

PROJECT REPORT ON

**“A STUDY ON FACTORS AFFECTING CUSTOMER BUYING
DECISION IN PURCHASE OF LIFE INSURANCE, MYSORE.”**

Submitted by

Ms. CHANDANASHREE P

(1SV21BA007)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE:

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DEPARTMENT OF MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

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2021-2023



YOUR PARTNER FOR PROSPERITY

Internship Completion Certificate

This is to certify that Ms. CHANDANASHREE P, Shridevi Institute of Engineering and Technology, Tumkur, has participated in project work on "summer internship" with Shriram Life Insurance Company for a period from 17th April to 27th May 2023.

During this Internship her performance was satisfactory and best to the industry. We wish her all the best for future endeavors.

For Shriram Life Insurance Company.



Bhanu Prathap
DGM-S & D
Shriram Life Insurance Company Limited



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(Approved by AICTE, New Delhi, Recognised by Govt. of Karnataka and Affiliated to Visvesvaraya Technological University, Belagavi)

ESTD 2002



CERTIFICATE

This is to certify that **Ms. CHANDANASHREE P** bearing USN (1SV21BA007) is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Project work on "A STUDY ON FACTORS EFFECTING CUSTOMER BUYING DECISION IN PURCHASE OF LIFE INSURANCE, MYSORE", is prepared by her under the guidance of Mr. PRAVEEN KUMAR T.M Assistant professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of "Master of Business Administration" of Visvesvaraya Technological University, Belagavi.

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DATE: 02/09/2023

PLACE: TUMAKUR