

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal



Impact Factor* : 3.7401

Ref:IRJMSH/2016/A104342

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT
PRASHANT GULHANE
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**IMPACT OF NEWSPAPER ADVERTISEMENT ON MARKETING OF PRODUCTS AND CONSUMER
PERCEPTION**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 7 , Issue – 5 May , 2016



Editor in Chief

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ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

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