

**A STUDY ON CUSTOMER BUYING BEHAVIOR ON LAYS
WITH REFERENCE TO THOOTHUKUDI CITY**

A Mini Project report submitted to MANONMANIAM SUNDARANAR
UNIVERSITY, TIRUNELVELI in partial fulfilment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

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Harvey Douglas. J.K

Under the Guidance and Supervision of

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DEPARTMENT OF BUSINESS ADMINISTRATION

DON BOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL - 628908



APRIL - 2024


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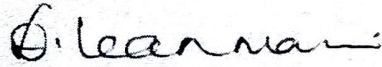
Prof. D. KANMANI, M.B.A., M.Phil.,
HOD and Assistant Professor,
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CERTIFICATE

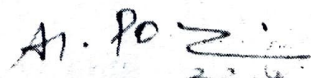
This is certificate that this Mini Project report entitled "A STUDY ON CUSTOMER BUYING BEHAVIOR ON LAYS WITH REFERENCE TO THOOTHUKUDI CITY" is the bonafide work of the student in partial fulfillment of the requirement for the degree of Bachelor in Business Administration in Don Bosco College of Arts and Science, Keela Eral. It is bonafide record or field carried out by him under my guidance and supervision during the period 2023-2024.

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.



Signature of Head of The Department
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Place: Keela Eral
Date: 22/04/2024


External Examiners



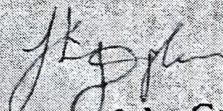

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DECLARATION

I hereby declare that the project entitled "A STUDY ON CUSTOMER BUYING BEHAVIOR ON LAYS WITH REFERENCE TO THOOTHUKUDI CITY" submitted for the award of the degree of Bachelor in Business Administration is my original work and no part of the project has been submitted for the award of any degree, diploma and fellowship or other similar titles.

Place: Keela Eral

Date: 22/04/2024 -


Signature of the Candidate


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ACKNOWLEDGEMENT

First of all, I thank the **Almighty God** for his constant guidance and support to complete the research work successfully.

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Finally, I am very grateful to **all those who had helped me** in different ways to complete the research work successfully.



HARVEY DOUGLAS. J.K

A handwritten signature in green ink, appearing to read "Harvey Douglas J.K.", written over the printed name.

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