

**"AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS
HONDA TWO WHEELER BIKES IN MANDYA CITY".**



A PROJECT SUBMITTED TO

P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE MANDYA

(AFFILIATED TO UNIVERSITY OF MYSORE)

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

MASTER OF COMMERCE

2018-19

Submitted BY

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Under the guidance of

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MANDYA.

POST GRADUATION DEPARTMENT OF COMMERCE

P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE

MANDYA-571401

**“A COMPARATIVE STUDY ON CONSUMER ATTITUDE TOWARDS
AMAZON AND FLIPKART IN MANDYA CITY”**



**A PROJECT SUBMITTED TO
P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE
(Affiliated to University of Mysore)**

**In partial fulfillment of the requirement for the award of the degree
MASTER OF COMMERCE**

2018-2019

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POST GRADUATION DEPARTMENT OF COMMERCE

P.E.S COLLEGE OF SCIENCE, ARTS & COMMERCE

MANDYA-571401

**"IMPACT OF PROMOTIONAL STRATEGIES ON CUSTOMER BUYING
DECISION WITH REFERENCE TO BIG BAZAAR IN MANDYA CITY"**



**A PROJECT SUBMITTED TO
P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE**

(Affiliated to University of Mysore)

In partial fulfillment of the requirement for the award of the degree

MASTER OF COMMERCE

2018-2019

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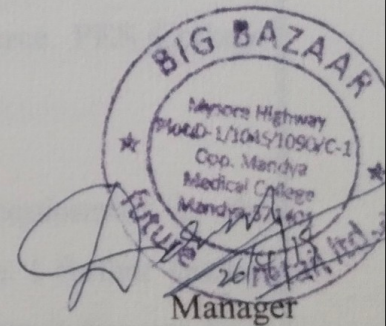
MANDYA-571401



CERTIFICATE

This is to certify that Ms. Jayashree.Y (REG NO.CM171416) a student of Final Year M.com, P.E.S. Science, Arts & Commerce College, PG Department, Mandya has successfully completed a project on the topic **“Impact of promotional strategies on customer buying decision with reference to Big Bazaar in Mandya city”**

This project was taken up by her from March 05th to April 19th, 2019 and she prepare a project report on the above mentioned subject for the academic purpose.



**"A COMPARATIVE STUDY ON CONSUMER ATTITUDE
TOWARDS ONLINE SHOPPING AND OFFLINE SHOPPING IN
MANDYA CITY"**



**A PROJECT SUBMITTED TO
P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE
(Affiliated to University of Mysore)**

In partial fulfilment of the requirement for the award of the degree

MASTER OF COMMERCE

2018-2019

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MANDYA

POST GRADUATION DEPARTMENT OF COMMERCE

P.E.S COLLEGE OF SCIENCE, ARTS & COMMERCE

MANDYA-571401

**“A STUDY ON THE CONSUMER PERCEPTION TOWARDS GOODS
AND SERVICE TAX (GST) IN MANDYA DISTRICT, KARNATAKA”**



A Project Submitted to

P.E.S.COLLEGE OF SCIENCE, ARTS AND COMMERCE

Affiliated to University of Mysore

In partial fulfilment of the requirement for the award of the degree

MASTER OF COMMERCE

2018-2019

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MANDYA – 571401

POST GRADUATION DEPARTMENT OF COMMERCE

P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE

MANDYA-571401

**“A study on Customer satisfaction towards xioami mobile phone in
Mandya city”**



**A PROJECT SUBMITTED TO
P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE**

(Affiliated to University of Mysore)

In partial fulfillment of the requirement for the award of the degree

MASTER OF COMMERCE

2018-2019

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MANDYA

POST GRADUATION DEPARTMENT OF COMMERCE

P.E.S COLLEGE OF SCIENCE, ARTS & COMMERCE

MANDYA-571401

**“A STUDY ON EMPLOYEE’S JOB SATISFACTION IN HDFC BANK WITH
SPECIAL REFERENCE TO MANDYA AND MYSORE DISTRICTS”.**



**A PROJECT SUBMITTED TO
P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE MANDYA.
(AFFILIATED TO UNIVERSITY OF MYSORE)**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

MASTER OF COMMERCE

2018-19

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POST GRADUATION DEPARTMENT OF COMMERCE

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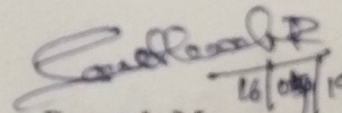
MANDYA-571401



We understand your world

CERTIFICATE

This is to certify that **Mr. VARUN.P** Bearing (Register No. **CM171454**), final year of M.COM, P.E.S COLLAGE OF SCIENCE, ARTS AND COMMERCE P.G DEPARTMENT OF COMMERCE MANDYA. Has undergone project in our Bank named "**A study on employee's Job Satisfaction in HDFC Bank with special reference to Mandya and Mysore Districts**" and completed successfully and his character and conduct were found to be satisfactory, during the project work period.


16/04/19
Branch Manager

Date: 16/04/2019

Place: MANDYA

HDFC BANK,

MANDYA