

Immunodeficiency customs of Nicola Yoon's Everything Everything

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

AKALYA A

(REG. NO: 21MPEN1001)



Under the Guidance of

Mr. S. Gopinath, M.A., M.Phil.,

(Assistant Professor and Head)

DEPARTMENT OF ENGLISH

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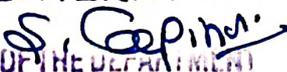

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Submitted for the project viva-voce examination held on 13.05.2023

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Eco- Critical Concerns in Amitav Ghosh's *The Hungry Tide*

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

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ANITHA D

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Diasporic Displacement and Cultural Conflict in Manju Kapur's

The Immigrant

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

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DHARSHINI P

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Food and Culture in Chitra Banerjee Divakaruni's

The Mistress of Spices

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

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GOKUL PRIYA V

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Alienation in Patrick White's *Vivisector*

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

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GOWSALYA A

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Survival Strategies of Mark Watney in Andy Weir's

The Martian

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

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Magical Realism Gabriel Garcia Marquez's
in One Hundred Years of Solitude

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

By

KAVINDHRA R

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Identity Crisis in Jhumpa Lahiri's *The Lowland*

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

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Empowerment of Women and Personal Mobility in Shashi

Deshpande's The Dark Holds No Terrors

Project report submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of

MASTER OF ENGLISH

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Pastiche Technique in Githa Hariharan's

When Dreams Travel

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

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The Structure of Fantasy in Zilpha Keatly Synder's

The Headless Cupid

Project report submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of

MASTER OF ENGLISH

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Human Relationship in Vikram Seth's *An Equal Music*

*Project report submitted to Periyar University, Salem in partial
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MASTER OF ENGLISH

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*An Equal Music*** submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of **Master of English** is a record of original research
work done by **PONNARASI S (Reg. No: 21MPEN1012)** during the period of her study
(2021 - 2023) in the Department of English, Muthayammal College of Arts and Science,
Rasipuram (Autonomous) under my supervision / guidance and this project report has not
formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar
title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

HEAD OF THE DEPARTMENT
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Dr. S. BALASUNDARI, M.A., M.Phil., M.Ed., Ph.D.,
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School of English and FLs
Gandhigram Rural Institute, Deemed to be University
Gandhigram, Dindigul District - 624 302

Psychological Horror in Ajinkya Bhasme's *When the Devil Whisper's*

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

POOMATHI R

(REG. NO: 21MPEN1013)



Under the Guidance of

**Mrs. M. Lakshmi, M.A., M.Phil., B.Ed.,
(Assistant Professor)**

DEPARTMENT OF ENGLISH

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)**

Affiliated to Periyar University, Salem,
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MAY - 2023

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This is to certify that the Project report entitled **Psychological Horror in Ajinkya Bhasme's *When the Devil Whisper's*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **POOMATHI R(Reg. No: 21MPEN1013)** during the period of her study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associates ship / Fellowship or similar title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

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The Theme of Growing Up in Lewis Carroll's

Alice Adventures in Wonderland

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

PRABAVATHI R

(REG. NO: 21MPEN1014)



Under the Guidance of

Mr. S. Rajaprabu, M.A., M.Phil., B.Ed.,

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DEPARTMENT OF ENGLISH

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This is to certify that the Project report entitled **The Theme of Growing Up in Lewis Carroll's *Alice Adventures in Wonderland*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **PRABAVATHI R (Reg. No: 21MPEN1014)** during the period of her study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

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Gandhigram, Dindigul District - 624 302

The Influence of Dream on Santiago's Life in Paulo Coelho's

The Alchemist

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

RESHMA S

(REG. NO: 21MPEN1015)



Under the Guidance of

Mr. D. Uthayakumar, M.A., M.Phil., B.Ed.,

(Assistant Professor)

DEPARTMENT OF ENGLISH

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE
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MAY - 2023

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This is to certify that the Project report entitled **The Influence of Dream on Santiago's Life in Paulo Coelho's *The Alchemist*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **RESHMA S (Reg. No: 21MPEN1015)** during the period of her study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

HEAD OF THE DEPARTMENT
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Gandhigram Rural Institute, Deemed to be University
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**Ecological Consciousness in Kiran Desai's
*Hullabaloo in the Guava Orchard***

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

SUJITHA M

(REG. NO: 21MPEN1016)



Under the Guidance of

**Mr. D. Uthayakumar, M.A., M.Phil., B.Ed.,
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DEPARTMENT OF ENGLISH

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This is to certify that the Project report entitled **Ecological Consciousness in Kiran Desai's *Hullabaloo in the Guava Orchard*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **SUJITHA M (Reg. No: 21MPEN1016)** during the period of her study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

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Gandhigram, Dindigul District - 624 302

