

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS
GARAM MASALA**

CASE STUDY: FOREIGNERS IN MYSORE

By

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Guide:

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**Project Report submitted to the University of Mysore in partial
fulfillment of the requirements of IV Semester MBA Degree
Examination 2020**

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CERTIFICATE

This is to certify that **AFFANYEE-NGO**, Student of IV Semester MBA course in this institute has prepared this project report titled "**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS GARAM MASALA. CASE STUDY: FOREIGNERS IN MYSORE**" in partial fulfillment of the requirements of MBA degree examinations of 2020.

Place: Mysore

Date: 07/09/2020



Prof. Aisha M Sheriff

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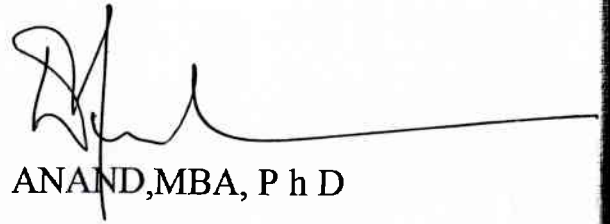
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GUIDANCE CERTIFICATE

This project report entitled is “**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS GARAM MASALA. CASE STUDY: FOREIGNERS IN MYSORE**” prepared by **AFFAN YEE-NGO** claiming it to be original work by candidate. My guidance is on the framework of this project only. This report is submitted to the University of Mysore in partial fulfillment of the requirements of IV Semester MBA degree examination, 2020.

Place: Mysore

Date: 07/09/2020



Prof. D. ANAND, MBA, P h D

Project guide