

COMMUNITY SERVICE PROJECT

ON

A STUDY ON MARKETING HABITS OF PEOPLE

Submitted By

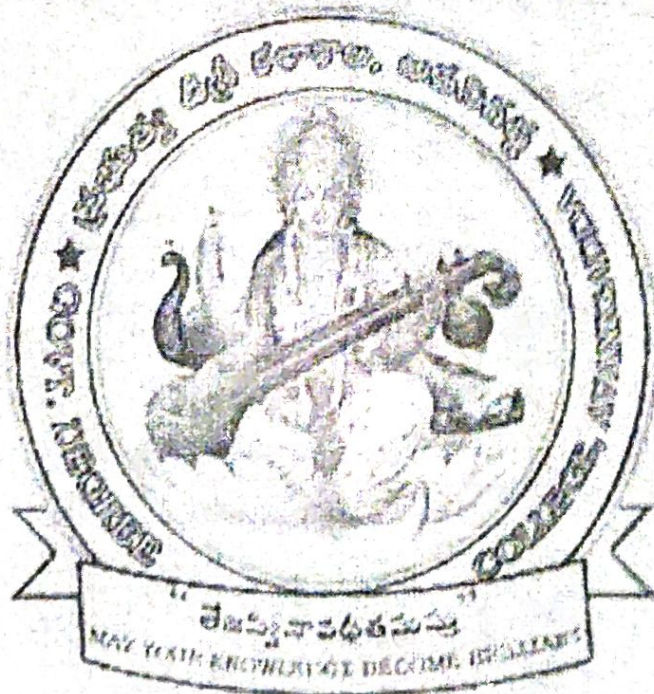
NAME: D.D. Naga Bhaskar

SECTION: B.com (General)

REG. NO: 2029125067012

Under the Supervision of

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

CERTIFICATE

This is certify that the Community Service Project on "A Study on Marketing Habits of People " is carried out by Mr./ Kum. DIDLA NAGA BHASKAR S/o /D/o NAGAMALLESWARA RAO bearing Regd. No: 2029125067012 during 4th Semester for the Academic Year 20-20 under my supervision.




Signature of the Project Mentor




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

**GOVERNMENT DEGREE COLLEGE,
AVANIGADDA – 521121,
DEPARTMENT OF COMMERCE**

DECLARATION

I, DIDLA NAGA BHASKAR S/O/D/O NAGAMALLESWARA RAO bearing Regd. No 2029125067012 heraby 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. **D.NAGA BHASKAR**, 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 work which has been submitted for any other purpose.


Signature of the Student

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 us to take up this project.

I would like to express my deep sense of gratitude to my Project Mentor Sri. *DBhaspar* 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.

Didla Naga Shyaam
Signature of the Student