

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS REDMI
SMARTPHONE WITH SPECIAL REFERENCE TO ERODE**

PROJECT REPORT

*A Project Report submitted to the BHARATHIAR UNIVERSITY
in partial fulfilment of the requirements for the award of the Degree of*

MASTER OF BUSINESS ADMINISTRATION

Submitted by

M.ASTHAAQ AHMED

19PMBA005

Under the Guidance of

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

**Affiliated to Bharathiar University, Coimbatore Approved
by UGC, AICTE, New Delhi & Re-accredited by NAAC**



DBT STAR College Scheme

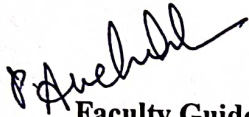
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DECEMBER-2020



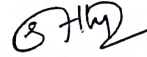
CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER BUYING BUHAVIOUR TOWARDS REDMI SMARTPHONE WITH SPECIAL REFERENCES TO ERODE". Submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfilment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by M.ASTHAAQ AHMED (Reg.No.:19PMBA005) during the period 2019-2021 of his study in the Department of Management Science 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 any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.



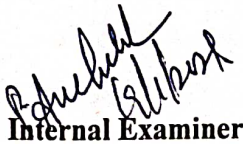
Faculty Guide


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Internal Examiner


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Date of the Viva Voce Examination 19-01-2021