





A Project Report On

"MARKETING AND CONSUMER ATTITUDE TOWARDS MTR PRODUCTS"

(With Special Reference to Davanagere city) Submitted in Partial Fulfillment of the requirement for the award of the Degree of

BACHELOR OF COMMERCE

Submitted By

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Under The Guidance Of

Kotragowda K. M.Com Lecturer, Department of Commerce



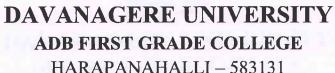
2021-22

ADB FIRST GRADE COLLEGE HARAPANAHALLI - 583131 Government of Karnataka









Guide Certificate

This is to certify that AMRUTHA T, H AISHWARYA, K.RAJENDRA, KAVYA M, MANJAPPA A, NAGAVENI S, PRAVEEN.L.K, RUCHITHA BENNUR, SOUMYA Y M. Reg No: C1916802, C1916808, C1916813, C1916818, C1916823, C1916828, C1916834, C1916839, C1916844. Respectively is a bonafide student of Ambli Dodda Bharamappa First Grade College, Harapanahalli for the academic year 2021-22.

This project entitled "MARKETING AND CONSUMER ATTITUDE TOWARDS MTR PRODUCTS" with special reference to MTR Retail Store Davanagere is prepared under my guidance and submitted by him in partial fulfillment of the requirement of final year B.COM Examination during the academic year 2021-22.

Place: Harapanahalli

Date: 12-09-2022

Kotragowda K. M.Com. Lecturer, Dept. of Commerse ADB First Grade College, Harapanahalli - 583131







Government of Karnataka



DAVANAGERE UNIVERSITY ADB FIRST GRADE COLLEGE HARAPANAHALLI – 583131

College Certificate

This is to certify that AMRUTHA T, H AISHWARYA, K.RAJENDRA, KAVYA M, MANJAPPA A, NAGAVENI S, PRAVEEN.L.K, RUCHITHA BENNUR, SOUMYA Y M. are bonafide student of Ambli Dodda Bharamappa First Grade College, Harapanahalli for the academic year 2021-22

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Place: Harpanahalli

Date: 12-09-2022

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Government of Karnataka



DAVANAGERE UNIVERSITY ADB FIRST GRADE COLLEGE HARAPANAHALLI – 583131

H.O.D. Certificate

This is to certify that AMRUTHA T, H AISHWARYA, K.RAJENDRA, KAVYA M, MANJAPPA A, NAGAVENI S, PRAVEEN.L.K, RUCHITHA BENNUR, SOUMYA Y M. are bonafide student of Ambli Dodda Bharamappa First Grade College, Harapanahalli for the academic year 2021-22.

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Place: Harpanahalli

Date: 12-09-2022

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