

**UNIVERSITY OF MYSORE**  
INSTITUTE OF DEVELOPMENT STUDIES  
UNIVERSITY OF MYSORE  
MANASAGANGOTRI MYSORE - 06

**“A STUDY ON BUYING BEHAVIOUR OF DRAGON  
FRUIT ON MYSORE DISTRICT”**

SUBMITTED BY

**BHOOMIKA G R**

**Reg. No. -P01ZZ21M0151**

4<sup>th</sup> Semester, 2<sup>nd</sup> year

**MBA Agri-Business Management**

UNDER THE GUIDANCE OF

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**MA, MBA (ABM), PGDWS, PGD-HRM, Ph.D.**

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**MBA Agri-Business Management**

**SEPTEMBER-2023**



## DECLARATION

I Ms. BHOOMIKA G R do here by declare that the dissertation entitled "A STUDY ON BUYING BEHAVIOUR OF DRAGON FRUIT ON MYSORE DISTRICT" The Report Compiled by me under the Guidance of **Dr. T M SHRIDHARA MURTHY**. MBA Agri-Business Management at Institute of Development Studies, University of Mysore, Mysore -570006.

I further declare that this Dissertation is original one and has not been reproduced or submitted to this or any other University before for award of any Degree or Diploma.

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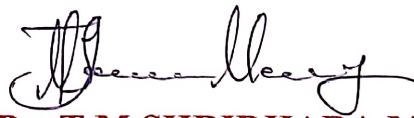
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This is to certify that the Dissertation entitled "A STUDY ON BUYING BEHAVIOUR OF DRAGON FRUIT ON MYSORE DISTRICT" has been prepared by Ms. BHOOMIKA G R in fulfillment of the requirement for the award of Degree of Master of Business Administration in Agri-Business in Institute of Development Studies, University of Mysore, Mysore under my guidance and Supervision, and I am satisfied with his earnest endeavors in preparing this dissertation.



**Dr. T M SHRIDHARA MURTHY**

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This Dissertation is submitted to the University of Mysore in partial  
fulfillment of the requirement award of Master of Business Administration  
in Agri-Business during 2022-2023



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