



**SRI VENKATESWARA**  
COLLEGE OF ENGINEERING AND TECHNOLOGY  
Thirupachur-631203, Tiruvallur TK & DT  
Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

**MASTER OF BUSINESS ADMINISTRATION**

SEMINAR ON

**“Impact of Celebrity Endorsements on Consumer Buying Behavior”**

By

Mr.G.VIJAYAKUMAR

Proprietor, BAILEY AND LOVE,

Venkateswara Nagar, 5A, 4TH Floor, Maduravoyal,

Chennai – 600095

Date: 12.03.2021

**SRI VENKATESWARA COLLEGE OF ENGINEERING AND**

**TECHNOLOGY**

Tiruvallur.

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Sri Venkateswara College of  
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### Request to deliver a Seminar On" Impact of Celebrity Endorsements on Consumer Buying Behavior"

From

08/03/2021

**Mr.D.BABU. M.B.A,**  
Assistant Professor and Head/MBA  
Sri Venkateswara College Of Engineering And Technology  
Tiruvallur - 631023.

To

Mr.G.VIJAYAKUMAR  
Proprietor, BAILEY AND LOVE,  
Venkateswara Nagar, 5A, 4TH Floor,  
Maduravoyal,  
Chennai-600095  
Tamil Nadu

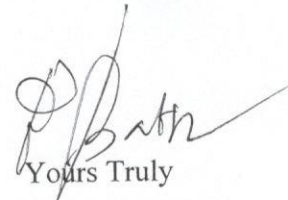
Respected Sir,

Sub: Request to deliver a Seminar On" Impact of Celebrity Endorsements on Consumer Buying Behavior - reg.,

We are happy to inform you that Department of Business Administration Is Planning To conduct a Seminar On 'Impact of Celebrity Endorsements on Consumer Buying Behavior'. We have come to know about your expertise in the above mentioned areas. We are pleased to invite you to give a lecture for our students. We are confident that our faculty and students would be enriched with your presence of lecture.


Kindly give your acceptance and convenient date as soon as possible.

Thanking You,

  
Yours Truly

(Mr.D.BABU. M.B.A)



  
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**Requisition of permission to conduct a Seminar On" Impact of Celebrity Endorsements on**

**Consumer Buying Behavior**

From

08/03/2021

**Mr.D.BABU. M.B.A,**  
Assistant Professor and Head/M.B.A  
Sri Venkateswara College Of Engineering And Technology  
Tiruvallur - 631023.

To

The Principal  
Sri Venkateswara College Of Engineering And Technology,  
Tiruvallur - 631023.

Respected sir,

Sub: Requisition of permission to conduct a Seminar On 'Impact of Celebrity Endorsements on Consumer Buying Behavior'\_reg.

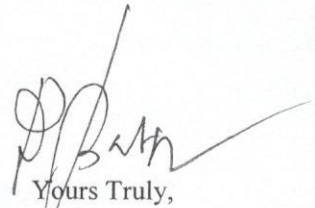
The Department Business Administration is planning to conduct a Seminar On 'Impact of Celebrity Endorsements on Consumer Buying Behavior'" on 12/03/2021 at 10:00AM. The Chief Guest, Mr.G.VIJAYAKUMAR, Proprietor, Bailey And Love, Venkateswara Nagar, 5A, 4TH Floor, Maduravoyal, Chennai, Tamil Nadu 600095 , is invited to conduct the Seminar to our students.

Hence, we request you to give permission to conduct this program.

Thanking you



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Yours Truly,

**Mr.D.BABU. M.B.A,**



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### CIRCULAR

Ref No: SVCET/ PRI/ CIR/ 2021 /MBA/ 04

08.03.2021

The Department of Business Administration is organizing a Seminar On 'Impact of Celebrity Endorsements on Consumer Buying Behavior', for Business Administration students on 12.03.2021 Students are hereby requested to make use of this opportunity.

