

“STUDY ON MARKETING STRATEGY OF ADIDAS”

**A Project Report Submitted to Mangalore University, in partial fulfillment of
the requirements for the award of**

BACHELOR OF BUSINESS MANAGEMENT (BBM)

SUBMITTED

BY

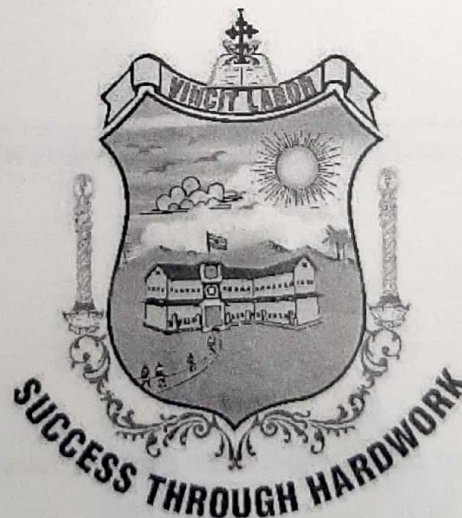
AKHILESH LK

(Reg.No.155430102)

Under the Supervision and Guidance of

MR. DEENATH D'SA

FACULTY OF COMMERCE



PADUA COLLEGE OF COMMERCE & MANAGEMENT

NANTHUR

MANGALORE-575004

2017-2018

“A STUDY ON CUSTOMER SATISFACTION OF DAJIWORLD WEEKLY, MANGALORE”

A project report submitted to Mangalore University in partial fulfilment of the requirements
for the award of the degree of

BACHELOR OF BUSINESS MANAGEMENT

SUBMITTED BY

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PADUA COLLEGE OF COMMERCE AND MANAGEMENT

NANTHUR, MANGALORE-575004

YEAR- 2017-18



ESTD: 2011

PADUA COLLEGE OF COMMERCE AND MANAGEMENT

MANGALURU

MARCH, 2018

**BRAND AWARENESS AND BRAND IMAGE
OF NIKE - WITH SPECIAL REFERENCE TO
MANGALURU**

**A project Report submitted to Padua College of Commerce &
Management Mangaluru in partial fulfilment of the requirements for the
award of**

BACHELOR'S DEGREE IN COMMERCE AND MANAGEMENT

By

JAISON MELROY PINTO

Register No.155430104

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DEPARTMAENT OF COMMERCE

Padua College of Commerce & Management Mangaluru

(2017-2018)



**A STUDY ON CONSUMER ATTITUDE TOWARDS BLUE DART
REFERENCE TO BLUEDART MANGALORE**

**SUBMITTED BY
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**UNDER THE VALUABLE GUIDANCE OF
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**A Project report submitted to Mangalore University, in partial fulfillment of
the requirements for the award of**

BACHELOR’S OF BUSINESS MANAGEMENT



**PADUA COLLEGE OF COMMERCE & MANAGEMENT NANTHUR
MANGALORE 575004**

2017-2018

**“A STUDY ON FINANCIAL PERFORMANCE OF
LG SERVICES”**

**A Project Report submitted to the Mangalore University in partial
fulfillment of the Requirement for the award of Bachelor of Business
Management**

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**PADUA COLLEGE OF COMMERCE AND MANAGEMENT
MANGALURU-575003
MARCH, 2018**

**“A STUDY ON MARKETING STRATEGY OF
RETAILERS WITH REGARDS TO THE
COMMON WEALTH CLAY TILE FACTORY”,
MANGALURU**

**A Project Report submitted to the Mangalore University in
partial fulfillment of the Requirement for the award of Degree
of
BACHELOR OF BUSINESS MANAGEMENT (B.B.M)**

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**PADUA COLLEGE OF
COMMERCE AND MANAGEMENT
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2017-2018**

**“A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE
TO THE SLEEPWELL MATTRESS COMPANY”**

Dissertation submitted to Mangalore University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF BUSINESS MANAGEMENT (BBM)

SUBMITTED BY

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**PADUA COLLEGE OF COMMERCE AND MANAGEMENT
NANTHOOR MANGALORE**

2017-2018

**A STUDY ON SALES TOWARDS MARUTI SUZUKI WITH SPECIAL
REFERENCE TO BHARATH AUTO CARS PVT LTD, KUNTIKAN,**

MANGALORE

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**A Project report submitted to Mangalore University, in partial fulfillment of
the requirements for the award of**

BACHELOR OF BUSINESS MANAGEMENT



PADUA COLLEGE OF COMMERCE & MANAGEMENT

NANTHUR

MANGALORE 575004

2017-2018

**“A STUDY ON EMPLOYEE SATISFACTION WITH
REFERENCE TO WESTLINE BUILDERS AND
DEVELOPERS, KANKANADY MANGALURU”**

**A Project report submitted to the Mangalore University in partial
Fulfillment of the requirement for the award of**

BACHELOR OF BUSINESS MANAGEMENT

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**PADUA COLLEGE OF COMMERCE AND MANAGEMENT,
NANTHOOR MANGALURU**

(Affiliated to Mangalore University)

