



# CENTRAL UNIVERSITY OF KASHMIR

(EXAMINATIONS AND EVALUATION WING)

Transit campus, Sonwar, Srinagar – 190 004

## AWARD OF DEGREE- MASTER OF PHILOSOPHY

**Mr. Shakeel Ahmad Sofi** bearing University Enrolment No. 128104 pursuing Integrated M.Phil/Ph.D Programme on whole time basis has successfully completed Phase-I of the Programme from this University and is declared qualified for the award of Degree of Master of Philosophy. Details are given hereunder:



Item	Particulars	
Research Topic	<b><i>Impact of Subliminal Messages in TV Advertisements on Consumer Behaviour – A case study of youth in Kashmir Province of J&amp;K</i></b>	
School	<b><i>School of Business Studies</i></b>	
Department	<b><i>Department of Management Studies</i></b>	
Supervision	<b><i>Dr. Fayaz Ahmad Nika, Associate Professor</i></b>	
Registration	<b><i>01-09-2012</i></b>	
Submission	<b><i>30-06-2014</i></b>	
Award	<b><i>29-11-2014</i></b>	
Result Declaration Notification	Number	Dated
	<b><i>MP-01-41-2014</i></b>	<b><i>3<sup>rd</sup> December 2014</i></b>
Grade Obtained	<b><i>“A+”</i></b>	

Sd/

**(Dr. Nazir Ahmad Gilkar)**

**Controller of Examinations**

No. F.No. CUK/EXAM/M.Phil-Ph.D/14/170/861

Dated: 06-12-2014

### **Copy to the:**

1. All Heads/Coordinators for information.
2. Librarian, for information.
3. P.R.O for publication of notification in the newspapers.
4. Section Officer, Academics, for information & n/a
5. PS. to VC, for information of the Vice-Chancellor.
6. PS. to Registrar, for information of the Registrar.
7. PS. to FO, for information of the Finance Officer.
8. Mr. Shakeel Ahmad Sofi, Research Scholar, for information.
9. Relevant file (CUK/EEW/PF/RS/MBA/12/181) for/r.