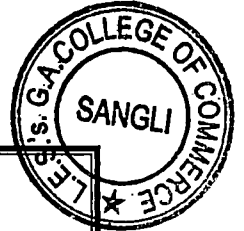


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**“A COMPARATIVE STUDY OF CUSTOMER  
SATISFACTION WITH SPECIAL REFERENCE TO FAST  
FOOD RETAIL OUTLETS OF MCDONALD’S AND  
DOMINO’S PIZZA IN PUNE CITY”**

**A DISSERTATION SUBMITTED  
TO  
SHIVAJI UNIVERSITY KOLHAPUR**

**FOR THE DEGREE OF MASTER OF PHILOSOPHY  
IN  
COMMERCE & MANAGEMENT**

**UNDER THE FACULTY OF  
COMMERCE & MANAGEMENT  
BY**

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