

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

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(Reg.No: 2017R1082)

Under the guidance of

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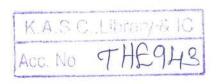
PG & RESEARCH DEPARTMENT OF COMMERCE KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[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, Coimbatore - 641 029.

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MASTER OF PHILOSOPHY IN COMMERCE

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COIMBATORE - 641 029. NOVEMBER - 2018

A Study on the Purchase Behaviour of Consumers towards Green Products 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

Submitted by

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

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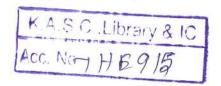
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A STUDY OF THE PRESENT SITUATION OF THE TRADITIONAL HANDLOOM WEAVERS IN SIRUMUGAI

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

Dissertation submitted to the Bharathiar University
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MASTER OF PHILOSOPHY IN COMMERCE

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