



A  
PROJECT REPORT  
ON  
“A STUDY ON THE CONSUMER BUYING BEHAVIOUR AND  
SATISFACTION TOWARDS AMUL PRODUCTS”.  
(A CASE STUDY FROM TINSUKIA TOWN)



SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE DEGREE OF

‘BACHELOR OF BUSINESS ADMINISTRATION (BBA)’

UNDER THE GUIDANCE OF  
HIMAKSHI MEDHI  
ASSISTANT PROFESSOR  
CENTRE FOR MANAGEMENT EDUCATION (CME)  
TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:  
PUJA CHETRY  
BBA 6<sup>th</sup> SEM  
ROLL NO: 16290021  
REGD NO: 20480742

YEAR: 2023

## CERTIFICATE OF THE GUIDE

This is to certify that puja chetry student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "A STUDY ON THE CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS AMUL PRODUCTS" under my guidance and supervision, as part of their Course Curriculum (Paper Code: 60100). Their report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish them every success in their academic career and in life.

DATE:

26-05-23

  
26/5/23


(Signature)

Mrs. Himakshi Medhi

Assistant Professor

Centre for Management Education

Tinsukia College, Tinsukia

  
PRINCIPAL  
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