

**“STUDY ON EFFECTIVENESS OF MARKETING
STRATEGIES ON CUSTOMER SATISFACTION
IN MYMUL MYSORE”**

**Project Report Submitted to the University of Mysore in Partial
Fulfilment of the requirement of IV semester MBA degree examination
2023**

BY

MADHUKESHWAR H U

IV SEMESTER MBA

Reg No. P01ZZ21M0057

Under the guidance of

Dr.S J MANJUNATH BE,MBA,PHD

Professor

B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

University of Mysore

Manasagangothri Mysore-570006

**B N Bahadur Institute of Management Sciences ,
University Of Mysore ManasaGangotri,**

GUIDANCE CERTIFICATE

The Project Report titled “**STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION IN MYMUL MYSORE**” is prepared by **MADHUKESHWAR HU** , claiming it to be original work of the candidate. My guidance is on the frame work on the project only. This report is submitted to the University of Mysore in partial fulfillment of requirements of student IV Semester MBA Examination 2023.

Date **23-08-2023**

Place: Mysuru


Dr.S J MANJUNATH

(Project Guide)

CERTIFICATE

This is to certify that MADHUKESHWAR H U, student of IV semester MBA course has prepared this project report entitled "STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION IN MYMUL MYSORE". in partial fulfillment of the requirements of MBA examinations of 2023.

Place: Mysuru

Date: 23-08-2023


Prof. S.J. MANJUNATH

CHAIRMAN
Chairman
DOS in Business Administration (BIMS)
UNIVERSITY OF MYSORE
Manasagangotri, MYSORE-570006