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**A STUDY ON CUSTOMER PREFERENCES AND CUSTOMER
SATISFACTION TOWARDS OLA CAB SERVICES WITH
REFERENCE TO MYSORE CITY.**

Project Report submitted to the University of Mysore in partial fulfilment for
the award of Degree of

**MASTERS
IN
BUSINESS ADMINISTRATION**

Submitted By,

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IV SEMESTER MBA

REG. NO. – 18MB0122

Under the Guidance of:

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CERTIFICATE

This is to certify that **RAKSHITH M Y**, a student of IV semester MBA course in this institute has prepared the project report titled **“A STUDY ON CUSTOMER PREFERENCES AND CUSTOMER SATISFACTION TOWARDS OLA CAB SERVICES WITH REFERENCE TO MYSORE CITY.”** in partial fulfilment of the requirements of IV semester MBA Degree Examination – 2020

Date:

Place: Mysuru



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GUIDE CERTIFICATE

The project report titled “**A STUDY ON CUSTOMER PREFERENCES AND CUSTOMER SATISFACTION TOWARDS OLA CAB SERVICES WITH REFERENCE TO MYSORE CITY.**” is prepared by **RAKSHITH .M. Y**, under my guidance. This report is submitted to University of Mysore in partial fulfilment of the requirements of IV semester MBA Degree Examination – 2020

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