

**CONSUMER BUYING BEHAVIOR IN ONLINE
SHOPPING- AJIO.COM**

by

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IV Semester MBA

Reg. No: 19MB0084

Under the guidance of

Dr. AMULYA. M.BE., MBA., Ph.D.,

Associate Professor

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

B.N Bahadur Institute of Management Sciences,
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Mysore 570006

UNIVERSITY OF MYSORE
B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
MANASAGANGOTRI MYSORE - 570006

CERTIFICATE OF THE GUIDE

This is to certify that Ms. PEARL SENWELO, a student of IV Semester MBA course in this institute has prepared this project entitled "CONSUMER BUYING BEHAVIOR IN ONLINE SHOPPING- AJIO.COM" in partial fulfillment of the requirements of MBA degree examination of 2021.



CHAIRMAN:

Prof. D. ANAND
CHAIRMAN

DOs. In Business Administration
Signature: ANAGOTRI
MYSORE -570 008.

Place: Mysore, India

Date: ____/08/2021

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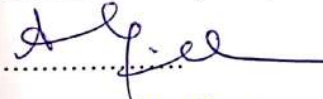
This is to certify that the Project Report entitled 'CONSUMER BUYING BEHAVIOR IN ONLINE SHOPPING-AJIO.COM' is prepared and submitted by PEARL SENWELO in partial fulfillment of the requirement of MBA under my guidance. The project is submitted to the University of Mysore in partial fulfillment of the requirements of IV semester MBA Degree Examination 2021.

Place: Mysore, India

Date: 24/08/2021

(PROJECT GUIDE)

DR. AMULYA M. B.E., MBA, PHD

Sign: 

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