

**To Study the Impact of Product Packaging on Consumer
Behaviour**

An Internship Report for

Course code and Course Title: MBIR002 Final Internship Report

Credits: 8 Credits

Submitted in partial fulfilment of Master's Degree

MBA in Marketing

by

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Roll Number: 2107

Under the Supervision of / Mentor

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Goa Business School
Management Studies



GOA UNIVERSITY

Date: 5th May 2023



Examined by:

A handwritten signature in blue ink, likely belonging to the examiner, Dr. Suraj Pavto Velip.

Seal of the School