The details are given below

Speaker: Mr.G.VIJAYAKUMAR

Proprietor, Bailey and Love

Time: 10:00 AM

Venue: Block F Seminar Hall

To:


All HOD' s

Notice boards

Office File

  
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DEPARTMENT OF MASTER BUSINESS ADMINISTRATION

**TITLE**

**SEMINAR ON**  
" IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING  
BEHAVIOR"

Resource Person:

**Mr.G.VIJAYAKUMAR**  
Proprietor, BAILEY AND LOVE,



**12.03.2021**



**10.00 AM**

**ORGANISED BY:**

**Mr.D.BABU. M.B.A,**  
Assistant Professor & Head/MBA

**Dr.J.VENKATESH.,M.E Ph.D**  
PRINCIPAL  
ORGANIZING CHAIRPERSON



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### REPORT

Name of the Programme : Seminar On 'Impact of Celebrity Endorsements on  
Consumer Buying Behavior'

Department : Business Administration

Date : 12.03.2021

No of participants : 51

Venue : Block III Seminar hall

Details of the resource person:

Speaker: Mr.G.VIJAYAKUMAR

Proprietor, Bailey And Love

- ❖ This workshop was very conceptual about the Marketing Strategies
- ❖ Workshop gave an idea about the importance of different types Marketing strategies to be used in the Business Administration
- ❖ The speaker technically elaborated the methodology and their utilities in workplace.
- ❖ The students were given idea about job opportunities and the courses available related to Business Administration

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~~PROGRAMME CO ORDINATOR~~



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### NAMELIST OF STUDENT PARTICIPANTS

S.NO	REG. NO	NAME	YEAR
1	112419631001	ABU THAKIR.MU	II MBA
2	112419631002	ADHAVAN.E	II MBA
3	112419631003	AJITH KUMAR.V	II MBA
4	112419631004	AJITH KUMAR. N	II MBA
5	112419631005	ANANTHANA.K	II MBA
6	112419631006	ANITHA.P	II MBA
7	112419631007	ARAVINDHAN.R	II MBA
8	112419631008	ARUN.F	II MBA
9	112419631009	BALAJI M	II MBA
10	112419631010	BRINDHA.V	II MBA
11	112419631011	CHANDRAN.S	II MBA
12	112419631013	DEEPIKA.B	II MBA
13	112419631014	DEVI.K	II MBA
14	112419631015	DHARANI.RS	II MBA
15	112419631016	DILEEP KUMAR SHARMA.A	II MBA
16	112419631017	DILLI BABU.S	II MBA
17	112419631018	DINESH.M	II MBA
18	112419631019	DINESH KUMAR.S	II MBA
19	112419631020	DIVYA BHARATHI.VJ	II MBA
20	112419631021	DIVYA DEVI.R	II MBA
21	112419631022	DURGA.V	II MBA
22	112419631023	EASHWARAN.V	II MBA
23	112419631024	ESWARI.R	II MBA
24	112419631025	ESWARI.S	II MBA
25	112419631026	GANESH KUMAR.M	II MBA

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### NAMELIST OF STUDENT PARTICIPANTS

S.NO	REG. NO	NAME	YEAR
27	112419631027	GNANA VARSHA.A	II MBA
28	112419631028	HARIRAM DARSON.P	II MBA
29	112419631029	HARISH.P	II MBA
30	112419631030	HELAN JACQUELINE.A	II MBA
31	112419631031	JAI GANESH.S	II MBA
32	112419631032	JAYA PRAKASH.K	II MBA
33	112419631033	JEBARAJ.J	II MBA
34	112419631034	KALAISELVAN.B	II MBA
35	112419631035	KAMARAJ.R	II MBA
36	112419631036	KIRUBAKARAN.S	II MBA
37	112419631037	LAKSHMIPRIYA.EV	II MBA
38	112419631038	LOGANATHAN.K	II MBA
39	112419631039	LOKANADHAN.S	II MBA
40	112419631040	MAHESHWARI DOKKALA.K	II MBA
41	112419631041	MANOCHITHRA.P	II MBA
42	112419631042	MANOJ KUMAR.DL	II MBA
43	112419631043	MANOJ PRABHAKAR.M	II MBA
44	112419631044	MONISHA.B	II MBA
45	112419631045	MONISHA.M	II MBA
46	112419631046	MONISHA.R	II MBA
47	112419631047	MURUGAN.S	II MBA
48	112419631049	NATHASHA.S	II MBA
49	112419631050	NAVEEN KUMAR.V	II MBA
50	112419631051	NISHA.N	II MBA
51	112419631052	PARTHASARATHI.E	II MBA
52	112419631053	PAVITHRA.R	II MBA
53	112419631054	PAVITHRA KANNAN.A	II MBA
54	112419631055	PAVUNU.S	II MBA
55	112419631056	PRAGAVATHI.B	II MBA
56	112419631057	PRAKASH.B	II MBA