The Impact and Influence of Absurdism in Samuel Beckett's

Waiting for Godot

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

SUNSKRITHI S

(REG. NO: 21MPEN1017)



Under the Guidance of

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DEPARTMENT OF ENGLISH

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This is to certify that the Project report entitled **The Impact and Influence of Absurdism in Samuel Beckett's *Waiting for Godot*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **SUNSKRITHI S (Reg. No: 21MPEN1017)** during the period of her study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

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Gandhigram, Dindigul District - 624 302

Representation of Food in Margaret Atwood's

The Edible Woman

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

TAMILSELVI A

(REG. NO: 21MPEN1018)



Under the Guidance of

**Mrs. M. Lakshmi, M.A., M.Phil., B.Ed.,
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DEPARTMENT OF ENGLISH

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This is to certify that the Project report entitled **Representation of Food in Margaret Atwood's *The Edible Woman*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **TAMILSELVI A (Reg. No: 21MPEN1018)** during the period of her study (2021-2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide Head of the Department

Submitted for the project viva – voce examination held on 13.05.2023

Examiners:

1. INTERNAL

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Gandhigram, Dindigul District - 624 302

Immigrant Identity in Bharati Mukherjee's *Jasmine*

Project report submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of

MASTER OF ENGLISH

By

ACHUTHAN V

(REG. NO: 21MPEN1019)



Under the Guidance of

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(Assistant Professor and Head)

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MAY - 2023

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This is to certify that the Project report entitled **Immigrant Identity in Bharati Mukherjee's *Jasmine*** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **Master of English** is a record of original research work done by **ACHUTHAN V (Reg. No: 21MPEN1019)** during the period of his study (2021-2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

S. Cooper

Project Guide Head of the Department

Submitted for the project viva – voice examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

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Dr. S. Balasundari

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Gandhigram, Dindigul District - 624 302

Social Awareness of Youth in *The Three Mistakes of My Life*

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

DHARANIDHARAN S

(REG. NO: 21MPEN1020)



Under the Guidance of

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*The Three Mistakes of My Life*** Submitted to Periyar University, Salem in partial
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record of original research work done by **DHARANIDHARAN S (Reg. No:
21MPEN1020)** during the period of his study (2021 - 2023) in the Department of
English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under
my supervision / guidance and this project report has not formed the basis for the
award of Degree / Diploma / Associateship / Fellowship or similar title to any
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S. Coomaraswamy
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S. Coomaraswamy
Head of the Department

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

2. EXTERNAL

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Gandhigram, Dindigul District - 624 302

Marital Discord in Manju Kapur's *Custody*

*Project report submitted to Periyar University, Salem in partial
fulfillment of the requirements for the award of degree of*

MASTER OF ENGLISH

By

HEMA KRISHNAN V

(REG. NO: 21MPEN1022)



Under the Guidance of

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This is to certify that the Project report entitled **Marital Discord in Manju Kapur's Custody** submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of Master of English is a record of original research work done by **HEMA KRISHNAN V (Reg. No: 21MPEN1022)** during the period of his study (2021 - 2023) in the Department of English, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

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Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. INTERNAL

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**A STUDY ON CONSUMER SATISFACTION TOWARDS
ONLINE SHOPPING WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**ABISHEK S
ADHITHYA S
ALAGARASU T
ARAVINTH G
ARAVINTH M
ARUL KUMARAN S
ARULPRAKASH A**

**REG.NO. 20UCM2346, 20UCM2347, 20UCM2348, 20UCM2349, 20UCM2350,
20UCM2351, 20UCM2352**

Under the Guidance of

**Dr.M.N.PERIASAMY, M.Com., M.Phil.,B.Ed.,Ph.D
Dean & Assistant Professor**



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RASIPURAM- 637408**

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **ABISHEK S, ADHITHYA S, ALAGARASU T, ARAVINTH G, ARAVINTH M, ARUL KUMARAN S, ARULPRAKASH A (REG.NO. 20UCM2346, 20UCM2347, 20UCM2348, 20UCM2349, 20UCM2350, 20UCM2351, 20UCM2352)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

[Signature]
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce

(Dr.M.N.PERIASAMY)

Muthayammal College of Arts & Science
Rasipuram-637408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-voce examination held on 01/12/22

[Signature]
Internal Examiner

[Signature]
External Examiner

**A STUDY ON THE CONSUMER PERCEPTION TOWARDS
SAMSUNG MOBILES WITH SPECIAL REFERENCE TO
NAMAKKAL TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**ARUN KUMAR K
ARUN KUMAR K
AZHAGIRI K
BALAHARISH S
BALAJI C
CHANDRU B
DEEPAK RAJ P**

