



**SRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE(AUTONOMOUS), UJIRE-574240**

**Department of Business Administration**

**BBA**

**A PROJECT REPORT ON  
“A STUDY ON PUBLIC PERSPECTIVE ON CRYPTO  
CURRENCY IN INDIA”**

**SUBMITTED BY:**

| SLNO | NAME         | UUCMS        |
|------|--------------|--------------|
| 1    | Shravan S    | U05SY21M0044 |
| 2    | Shreyankitha | U05SY21M0076 |
| 3    | Shreyas T C  | U05SY21M0042 |
| 4    | Shruthi D    | U05SY21M0047 |

**SUBMITTED TO:**

**Mr. Gururaj G**

**Assistant Professor, Department of BBA**

**Submitted on: 30-04-2024**

**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS),  
Ujire-574240**


**Mini Project Report  
(DEPARTMENT OF BUSINESS ADMINISTRATION)**

**Certificate**


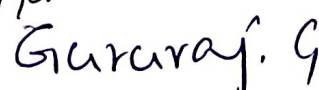
This is to certify that the following students of 3<sup>rd</sup> BBA has satisfactorily completed the mini-project” A Study On Public Perspective On Cryptocurrency In India” in the Department of BBA prescribed by the college during the academic year 2023–24.

| SLNO | NAME         | ROLL NO |
|------|--------------|---------|
| 1    | Shravan      | 211056  |
| 2    | Shreyankitha | 211057  |
| 3    | Shreyas      | 211058  |
| 4    | Shruthi D    | 211059  |

**Ms. Shakunthala K**  
Head of the Department

  
**Mr. Gururaj G**  
Project Guide





**Examiner:**

1  Shivaschandra K  
2  Gururaj G

## DECLARATION

We hereby declare that this Mini-Project work entitled "A Study On Public Perspective On Cryptocurrency In India" has been prepared by me during the academic year 2023-2024 under the guidance of Mr. Gururaj G, Assistant Professor, Department of BBA, SDM College (Autonomous), Ujire as the partial fulfilment of BBA of degree prescribed by the college.



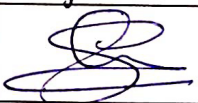

We also declare that this mini project is the outcome of our own efforts and that it has not been submitted to any other establishments.

| Sl. No | Names        | Roll No. | Signature   |
|--------|--------------|----------|---|
| 1      | Shravan S    | 211056   |  |
| 2      | Shreyankitha | 211057   |  |
| 3      | Shreyas T C  | 211058   |  |
| 4      | Shruthi D    | 211059   |  |

## ACKNOWLEDGEMENT

We would like to thank our principal **Dr B A Kumara Hegde**, for his support. We also thank Ms. Shakunthala K, HOD, Department of BBA, SDM College (Autonomous), Ujire, for her valuable suggestions to do the mini project work.

We would like to thank Mr. Gururaj G, Assistant Professor, Department of BBA SDM College (Autonomous), Ujire, for his help and for providing guidance in developing this mini-project.

| Sl. No | Names        | Roll No. | Signature   |
|--------|--------------|----------|---|
| 1      | Shravan S    | 211056   |  |
| 2      | Shreyankitha | 211057   |  |
| 3      | Shreyas T C  | 211058   |  |
| 4      | Shruthi D    | 211059   |  |



**SRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE(AUTONOMOUS), UJIRE-574240**

**Department Of Business Administration**

**A PROJECT REPORT ON  
“THE STUDY OF THE IMPACT OF BRAND AND BRANDING ON  
FMCG PRODUCT”**

**SUBMITTED BY:**

| SL NO | NAME                 | UUCMS        |
|-------|----------------------|--------------|
| 1     | Shafana Banu A R     | U05SY21M0048 |
| 2     | Shanthayya N Hiremat | U05SY21M0040 |
| 3     | Sharadhi             | U05SY21M0074 |
| 4     | Shourya S Hegde      | U05SY21M0041 |

**UNDER THE GUIDANCE OF  
GURURAJ G  
ASSISTANT PROFESSOR,  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**SUBMITTED ON: 07-05-2024**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE**  
**(AUTONOMOUS), Ujire-574240**

**Mini Project Report**


**(DEPARTMENT OF BUSINESS ADMINISTRATION)**

**Certificate**



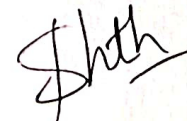

This is to certify that the following students of 3<sup>rd</sup> BBA has satisfactorily completed the mini-project "The study of the Impact Of Brand And Branding ON FMCG Product" in the Department of BBA prescribed by the college during the academic year 2023-24.

| SL NO | NAME                 | ROLL NO |
|-------|----------------------|---------|
| 1     | Shafana Banu A R     | 211050  |
| 2     | Shanthayya N Hiremat | 211051  |
| 3     | Sharadhi             | 211052  |
| 4     | Shourya S Hegde      | 211054  |

**Ms. Shakunthala**  
**Head of the Department**

  
**Mr. Gururaj G**  
**Project Guide**

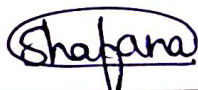


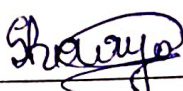
**Examiner:**

1   
2   
  


## DECLARATION

We hereby declare that this Mini-Project work entitle "The Study of the Impact Of Brand and Branding On FMCG Product" has been prepared by us during the academic year 2023-2024 under the guidance of Mr. Gururaj G, Assistant Professor, Department of Business administration, SDM College (Autonomous), Ujire as the partial fulfilment of BBA of degree prescribed by the college.

