

“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

ASHWIN D SOUZA

REG NO: 155430103

UNDER THE VALUABLE GUIDENCE OF

REV. FR ALWIN SERRAO

PRINCIPAL



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

Under the guidance of

MR. SHRIDHAR



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
MINOL FERNANDES**

(Reg.No.155430105)

**UNDER THE VALUABLE GUIDANCE OF
MR.PRASHANTH KEVIN D'COSTA**

Department of Management

**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**

SUBMITTED BY

Mr. Nigel Xavier Lucas

REG NO: 155430106

Under the valuable guidance of:

MR. RAHUL



**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)**

SUBMITTED BY

MR. PRADEEP KUMAR

III B.B.M

REG NO: 155430107

Under the valuable guidance of

**MRS. PRAMILA MASCARENHAS
LECTURER**



**PADUA COLLEGE OF
COMMERCE AND MANAGEMENT
MANGALURU-575004
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

SHIVARAJ SHETTY

(REGISTER NO: 155430108)

UNDER THE SUPERVISION AND GUIDANCE OF

Mr. SHRIDHAR

LECTURER, DEPARTMENT OF COMMERCE



**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**

**SUBMITTED BY
YATHIN SHETTY
(Reg.No.155430110)**

**UNDER THE VALUABLE GUIDANCE OF
MS. AKSHATHA**

FACULTY B.Com department

**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

SUBMITTED BY

AADESH KUMAR V

III BBM

Reg. No: 155430111

UNDER THE VALUABLE GUIDANCE

OF

Ms. Mitchell Dias

(Department of Commerce)



**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
Degree of**

BACHELOR OF BUSINESS MANAGEMENT (B.B.M)

SUBMITTED BY

MS. ANISHA MONTHEIRO

III B.B.M

REG NO: 155430112

Under the valuable guidance of

MRS. TANUJA

LECTURER



**PADUA COLLEGE OF
COMMERCE AND MANAGEMENT
MANGALURU-575004**

(2017-2018)



A STUDY
“ON CUSTOMER SATISFACTION OF PATANJALI
PRODUCT”

SUBMITTED BY

ASHWITHA. S

(Reg.No.155430114)

UNDER THE VALUABLE GUIDANCE OF

MS. SEEMA PEREIRA

Department of management

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

BACHELOR’S IN BUSINESS MANAGEMENT



PADUA COLLEGE OF COMMERCE & MANAGEMENT

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:

C D PRIYA

BM155430115

BBM VISEm,

Padua College of commerce and management, Nanthur

Under the guidance of

Mr. Wilson James D'Souza

Lectures



Dept. of Commerce and Management.
Padua College of Commerce and Management,
Nanthur, Mangluru.

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
Bachelor of Business Management (B.B.M)**

SUBMITTED BY

MS.CHANDRIKA SHETTY

III B.B.M

REG NO: 155430116

Under the valuable guidance of

MRS.TANUJA



**PADUA COLLEGE OF
COMMERCE AND MANAGEMENT**

MANGALURU-575004

(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

SUBMITTED BY

DAINA SHARON

III BBM

REG NO. : 155430117

UNDER THE GUIDANCE

OF

Mr. Prashanth D'costa

(Department of Management)



**PADUA COLLEGE OF COMMERCE AND
MANAGEMENT**

NANTHOOR MANGALORE

(Affiliated to Mangalore University)

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

SUBMITTED BY
DANYASHREE

IIIRD BBM

Register No: 155430118

UNDER THE GUIDENCE OF
Mr DEENATH D'SA , M.com

(Faculty of commerce)



**PADUA COLLEGE OF COMMERCE AND
MANAGEMENT
NANTHOOR MANGALORE**
(Affiliated to Mangalore University)
Mangaluru-575 004

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**

SUBMITTED BY

MR. HERIC ROYSTON MONTHEIRO

REG NO: 155430119



Under the valuable guidance of

MS.FLAVITA LEWIES

LECTURER

PADUA COLLEGE OF COMMERCE AND MANAGEMENT

MANGALURU-575004

ESTD: 2011

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

SUBMITTED BY

K. HARI PRASAD

(Reg.No.155430120)

UNDER THE VALUABLE GUIDANCE OF

MRS. JESFRIDA PRIYA MENEZES

Faculty B.Com Department

**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
SARANYA. N
(Reg.No.155430121)**

**UNDER THE VALUABLE GUIDANCE OF
MS. AKSHATHA
Faculty B Com Department**

**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
of**

Bachelor of Business Management (B.B.M)

SUBMITTED BY

Ms. SHINY M

III B.B.M

REG NO: 155430122

Under the valuable guidance of

MRS.ZEENA CORNELIO

LECTURER



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

(Affiliated to Mangalore University)

Mangalore-575004

2017-2018