

**“A STUDY ON CUSTOMER BEHAVIOUR AND
PROMOTIONAL ACTIVITIES AT RELIANCE
TRENDS”**

By

JEEVAN V

IV Semester, MBA

Reg. No - 19MB0042

Under the Guidance of

Prof. D. ANAND, MBA., Ph.D.

Department of Business Administration

B.N. Bahadur Institute of Management Science

University of Mysore, Manasagangothri,

Mysore – 570 006

Project report submitted to the University of Mysore in partial
fulfillment of the requirements of IV Semester MBA degree
Examination 2021

**B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
UNIVERSITY OF MYSORE, MANASAGANGOTRI,
MYSORE - 570 006**

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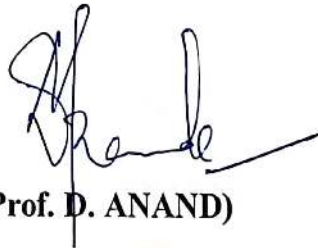
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UNIVERSITY OF MYSORE, MANASAGANGOTRI,
MYSORE-570 006

CERTIFICATE

This is to certify that **JEEVAN V**, student of IV semester MBA course in this institute has prepared the project report titled “**A Study on Customer Behaviour and Promotional Activities at Reliance Trends**” in partial fulfillment of the requirement of IV semester MBA degree examination 2020-2021.

Date:

Place: Mysore



(Prof. D. ANAND)

CHAIRMAN
DOS. In Business Administration
MANASAGANGOTRI
MYSORE -570 008.

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B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
UNIVERSITY OF MYSORE, MANASAGANGOTRI,
MYSORE-570 006

GUIDANCE CERTIFICATE

The project report on “A Study on Customer Behaviour and Promotional Activities at Reliance Trends” is prepared by JEEVAN V under my guidance. This report is submitted to University of Mysore in partial fulfillment of the requirement of IV semester MBA degree examination of 2020-2021.

Date:

Place: Mysore



(Prof. D. ANAND)

PROJECT GUIDE