

Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA
Accredited by NACC With B++ Grade (Cycle I)
(Affiliated to Mangalore University)

(A Unit of Coondapur Education Society (R.), Kundapur)
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Prof. K. Umesh Shetty, M.Com, M.Phil, PGDHE.

PRINCIPAL

No. BBHC /2023-24/MRP- 21

Date: 05/06/2024


Certificate

This is to certify that the Mini research project entitled "A study of marketing strategies adopted by retail shops with reference to Kundapur Taluk." submitted to the Mangalore University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is the record of original work done by the students of III B.Com (D) during the Academic year 2023-24. They did this work under my supervision and guidance. This report has not previously formed the basis for the award of any candidate of any Degree/Diploma/ Associateship/ Fellowship or other similar title of the University earlier.


Principal

Principal
Dr. B.B. Hegde First Grade College
Kundapur-576201


Signature of the Guide


HOD, Commerce



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**MINI RESEARCH PROJECT ON
“A STUDY OF MARKETING STRATEGIES ADOPTED BY RETAIL SHOPS
WITH REFERENCE TO KUNDAPURA TALUK”**

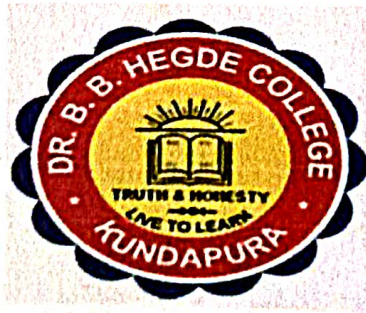
GUIDE

Mrs. Josline Renita D’Almeida, Asst. Professor


Department of Commerce

Project Team

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2023-24


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