that the best of our knowledge and belief, the matter presented in this project is bona-fide and has not been submitted to any other degree, diploma or membership.

DATE: 4/5/2024

Place: Sonai

  
 Project Guide

  
 External Examiner

  
 Head of Department

  
 Principal  
 Mula Education Society's  
 Arts Commerce & Science College  
 Tal. Newasa, Dist. Ahmednagar (MH), Pin-414105

## STUDENT DECLARATION

I the undersigned, hereby declare that the project report entitled “**The Influence of TV on the Sales of Fast Moving Consumer Goods**” written and submitted by me to the SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE towards the fulfillment of requirement for the award of the degree of MASTER OF COMMERCE under the guidance of **Mrs. Kaveri B. Dhokane** it is my original work and the conclusion drawn there in are based on the material collected by myself.

Place : sonai

Date : 4/5/2024

  
Miss. Tagadkar Diyya Sanjay