



A  
PROJECT REPORT  
ON

**“A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY 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:

ALKA SINGH

ASSISTANT PROFESSOR

CENTRE FOR MANAGEMENT EDUCATION (CME)

TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:

ROUNAK GUPTA

BBA 6<sup>th</sup> SEM

ROLL NO: 16290013

REGD. NO : 20480746

2023

## CERTIFICATE OF THE GUIDE

This is to certify that Rounak Gupta 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 CONSUMER PREFERENFE TOWARDS CADBURY PRODUCTS**", Tinsukia, Assam 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 : 31<sup>st</sup> May '23

  
PRINCIPAL  
TINSUKIA COLLEGE  
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(Signature)  
**Miss. Alka Singh**  
Assistant Professor  
CME (Tinsukia College)