



A

PROJECT REPORT

ON

“A CONSUMER SATISFACTION TOWARDS PATANJALI FMCG PRODUCT”.

(A STUDY BASED ON 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)

COLLEGE, TINSUKIA

SUBMITTED BY:

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YEAR-2023

CERTIFICATE OF THE GUIDE

This is to certify that SHILPA YADAV student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, “**A CONSUMER SATISFACTION TOWARDS PATANJALI FMCG 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 her every success in her academic career and in life.

DATE: 31st 'May' 23



(Signature)

ALKA SINGH

Assistant Professor

Centre for Management Education

Tinsukia College, Tinsukia



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