

**A STUDY ON CONSUMER SATISFACTION TOWARDS ARUN  
ICE CREAM IN ERODE DISTRICT**

Submitted to Kongu Arts and Science College (Autonomous) in partial fulfillment of  
the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

**(Banking & Insurance)**

**To be awarded by Bharathiar University, Coimbatore**

Submitted by

**LOGAVANI. G**

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Under the Guidance of

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**DEPARTMENT OF COMMERCE**



**KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)**

**(Affiliated to Bharathiar University, Coimbatore)  
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**March – 2021**

**KONGU**  
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## CERTIFICATE

This is to certify that this project report entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ARUN ICE CREAM IN ERODE DISTRICT" submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking and Insurance) is a record of original project work done by LOGAVANI. G during the period of 2020-2021 of her study in the Department of Commerce at Kongu Arts and Science College (Autonomous), Erode under my supervision and guidance and the project has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

  
Signature of the Guide

  
Head of the Department

Submitted for the university Viva -Voce Examination held on 27.03.2021.

  
Internal Examiner

  
External Examiner  
27/03/2021

(Dr. S. MAHESKUMAR)