



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

**Result Notification No. MP-150- 751-2021**

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

Ms. Bisma Basharat D/o Mr. Sheikh Basharat Ahmad bearing University Enrolment No. 18150CUKmr006, having pursued Phase-I of *Integrated M.Phil-Ph.D Programme* on whole time basis had successfully completed M.Phil. Phase of the Research Degree Programme as detailed hereunder and is declared qualified posthumously for the award of "*Master of Philosophy (M. Phil.)*".



**DESCRIPTION**

**PARTICULARS**

Research Topic	: Impact of Social Media Advertising on Purchase Intention: <i>An Empirical Study of Gen Y in Kashmir Region</i>
Name of School	: School of Business Studies
Name of Department	: Department of Management Studies
Name of Supervisor	: Prof. Fayaz Ahmad Nika
Date of Joining	: 10 <sup>th</sup> September, 2018
Date of Submission	: 18 <sup>th</sup> August, 2020
Date of Award	: 16 <sup>th</sup> February, 2021
Grade Obtained	: "A+"

No: F.No. CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II/ 3750  
Dated: 25-03-2021

Controller of Examinations  
25/03/21

**Copy to the:**

1. Director, Research and Development for information.
2. Dean, School of Business Studies for information.
3. Prof. Fayaz Ahmad Nika, 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. Relevant file (CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II) for record and reference.