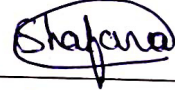
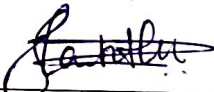
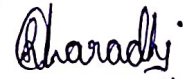
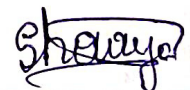
We also declare that this mini project is the outcome of our own efforts and that it has not been submitted to any other establishments.

| Sl. No | Names                | Roll No. | Signature   |
|--------|----------------------|----------|---|
| 1      | Shafana Banu A R     | 211050   |  |
| 2      | Shanthayya N Hiremat | 211051   |  |
| 3      | Sharadhi             | 211052   |  |
| 4      | Shourya S Hegde      | 211054   |  |

## ACKNOWLEDGEMENT

We would like to thank our principal **Dr B A Kumara Hegde**, for his support. We also thank Ms Shakunthala, HOD, Department of Business administration, SDM College (Autonomous), Ujire, for her valuable suggestions to do the mini project work.

We would like to thank Mr. Gururaj G, Assistant Professor Department of Business Administration SDM College (Autonomous), Ujire, for his help and for providing guidance in developing this mini-project.

| Sl. No | Names                | Roll No. | Signature   |
|--------|----------------------|----------|---|
| 1      | Shafana Banu A R     | 211050   |   |
| 2      | Shanthayya N Hiremat | 211051   |  |
| 3      | Sharadhi             | 211052   |  |
| 4      | Shourya S Hegde      | 211054   |  |



**SRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE (AUTONOMOUS), UJIRE-574240**

**Department of Business Administration**

**BBA**

**PROJECT REPORT ON  
“A STUDY ON CUSTOMER SATISFSCION ON MAHINDRA CARS  
AT KARNATAKA AGENCIES”**

**SUBMITTED BY:**

| SI NO. | NAME                | UUCMS REG NO. |
|--------|---------------------|---------------|
| 1      | SKANDA PRASAD D S   | U05SY21M0054  |
| 2      | VIDWAN H V          | U05SY21M0056  |
| 3      | VIDWAN K P          | U05SY21M0059  |
| 4      | YASHWANTH GOWDA H S | U05SY21M0070  |

**SUBMITTED TO:**

**Mr. Gururaj G**

**Assistant Professor, Department of BBA**

**Submitted on: 30-04-2024.**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE  
(AUTONOMOUS), Ujire-574240**


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Certificate**

This is to certify that the following students of III BBA has satisfactorily completed the Mini project "A STUDY ON CUSTOMER SATISFCTION ON MAHINDRA CARS AT KARNATAKA AGENCIES" in the Department of Business Administration prescribed by the college during the academic year 2023-24.

| SI NO | NAME                | Roll no. |
|-------|---------------------|----------|
| 1     | Skanda Prasad D S   | 211060   |
| 2     | Vidwan H V          | 211064   |
| 3     | Vidwan K P          | 211065   |
| 4     | Yashwanth Gowda H S | 211066   |

**MS. Shakunthala k**  
**Head of the Department**

  
**Mr. Gururaj G**  
**Project Guide**



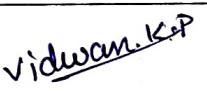

**Examiner:**

1.   
2.  

## DECLARATION

We hereby declare that this Mini-Project work entitled "A STUDY ON CUSTOMER SATISFCTION ON MAHINDRA CARS AT KARNATAKA AGENCIES "has been prepared by me during the academic year 2023-2024 under the guidance of Mr. Gururaj G, Assistant Professor, Department of Business Administration SDM College (Autonomous), Ujire as the partial fulfilment of BBA of degree prescribed by the college.


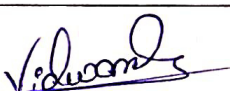
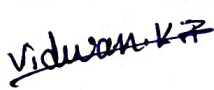
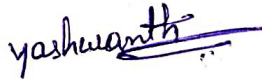
We also declare that this mini project is the outcome of our own efforts and that it has not been submitted to any other establishments.

| Sl. No | Names               | Roll No. | Signature   |
|--------|---------------------|----------|---|
| 1      | Skanda Prasad       | 211060   |    |
| 2      | Vidwan HV           | 211064   |   |
| 3      | Vidwan K P          | 211065   |  |
| 4      | Yashwanth Gowda H S | 211066   |  |

## ACKNOWLEDGEMENT

We would like to thank our principal **Dr B A Kumara Hegde**, for his support. We also thank **Ms. Shakunthala K, HOD**, Department of BBA, SDM College (Autonomous), Ujire, for her valuable suggestions to do the mini project work.

We would like to thank **Mr. Gururaj G, Assistant Professor**, Department of Business Administration SDM College (Autonomous), Ujire, for his help and for providing guidance in developing this mini project.

| Sl. No | Names               | Roll No. | Signature   |
|--------|---------------------|----------|---|
| 1      | Skanda Prasad D S   | 211060   |    |
| 2      | Vidwan H V          | 211064   |   |
| 3      | Vidwan K P          | 211065   |  |
| 4      | Yashwanth Gowda H S | 211066   |  |