



A Project Report on

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

Submitted by

SUBHANKAR DAS

University Regn. No. – 201890201910068 of 2020-21

Roll No. - 18901920037

Under the guidance of

Dr. Parthasarathi Panda

Assistant Professor

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

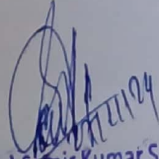
Submitted to

**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.

Subhanakar Das

Signature

Name of Candidate: Subhanakar Das

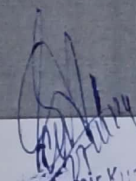
Roll No: 18901920037

Date: 03/06/24

Place: Durgapur



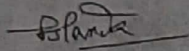
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Prof. (Dr.) Samir Kumar Samanta
M. Pharm. (U. U.)
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CERTIFICATE

This is to certify that the Project entitled "Study on Consumer Buying Behaviour on Prescription & Non-Prescription Drugs" by Subhankar Das 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.

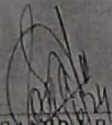


Signature of Supervisor

Name of Supervisor: Dr. Parthasarathi Panda

Date: 03/05/2024

Place: Durgapur



PROF (DR) SAMIR K. SAMANTA
(PRINCIPAL)

Date:

Place:



Signature of External Examiner

Date: 27/6/24


Place: Durgapur



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