



**CENTRAL UNIVERSITY OF KASHMIR**  
**EXAMINATIONS AND EVALUATION WING**  
**Green Campus Ganderbal-191201**

**Result Notification No. MP-150-732-2021**

**MASTER OF PHILOSOPHY (M. Phil.)**  
**Phase-I (Integrated M.Phil-Ph.D)**

Mr. Syed Mafid Rashid Andrabi S/o Mr. Syed Shakil Ur Rehman bearing University Enrolment No. 16150CUKmr007 pursuing Integrated M.Phil-Ph.D Programme on whole time basis has successfully completed Phase-I (M.Phil.) of the Research Degree Programme as detailed hereunder and is declared qualified for the award of "*Master of Philosophy (M. Phil.)*".



**DESCRIPTION**

**PARTICULARS**

|                    |   |
|--------------------|---|
| Research Topic     | : Impact of Product Packaging on Impulsive Buying Behaviour: A Study of Select FMCG Products in Kashmir |
| Name of School     | : School of Business Studies  |
| Name of Department | : Department of Management Studies  |
| Name of Supervisor | : Prof. Farooq Ahmad Shah   |
| Date of Joining    | : 1 <sup>st</sup> March, 2017   |
| Date of Submission | : 27 <sup>th</sup> August, 2019   |
| Date of Award      | : 19 <sup>th</sup> November, 2020   |
| Grade Obtained     | : "B"   |

No: F.No. CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II/3711  
Dated: 15-03-2021

Controller of Examinations  
15/3/21

**Copy to the:**

1. Director, Research and Development for information.
2. Dean, School of Business Studies for information.
3. Prof. Farooq Ahmad Shah, Supervisor concerned for information.
4. Assistant Librarian, for information and further necessary action..
5. Deputy Registrar, Academics for information & necessary action.
6. PS to VC, for kind information of the Hon'ble Vice Chancellor.
7. PS to Registrar, for information of the Registrar.
8. PS to FO, for information of the Finance Officer.
9. Mr. Syed Mafid Rashid Andrabi, Research Scholar, Department of Management Studies for information.
10. Relevant file (CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II) for record and reference.