

**“A STUDY ON IN-STORE ADVERTISING PROMOTIONS AND ITS IMPACT ON
CONSUMERS PURCHASE DECISIONS WITH REFERENCE TO TATA CROMA
IN MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
MASTER OF COMMERECE**

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

**"A STUDY ON CUSTOMER SATISFACATION TOWARDS DELL
LAPTOP IN MANDYA CITY"**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE ARTS AND COMMERCE, MANDYA

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTTRACK
PRODUCTS IN MANDYA CITY."**



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

**“A STUDY ON IMPACT OF TRAINING NAD DEVELOPMENT ON
EMPLOYEE PERFORMANCE AND PRODUCTIVITY WITH
REFERENCE TO TOYOTA COMPANY, BIDADI BRANCH,
BENGALURU ”**



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

2020-2021

**"IMPACT OF PROMOTIONAL STRATEGIES ON CONSUMER BUYING
DECISION WITH REFERENCE TO RELIANCE TRENDS: A STUDY OF
CONSUMER PERCEPTION IN MANDYA CITY".**



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“A STUDY ON THE IMPACT OF MONETARY AND NON-MONETARY INCENTIVES ON EMPLOYEE’S MOTIVATION: A CASE OF BANKING EMPLOYEES OF SBI IN MANDYA”



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

**“A STUDY ON IMPACT OF COVID-19 ON CUSTOMER BUYING DECISION
TOWARDS ONLINE SHOPPING IN MANDYA DISTRICT”**



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**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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**"A STUDY ON INVESTOR PERCEPTION TO WORDS MUTUAL FUND
INVESTMENT WITH SPECIAL REFERENCE TO SBI BANK IN
MANDYA CITY"**



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

**“A STUDY ON WORK LIFE INTEGRATION OF WOMEN WITH
REFERENCE TO AFFILIATED COLLEGES UNDER UNIVERSITY OF
MYSORE”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE ARTS AND COMMERCE, MANDYA

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS CANARA
BANK IN NAGAMANGALA CITY".**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE, MANDYA

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALYA SKIN CARE
PRODUCTS IN MANDYA CITY"**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE ARTS AND COMMERCE, MANDYA

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**“A COMPARATIVE STUDY OF CONSUMER ATTITUDE TOWARDS REDMI
MOBILES AND SAMSUNG MOBILE PHONES IN MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE, MANDYA

**“A STUDY OF COMMERCE GRADUATES PERCEPTION TOWARDS
ENTREPRENEURSHIP AWARENESS WITH REFERENCE TO
UNIVERSITY OF MYSORE.”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE, MANDYA

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL
PAYMENT IN NAGAMANGALA CITY”**



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**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE, MANDYA

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET
BANKING WITH REFERENCE TO SBI BANK IN MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF
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P.E.S COLLEGE OF SCIENCE, ARTS AND COMMERCE, MANDYA

**"A STUDY ON – BRAND EXTENSION AND ITS IMPACT ON BRAND LOYALTY
WITH SPECIAL REFERENCE TO MTR IN MANDYA CITY"**



UNIVERSITY OF MYSORE

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