

CONSUMER BEHAVIOR AND PREFERENCE TOWARDS NESCAFE IN MYSORE

SUBMITTED BY:

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IV SEMESTER MBA

Marketing Management

Reg. No: 18MB0093

Under the guidance of

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**Project Report submitted to University Of Mysore in Partial
Fulfilment of the requirement of III semester, MBA degree examination, 2020**

**B. N. Bahadur Institute of Management Sciences,
Manasagangothri, University of Mysore, Mysore-570006**



University of Mysore
B. N. Bahadur Institute of Management Sciences,
Manasagangothri, University of Mysore,
Mysore-570006

CERTIFICATE

That is to certify that **Nguyen Hang Nga**, student of IV Semester MBA course has prepared this product report entitled "**Consumer behaviour and preference towards Nescafe in Mysore**" in partial fulfilment of the requirement of MBA degree examination, 2020.

Place: Mysore

Date:



Prf. Aisha M Sheriff

Chairperson

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GUIDANCE CERTIFICATE

That is to certify that **Nguyen Hang Nga**, student of IV Semester MBA course has prepared this product report entitled “**Consumer behaviour and preference towards Nescafe in Mysore**” in partial fulfilment of the requirement of MBA degree examination, 2020.

Place: Mysore

Date:



Prof. D. Anand. MBA, PhD

Report Guide