

**A STUDY ON CHANGING TRENDS IN ITC LTD TOWARDS SELECTED
(FMCG –NON DURABLE GOODS) – AN EMPRICAL STUDY**

Dissertation Submitted to the Bharathiar University, Coimbatore - 641 029.

In partial fulfillment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY IN COMMERCE

Submitted by

ESTHERRANI.T

(Reg.No: 2017R1082)

Under the guidance of

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**PG & RESEARCH DEPARTMENT OF COMMERCE
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[Re-accredited by NAAC with 'A' Grade 3.64 CGPA (3rd Cycle)]

College of Excellence (UGC) and Star College (DBT)

COIMBATORE - 641 029.

NOVEMBER – 2018

**A STUDY ON CONSUMER AWARENESS TOWARDS NATURAL
ANTIBIOTIC MEDICINE USING HOME INGREDIENTS WITH
SPECIAL REFERENCE OF COIMBATORE CITY**

Dissertation Submitted to the Bharathiar University,
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In partial fulfillment of the requirements
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COIMBATORE - 641 029.

NOVEMBER – 2018

**A Study on the Purchase Behaviour of Consumers towards
Green Products in Coimbatore City**

*Blue
Hand*

**Dissertation submitted to the Bharathiar University
in partial fulfillment of the requirements for the award of Degree of
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November - 2018

**A STUDY ON FACTORS INFLUENCING TOWARDS
PURCHASE AND CUSTOMERS SATISFACTION TOWARDS
AFTER-SALES SERVICE OF HONDA BIKE IN COIMBATORE
CITY**

Dissertation Submitted to the Bharathiar University, Coimbatore - 641 029.

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NOVEMBER – 2018



**A STUDY OF THE PRESENT SITUATION OF THE TRADITIONAL
HANDLOOM WEAVERS IN SIRUMUGAI**

Dissertation Submitted to the Bharathiar University, Coimbatore - 641 029.

In partial fulfillment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY IN COMMERCE

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NOVEMBER – 2018

**PERCEPTION AND SATISFACTION OF CONSUMERS TOWARDS
ORGANIZED RETAIL OUTLETS IN COIMBATORE CITY**

Dissertation submitted to the Bharathiar University
in partial fulfillment of the requirements for the award of Degree of

MASTER OF PHILOSOPHY IN COMMERCE

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