



A Project Report on

STUDY ON CONSUMER BUYING BEHAVIOUR ON PRESCRIPTION & NON-PRESCRIPTION DRUGS

Submitted by

ARPAN KAR

University Regn. No. – 201890201910049 of 2020-21

Roll No. - 18901920056

Under the guidance of

Dr. Parthasarathi Panda

Assistant Professor

In partial fulfilment of the Requirement for the Degree of
Bachelor of Pharmacy

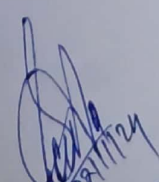
Submitted to

**Maulana Abul Kalam Azad University of Technology
West Bengal**

**Dr. B. C. Roy College of Pharmacy and Allied Health Sciences
Durgapur 713206**

Academic Year: 2023 - 2024




Prof. (Dr.) Samir Kumar Samanta
M. Pharm., Ph.D. (J.U.)
Principal
Dr. B. C. Roy College of Pharmacy & AHS
Durgapur, West Bengal - 713206



DECLARATION

I hereby declare that the Project entitled **Study on Consumer Buying Behaviour on Prescription & Non-Prescription Drugs** in partial fulfilment of the requirement for the award of Bachelor of Pharmacy submitted to Maulana Abul Kalam Azad University of Technology, West Bengal, is an authentic record of bona fide work carried out by me under the guidance of Dr. Parthasarathi Panda.

The matter embodied in this Project has not been submitted for the award of any other degree or diploma to any University / Institution

Arpan Kar
Signature

Name of Candidate Arpan Kar

Roll No 18901920056

Date 02/06/2024

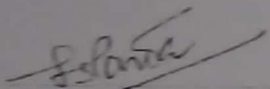
Place Durgapur



Prof. (Dr.) Srinikumar Samanta
M. Pharm. (J.U.)
Dr. B. C. Roy College of Pharmacy, AHS
Durgapur, West Bengal - 726106


CERTIFICATE

This is to certify that the Project entitled "Study on Consumer Buying Behaviour on Prescription & Non-Prescription Drugs" by Arpan Kar in partial fulfilment for the BACHELOR OF PHARMACY under MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY is a record of the original research work under our supervision and up to our satisfaction. To our knowledge, neither his/her thesis nor any part of it has been submitted for any other academic award anywhere before. The thesis is forwarded to Controller of Examination MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY for assessment.


Signature of Supervisor
Name of Supervisor Dr Parthasarathi Panda

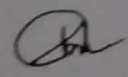
Date 03/06/2024

Place Durgapur


PROF (DR.) SAMIR KR. SAMANTA
(PRINCIPAL)

Date

Place

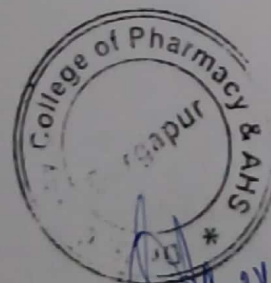

Signature of External Examiner


Date 31/6/24

Place Durgapur



II




Prof. (Dr.) Samir Kumar Samanta
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