

**A STUDY ON MARKETING BEHAVIOUR OF TRADERS
TOWARDS SUGUNA CHICKEN IN ERODE CITY**

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

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Under the Guidance of

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(AUTONOMOUS)

(Affiliated to Bharathiar University, Coimbatore)

Nanjanapuram, Erode – 638 107.

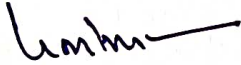


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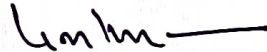


CERTIFICATE

This is to certify that this project report entitled “A STUDY ON MARKETING BEHAVIOUR OF TRADERS TOWARDS SUGUNA CHICKEN IN ERODE CITY” submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking & Insurance) is a record of original project work done by YUVIN. C during the period of 2020-2021 of his 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.

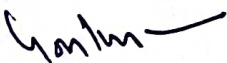


Signature of the Guide



Head of the Department

Submitted for the university Viva -Voce Examination held on 27-03-2021



Internal Examiner



27/3/21

External Examiner

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