



A

PROJECT REPORT
ON

**“THE ROLE OF NEUROMARKETING STRATEGIES IN
INFLUENCING BRAND RESONANCE AMONG RETAIL
CONSUMERS”**



SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL
FULFILLMENT OF

THE REQUIREMENT FOR THE DEGREE OF

“BACHELOR OF BUSINESS ADMINISTRATION”(BBA)

UNDER THE GUIDANCE OF

ANKIT SEN

ASSISTANT PROFESSOR

CENTRE FOR MANAGEMENT EDUCATION (CME)

TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:-

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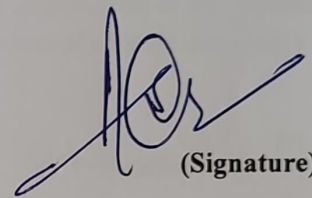
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CERTIFICATE FROM THE SUPERVISOR

This is to certify that the thesis titled 'THE ROLE OF NEUROMARKETING STRATEGIES IN INFLUENCING BRAND RESONANCE AMONG RETAIL CONSUMERS' submitted for the degree of BACHELOR OF BUSINESS ADMINISTRATION (B.B.A) by. SHOAIB ALI MOIN is the record of research work carried out by him during the period from 03/02/2024 to 13/05/2024 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other Titles in this University or any other University or institution of Higher Learning.

Date: 14-06-2024

Place: Tinsukia



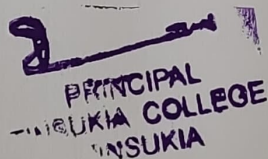
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