

DISSERTATION ON
“CONSUMER PREFERENCE TOWARDS HONEY
AND IT’S PRODUCTS”

A Dissertation Submitted to the University of Mysore, Mysore
In fulfillment of the requirement for the award of
MBA Agri-Business Management

SUBMITTED BY,

Mr. Praveen S

Reg. No: P01ZZ21M0142

4th semester

MBA Agri-Business Management

UNDER THE GUIDANCE OF

Dr. Shashi Kumar

GUEST FACULTY

MBA Agri-Business Management

INSTITUTE OF DEVELOPMENT STUDIES
UNIVERSITY OF MYSORE, MANASAGANGOTRI,
MYSORE-570006

September-2023



Declaration

I Mr. Praveen S do here by declare that the project Report entitled "Consumer Preference Towards Honey and It's Products". The Report Compiled by me under the guidance of Dr. Shashi Kumar, Guest faculty of Agribusiness Management, Institute of Development Studies, University of Mysore, Manasagangotri, Mysuru.

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

Place: Mysore

Date: 20-09-2023


(Mr. Praveen S)

Candidate

UNIVERSITY OF MYSORE
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MANASAGANGOTRI, MYSURU-06

Date: 20-09-2023

GUIDE'S CERTIFICATE

*This is to certify that the Project Report entitled "**Consumer Preference Towards Honey and It's Products**". has been prepared by **Mr. Praveen S** in fulfilment of the requirement for the award of Degree of Master of Business Administration in Agribusiness Management in Institute of Development Studies, University of Mysore, Mysuru under my guidance and Supervision, and I am satisfied with him earnest endeavors in preparing this Project Report.*


Dr. Shashi Kumar

Guest Faculty of Agri-Business Management

Institute of Development Studies

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Manasagangotri, Mysuru – 570006



UNIVERSITY OF MYSORE
INSTITUTE OF DEVELOPMENT STUDIES
Manasagangotri, Mysuru-06

Date: 20-09-2023

CERTIFICATE

This is to certify that Mr. Praveen S bearing Reg. No. P01ZZ21M0142 has successfully completed the Project report on "Consumer Preference Towards Honey and It's Products". Under the guidance of Dr. Shashi Kumar, Guest faculty of Agribusiness Management, Institute of Development Studies, Manasagangotri, Mysuru.

This project Report is submitted to the University of Mysore in partial fulfilment of the requirement award of Master of Business Administration in Agribusiness Management during 2022-2023.


8/11/23

Director

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Director

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