

College of IT & Management Education , Bhubaneswar

4th Semester MBA

Assignment Topic

Consumer Behaviour

(Any One)

- *The buying habits of people, and to measure the level of responsibility that advertising plays a role in influencing the decision of the consumer.*
- *Consumer Behavior towards Soft Drinks and In Particular towards Coca-Cola*
- *Comparative study of customer's satisfaction towards HDFC bank and State bank of India.*
- *A Study on customer service with reference to Big Bazaar-Bhubaneswar*


Principal