

**A STUDY ON CONSUMER BEHAVIOUR AND MARKETING
STRATEGIES IN CHENNAI SILKS, TIRUPUR**

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

A.RAMYA

(Reg. No: 19PMBA034)

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



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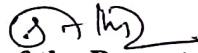
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CERTIFICATE

This is to certify that the project "A STUDY ON CONSUMER BEHAVIOUR AND MARKETING STRATEGIES IN CHENNAI SILKS, TIRUPUR". 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 A.RAMYA (Reg. No.:19PMBA034) during the period 2019-2021 of her 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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PRINCIPAL


Internal Examiner

External Examiner

Date of the Viva Voice Examination

19/11/2021