PROGRAMME CO-ORDINATOR

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Name of the Programme : Seminar On 'Impact of Celebrity Endorsements on  
Consumer Buying Behavior'  
Department : Business Administration  
Date : 12.03.2021  
No of participants : 56  
Venue : Block III Seminar hall

Details of the resource person:

Speaker: Mr.G.VIJAYAKUMAR

Proprietor, Bailey And Love



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## Department of Master Business Administration

### Seminar On 'Impact of Celebrity Endorsements on Consumer Buying Behavior'

#### FEEDBACK FORM

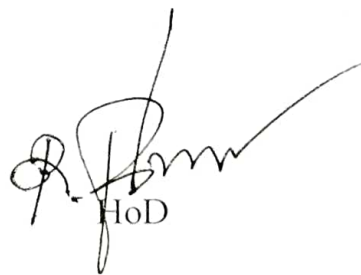
DATE: 12.03.2021


TIME:10.00am

S.No.	Description					
1	What is your opinion about the duration of programme?	Short		adequate	✓	Long
2	Did you find the programme useful?	Very Much	✓	To some extent		Not useful
3	Did it fulfill your expectation?	Yes	✓	To some extent		No
4	Planning of the programme	Excellent	✓	Good		Satisfactory

  
Program Coordinator




  
HoD

  
Principal

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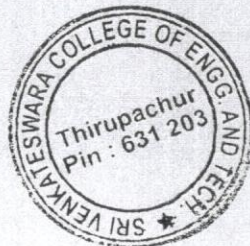
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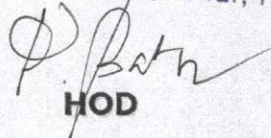
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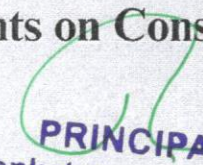
**DEPARTMENT OF MASTER BUSINESS ADMINISTRATION  
CERTIFICATE OF PARTICIPATION**

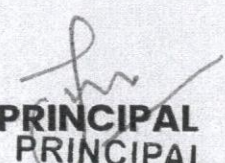
This is to certify that Mr/Ms ..... **ABU THAKIR.MU (112419631001)**  
student, Department of ..... **MBA** ..... has successfully completed  
Seminar on " Impact of Celebrity Endorsements on Consumer Buying Behavior"  
held on 12.03.2021

  
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**DEPARTMENT OF MASTER BUSINESS ADMINISTRATION  
CERTIFICATE OF PARTICIPATION**

This is to certify that Mr/Ms ..... **ADHAVAN.E (112419631002)**  
student, Department of ..... **MBA** ..... has successfully completed  
Seminar on " Impact of Celebrity Endorsements on Consumer Buying Behavior"  
held on 12.03.2021

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*[Signature]*  
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*[Signature]*  
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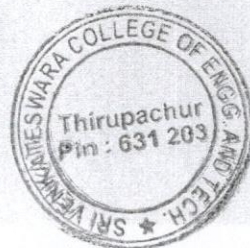
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**CERTIFICATE OF PARTICIPATION**

This is to certify that Mr/Ms ..... **AJITH KUMAR.V (112419431003)**  
student, Department of ..... **MBA** ..... has successfully completed  
Seminar on " Impact of Celebrity Endorsements on Consumer Buying Behavior"  
held on 12.03.2021

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*[Signature]*  
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