Mangaluru - 575004

2017-18

**“A STUDY ON EFFECTIVENESS OF SALES
PROMOTION OF FRIENDS VENEER PLY”,
MANGALURU**

**A Project Report submitted to the Mangalore University
in partial fulfillment of the Requirement for the award of
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BACHELOR OF BUSINESS MANAGEMENT (B.B.M)

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**PADUA COLLEGE OF
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(2017-2018)



A STUDY
“ON CUSTOMER SATISFACTION OF PATANJALI
PRODUCT”

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A Project report submitted to Mangalore University, in
partial fulfillment of the requirements for the award of

BACHELOR’S IN BUSINESS MANAGEMENT



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NANTHUR

MANGALURU 575004

2017-2018

MANGALORE  **UNIVERSITY**

PADUA COLLEGE OF COMMERCE MANAGEMENT, NANTHUR
MANGLORE, 575004

Project report on

**“A COMPARATIVE STUDY ON JUNK FOOD – A-
CONSUMPTION BEHAVIOR AMONG COLLEGE STUDENTS”**

Submitted in Partial fulfilment of the requirement of the award of the Degree
Of Bachelor of Business Management

Submitted by:

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Under the guidance of

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Lectures



Dept. of Commerce and Management.
Padua College of Commerce and Management,
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2017-18

**“A STUDY ON CUSTOMER SATISFACTION IN MAHINDRA VEHICLES IN
KARNATAKA AGENCY, KOTARA CHOWKI”, MANGALURU**

**A Project Report submitted to the Mangalore University in partial fulfillment
of the Requirement for the award of Degree of
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**PADUA COLLEGE OF
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(2017-2018)

**A STUDY ON
EMPLOYEE SATISFACTION IN
PLYWOOD HOUSE
HAMPANKATTA, MANGALURU**

A project report submitted to Mangalore University in partial

Fulfillment of the award of

BACHELOR OF BUSINESS MANAGEMENT

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**PADUA COLLEGE OF COMMERCE AND
MANAGEMENT**

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Mangalore-575004

2017-2018

“A STUDY ON
ADVERTISING AND SALES PROMOTION IN APPELMART SUPERMARKET
PADAVINANGADI, MANGALORE”

A project report submitted to Mangalore University in partial
fulfilment of the award of

BACHELOR OF BUSINESS MANAGEMENT

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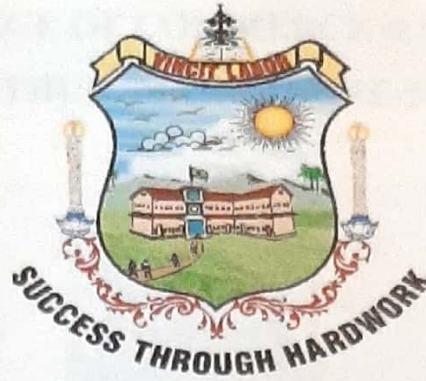
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Mr DEENATH D'SA , M.com

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**PADUA COLLEGE OF COMMERCE AND
MANAGEMENT
NANTHOOR MANGALORE**
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2017-2018



**“A STUDY ON INVESTMENT PATTERNS OF TEACHER PROFESSIONALS
WITH SPECIAL REFERENCE TO MANGALURU CITY”**

**A Project Report submitted to the Mangalore University in partial fulfilment of the
Requirement for the award of Bachelor of Business Management**

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS
MARUTI SUZUKI WAGONR WITH SPECIAL REFERENCE TO
MANDOVI MOTORS, MANGALORE**

SUBMITTED BY

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**A Project report submitted to Mangalore University, in partial fulfillment of
the requirements for the award of**

BACHELOR OF BUSINESS MANAGEMENT



PADUA COLLEGE OF COMMERCE & MANAGEMENT

NANTHUR

MANGALORE 575004

2017-2018

**A STUDY ON
“EMPLOYEE SATISFACTION TOWARDS STEEL CITY”
MANGALURU**

**SUBMITTED BY
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**UNDER THE VALUABLE GUIDANCE OF
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**A Project report submitted to Mangalore University, in partial fulfillment
of the requirements for the award of**

BACHELOR OF BUSINESS MANAGEMENT



**PADUA COLLEGE OF COMMERCE & MANAGEMENT
MANGALURU 575004
2017-2018**

**“A STUDY ON EMPLOYEE SATISFACTION IN
MARUTI SUZUKI”, KASARAGOD**

**A Project Report submitted to the Mangalore University in
partial fulfilment of the Requirement for the award of Degree**

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2017-2018