

**Are Consumers Influenced By Quality  
Or Advertisement While Selecting the Brand  
(A study conducted in Karachi)**

**A Thesis submitted to Department of Marketing in process for the  
fulfillment of the requirement for the MBA degree**

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submit 1 bound copies of thesis titled:

ARE CONSUMERS INFLUENCED BY QUALITY OR ADVERTISEMENT

WHILE SELECTING BRAND in the management science department as part of fulfillment of the MBA degree requirement.

Candidate Signature: \_\_\_\_\_ Date: \_\_\_\_\_

01-Jan-15

Certificate of Supervisor

I Farhan Sahail being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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