

# **A study on consumer perception in fast food Industry**

Submitted by

**Hebatullah**

IV SEMESTER

REG. NO. – P01ZZ21M0202

Under the Guide of

**Prof. S. J. MANJUNATH** MBA,Ph.D.

**Professor**

Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA examination – 2023

**B.N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES, UNIVERSITY  
OF MYSORE, MANASAGANGOTHRI,  
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**GUIDE CERTIFICATE**

The project report titled "A study on consumer perception in fast food industry." is prepared by **Mr. Hebatullah**, claiming it to be original work of candidate. My guidance is on the framework on the project only.

This report is submitted to University of Mysore in partial fulfilment of the requirements of IV semester MBA Degree Examinations – 2023

**Date: 22-08-2023**

**Place: Mysore**

  
**Prof. MANJUNATH MBA, Ph.D.**

**(Project Guide)**

**B.N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES, UNIVERSITY  
OF MYSORE, MANASAGANGOTRI,  
MYSORE-570006**

**CERTIFICATE**

This is to certify that **Mr. Hebatullah**, a student of IV semester MBA course in this institute has prepared the project report titled “**a study on consumer perception in fast food industry.**” in partial fulfillment of the requirements of IV Semester degree examinations of –2023.

**Date:22-08-2023**

**Place: Mysore**

  
**Prof. S. J. MANJUNATH**  
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