

COMMUNITY SERVICE PROJECT

ON

A STUDY ON MARKETING HABITS OF PEOPLE

Submitted By

NAME: Chitkala. Balu.

SECTION: Bnd. B.Com (Gen)

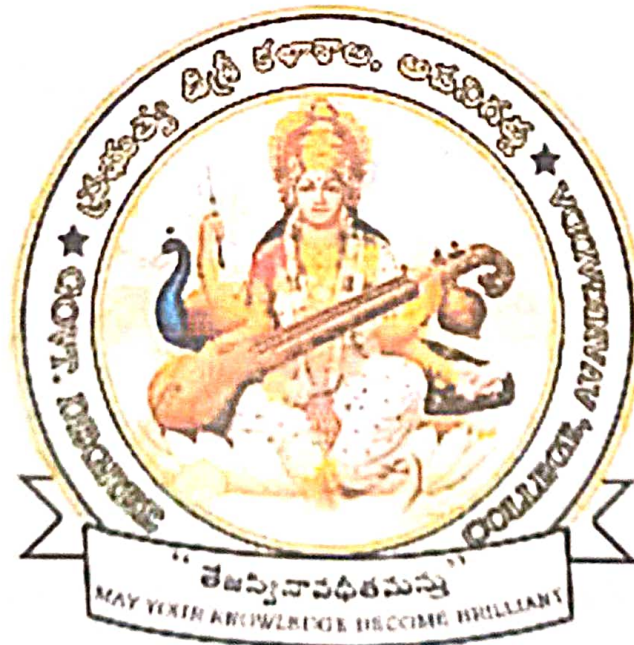
REGD.NO: 2029125067010

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, Chikkala. BALU S/o /D/o

Chikkala. mahesh Babu bearing

Regd. No: 2029125067010 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. Balu.
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.

Chikkala, Balu.

S/o / D/o Chikkala, Mahesh Babu.

bearing Regd. No: 202912067010 during 4th Semester for the Academic Year 20-20 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. Balu.
Signature of the Student