

EXECUTIVE SUMMARY

Project training is a partial fulfillment from the curriculum of the VTU of post-graduation for Master of Business Administration. The project training was entitled product marketing and buying behavior at “MTR FOODS”. The main objective of the study is to know the company functions and activities towards the product marketing and buying behavior of mtr foods in Bangalore.

The main study is to understand the buying behavior, this is the biggest in food company in India. Firstly, the study explains about industry profile and company profile of the organization, vision and mission, and other company information.

The research design states about the statement of the problem, need of the study and research methodology and many more tools are used here and complete study is made on conceptual background on product marketing and buying behavior.

The survey was conducted by using questionnaire to the company officials and later on questionnaire survey is also conducted to the customers in Bangalore. Due to shortage of time the sampling size was limited 100. After collecting the various responses and feedbacks from the company officials and customers the analysis, interpretation and suggestions is given to organization.