

Project Report on "COMPARATIVE STUDY OF CONSUMER PREFRENCE TOWARDS COLGATE AND PEPSODENT TOOTHPASTE"

Submitted By

Mr. SUJAY H C (1SV20BA034)

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

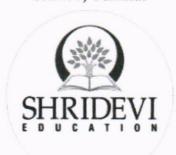
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUAIDE

PRAVEEN KUMAR T M

MBA, PGDHRM.K-SET Assistant Professor Department of MBA S.I.E.T, Tumkur



DEPARTMENT OF MBA SHEIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumkur-572106, Karnataka 2020-2022

PRINCIPAL SIET. TUMAKURU

SRI SHRIDEVI CHARITABLE TRUST (R.)

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CERTIFICATE

This is to certify that Mr. SUJAY H C bearing USN - 1SV20BA034 is a Bonafide student of Master of Business Administration course of SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "COMPRARITIVE STUDY OF CONSUMER PREFERENCE TOWARDS COLGATE AND PEPSODENT TOOTHPASTE." is prepared by him under the guidance of Prof. 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, Karnataka.

(Prof. Praveen Kumar T M) MBA, PGDHRM, K-SET

Assistant Professor, Department of MBA (Dr. K. S RAMAKRISHNA) M.A., MBA, M.Phil. Ph. D

Professor and Head, Department of MBA (Dr. NARENDRA VISWANATH)

Principal

SIET, Tumakuru.

Date: 21/07/2022

Place: Tumakuru

PRINCIPAL SIET., TUMAKURU.

DECLARATION

I, Mr. SUJAY H C, hereby declare that the report on "COMPRARITIVE STUDY OF CONSUMER PREFERENCE TOWARDS COLGATE AND PEPSODENT TOOTHPASTE." is prepared under the guidance of Prof. PRAVEEN KUMAR T M, Assistant Professor, Department of MBA, Shridevi institute of engineering and technology, Tumkur.

I also declare that the report is towards the partial fulfilment of the university regulations for the award of degree of Master of business administration by Visvesvaraya Technological University, Belagavi.

I have undergone a project for a period of 6 weeks. I further declare this project is based on the original study undertaken by me, and has not been submitted for the award of any Degree /Diploma from any other University/Institute.

Date: 21/07/2022

Place: Tumakuru

Sujay HC)

1SV20BA034

Manuel James Mannest