

**COMMUNITY SERVICE PROJECT**

**ON**

**A STUDY ON MARKETING HABITS OF PEOPLE**

**Submitted By**

NAME: chatragadda. Aswitha.

SECTION: II B.com (Gen)

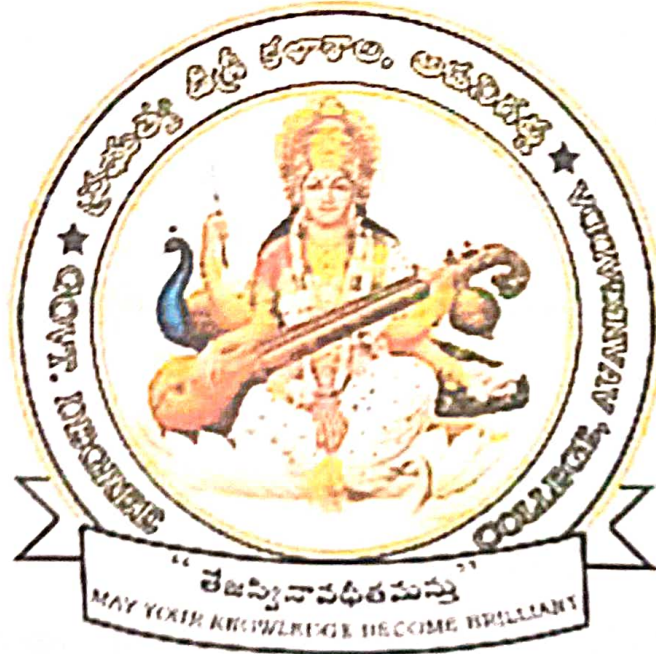
REGD.NO: 2029125067006.

Under the Supervision of

**Lt.Dr.CH.NAGARAJU,**

M.com., M.B.A., M.Phil., PhD

Lecturer in Commerce



**DEPARTMENT OF COMMERCE**

**GOVERNMENT DEGREE COLLEGE, AVANIGADDA,**

**JUNE 2022.**

GOVERNMENT DEGREE COLLEGE,  
AVANIGADDA – 521121  
DEPARTMENT OF COMMERCE



DECLARATION

I, Chatragadda. Aswithe S/o /D/o  
Chatragadda. prabhu Dasu. bearing  
Regd. No: 2029125067006 hereby declare that the Community  
Service Project on “A Study on Marketing Habits of People” is my genuine work  
carried out under the supervision of Lt. Dr. CH. NAGARAJU, M.Com; M.B.A;  
M.Phil; Ph.D; Lecturer in Commerce. I further declare that to the best of my  
knowledge the project does not contain any part of any work which has been  
submitted for any other purpose.

*Ch. Aswithe*  
Signature of the Student

GOVERNMENT DEGREE COLLEGE,  
AVANIGADDA – 521121  
DEPARTMENT OF COMMERCE



CERTIFICATE

This is to certify that the Community Service Project on “A Study on Marketing Habits of People” is carried out by Mr./ Kum.

CHATRAGADDA ASWITHA

S/o / D/o CHATRAGADDA PRABHU DASU

bearing Regd. No: 2029125067006 during IV Semester for the

Academic Year \_\_\_\_\_ under my supervision.

Principal  
GOVT. DEGREE COLLEGE  
AVANIGADDA, Krishna Dt. 521121.

Signature of the Project Mentor



## ACKNOWLEDGEMENT

I wish to express my deep sense of gratitude to our Honorable Commissioner, APCCE for giving me this opportunity and his encouragement to do this project. I would like to place my graceful thanks to UGC, APSCHE and Krishna University for placing Community Service Project in our UG curriculum. I am very thankful to Dr.D.Uma Rani, Principal, Government Degree College, Avanigadda for inspiring and motivating me to take up this project.

I would like to express my deep sense of gratitude to my Project Mentor Lt. Dr. CH.NAGARAJU, Lecturer in Commerce for his guidance and support given to me throughout the project work. I am very thankful for his constant encouragement, accessibility and valuable suggestions. I wish to express my thanks to other staff members in the Department of Commerce for providing valuable suggestions regarding this work.

I am extending my heartfelt thanks to my village people and respondents of my project questionnaires for filling the questionnaires with a lot of patience. Without their cooperation and support, it would have been impossible for me to complete this project work. I would like to take this opportunity to express my deepest appreciation and gratitude to my parents, friends and other people who have contributed to the completion of this project work.

*Ch. Adwaita*  
Signature of the Student