



A

PROJECT REPORT

ON

“CUSTOMER SATISFACTION FOR CONSUMER
DURABLES: A STUDY BASED ON SELECTED COMPANIES OF
WASHING MACHINE”



SUMMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF
'BACHELOR OF BUSINESS ADMINISTRATION (BBA)'

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

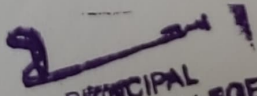
SUBMITTED BY:-
NYASA SHREYA GUPTA
BBA 6TH SEM
ROLL NO:- 17690023
REGISTRATION NO:-21861157

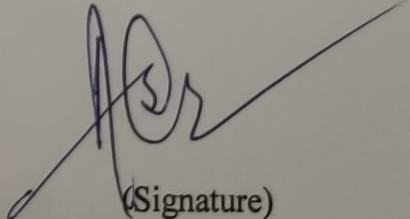
YEAR-2024

CERTIFICATE OF THE GUIDE

This is to certify that Nyasa Shreya Gupta student of BBA 6th semester, with specialization in **Marketing Management**, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "**Customer Satisfaction for Consumer Durables: A study based on selected companies of washing machine**" 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 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.


PRINCIPAL
TINSUKIA COLLEGE
TINSUKIA


(Signature)

Mr. ANKIT SEN.

Assistant Professor

Centre Of Management Education

Tinsukia College, Tinsukia

Date

14/6/24