

**A STUDY ON CONSUMER PREFERENCE ON THE
DAIRY PRODUCT (MILK) IN CAVINKARE, BHAVANI
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

K. BOOPATHI
(Reg. No: 19PMBA006)

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

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode – 638107



DECEMBER - 2020

KONGU
Assuring the Best

CERTIFICATE

This is to certify that the project "A STUDY ON CONSUMER PREFERENCE ON THE DAIRY PRODUCT (MILK) IN CAVINKARE, BHAVANI"

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 K. BOOPATHI (Reg.No: 19PMBA006) 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.

S. Sankari

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(Ms. S. SANKARI)

V. G. Sumathy

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Internal Examiner

External Examiner

Date of the Viva Voce Examination 19-1-2021