**REG.NO: 20UCM2353, 20UCM2354, 20UCM2355, 20UCM2356,
20UCM2357, 20UCM2358, 20UCM2359**

Under the guidance of

**Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,
Assistant professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON THE CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES WITH SPECIAL REFERENCE TO NAMAKKAL TOWN" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by ARUN KUMAR K , ARUN KUMAR K , AZHAGIRI K , BALAHARISH S , BALAJI C , CHANDRU B , DEEPAK RAJ P (REG.NO. 20UCM2353, 20UCM2354, 20UCM2355, 20UCM2356, 20UCM2357, 20UCM2358, 20UCM2359) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

S. Vijayarangan
SIGNATURE OF THE GUIDE

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Rasipuram-637 408, Namakkal (D.T), TN

(Mr.S.VIJAYARANGAN)

Certified that the candidate was examined by us in the project work viva -voce
examination held on 01.12.2022

G. Thangapandi 01.12.2022
INTERNAL EXAMINER

S. Vijayarangan
1.12.22
EXTERNAL EXAMINER

**A STUDY ON CONSUMER SATISFACTION TOWARDS
MYSORE SANDAL SOAP WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**DEEPAN CHAKRAVARTHY A
DHANUSH M
DHARANEETHARAN S
DHILIPKUMAR S
DHINAHARAN P
DHINESH N
DINESHKUMAR S**

**REG.NO. 20UCM2360, 20UCM2361, 20UCM2362, 20UCM2363, 20UCM2364,
20UCM2365, 20UCM2366**

Under the Guidance of

Dr. G.THANGAPANDI, M.Com., M.Phil., Ph.D

Head & Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS MYSORE SANDAL SOAP WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DEEPAN CHAKRAVARTHYA, DHANUSH M, DHARANEETHARAN S, DHILIPKUMAR S, DHINAHARAN P, DHINESH N, DINESHKUMAR S (REG.NO. 20UCM2360, 20UCM2361, 20UCM2362, 20UCM2363, 20UCM2364, 20UCM2365, 20UCM2366) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.22 *G. Thangapandi* 01.12.22
HEAD OF THE DEPARTMENT SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI) (Dr.G.THANGAPANDI)
HOD of Commerce HOD of Commerce
Muthayammal College of Arts & Science Muthayammal College of Arts & Science
Certified that the candidate was examined by us in the project work viva-

voce examination held on 01.12.22

G. Thangapandi 01.12.22 *[Signature]* 1.12.22
Internal Examiner External Examiner

"A STUDY ON IMPACT OF ONLINE ADVERTISEMENT IN BUYING BEHAVIOUR AMONG THE COLLEGE STUDENT"

A Project report submitted to the Periyar University in partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

DINESH M

DINESH R

DINESH S

ELAIYARAJA S N

ELIYAS B

GIRISH H

GOKULPRASAD V

REG.NO 20UCM2367, 20UCM2368, 20UCM2369, 20UCM2370, 20UCM2371,
20UCM2372, 20UCM2373

Under the Guidance of

Mrs. K. PREMA, M.COM., M.PHIL., M.B.A.,

Assistant Professor of Commerce



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UGC Recognized 2(f) & 12 (B)

RASIPURAM-637408

DECEMBER 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON IMPACT OF ONLINE ADVERTISEMENT IN BUYING BEHAVIOUR AMONG THE COLLEGE STUDENT" submitted in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DINESH M, DINESH R, DINESH S, ELAIYARAJA S N, ELIYAS B, GIRISH H, GOKULPRASAD V. (20UCM2367, 20UCM2368, 20UCM2369, 20UCM2370, 20UCM2371, 20UCM2372, 20UCM2373) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

(Dr. G. THANGAPANDI)

SIGNATURE OF THE GUIDE

[Signature] 1/12/2022
(Mrs .K. PREMA)

HOD of Commerce

Muthayammal College of Arts & Science
Hasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva voce examination held on... 01.12.2022...

[Signature] 1/12/2022
Internal Examiner
[K. PREMA]

[Signature] 1.12.22
External Examiner

**A STUDY ON CONSUMER SATISFACTION TOWARDS
LENOVO LAPTOP WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**GOKUL S
GOWTHAM K
GOWTHAM K
GOWTHAM P
GOWTHAM RAJ J
HARI RAJ T
HARIPRASANTH G**

**REG.NO. 20UCM2374, 20UCM2375, 20UCM2376, 20UCM2377, 20UCM2378,
20UCM2379, 20UCM2380**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com CA., M.Phil.,

Assistant professor of commerce



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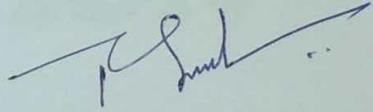
RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS LENOVO LAPTOP WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **GOKUL S, GOWTHAM K, GOWTHAM K, GOWTHAM P, GOWTHAM RAJ J, HARI RAJ T, HARIPRASANTH G** (REG.NO. 20UCM2374, 20UCM2375, 20UCM2376, 20UCM2377, 20UCM2378, 20UCM2379, 20UCM2380) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi, 01.12.2022
HEAD OF THE DEPARTMENT


SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

(Mr.R.SENKOTUVEL)

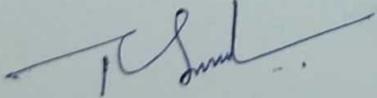
HOD of Commerce

Muthayammal College of Arts & Science

Rasipuram - 627 402, Tamil Nadu, India

Certified that the candidate was examined by us in the project work viva-

voce examination held on 1.12.2022



Internal Examiner

[R. SENKOTUVEL]


1.12.22

External Examiner

**A STUDY ON ATTITUDE OF COLLEGE STUDENTS
TOWARDS ENTREPRENEURSHIP WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

HARIPRASANTH K

HARISH R

HARISHBABU P

JAGADEESHWAR E

KABILAN R

KAMALESH K G

KANAGAVEL M

**REG.NO: 20UCM2381 , 20UCM2382 , 20UCM2383 , 20UCM2384 ,
20UCM2386 , 20UCM2387 , 20UCM2388**

Under the guidance of

Mr.S.SIVAKUMAR.,M.Com.,M.Phil.,(Ph.D),,

Assistant Professor of Commerce



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CERTIFICATE

This is to certify that the project work "A STUDY ON ATTITUDE OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by HARIPRASANTH K , HARISH R , HARISHBABU P , JAGADEESHWAR E , KABILAN R , KAMALESH K G , KANAGAVEL M (REG.NO. 20UCM2381 , 20UCM2382 , 20UCM2383 , 20UCM2384 , 20UCM2386 , 20UCM2387 , 20UCM2388) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva -voce

examination held on 01.12.2022

S.Sivakumar
SIGNATURE OF THE GUIDE

(Mr.S.SIVAKUMAR)

S.Sivakumar
INTERNAL EXAMINER

(S.Sivakumar)

S.Sivakumar 1.12.22
EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFACTION TOWARDS NS125,
160, 200 WITH SPECIAL REFERENCE TO VALAPADY TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KARTHICKRAJA R
KASIVISHWANATHAN J
KATHIRAVAN R
KATHIRESAN S
KATHIRVEL S
KAVIARASU M
KAVINKUMAR P**

**REG.NO. 20UCM2389, 20UCM2390, 20UCM2391, 20UCM2392, 20UCM2393,
20UCM2394, 20UCM2395**

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS NS125, 160, 200 WITH SPECIAL REFERENCE TO VALAPADY TALUK" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (COMPUTER APPLICATION) in the Periyar University, Salem, is record of bonafide project work carried out by KARTHICKRAJA R, KASIVISHWANATHAN J, KATHIRAVAN R, KATHIRESAN S, KATHIRVEL S, KAVIARASU M, KAVINKUMAR P (REG.NO. 20UCM2389, 20UCM2390, 20UCM2391, 20UCM2392, 20UCM2393, 20UCM2394, 20UCM2395) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

H. Rajam
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce

(Mr.H.RAJAMOHAIED)

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-
voce examination held on 01.12.2022

H. Rajam
Internal Examiner

H. Rajam
1.12.22
External Examiner

[H. RAJAMOHAIED]

**A STUDY ON CULT BRANDING ON I PHONES AMONG THE
YOUTHS IN RASIPURAM TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KISHORE P
KRISHNAN S
LOGESHWARAN N
LOGESHWARAN R
MANI S
MANIKANDAN S
MATHAN KUMAR S**

**REG.NO. 20UCM2396, 20UCM2397, 20UCM2398, 20UCM2399, 20UCM2400
20UCM2401, 20UCM2402**

Under the Guidance of

Mr.M.JEEVA, M.Com CA., M.Phil.,

Assistant professor of commerce



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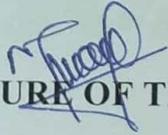
RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CULT BRANDING ON I PHONES AMONG THE YOUTHS IN RASIPURAM TALUK" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out **KISHORE P, KRISHNAN S, LOGESHWARAN N, LOGESHWARAN R, MANI S, MANIKANDAN S, MATHAN KUMAR S (REG.NO. 20UCM2396, 20UCM2397, 20UCM2398, 20UCM2399, 20UCM2400, 20UCM2401, 20UCM2402)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT


SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

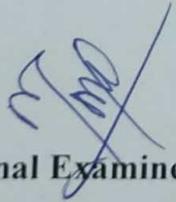
(Mr.M.JEEVA)

HOD of Commerce

Muthayammal College of Arts & Science

Rasipuram, Salem, Tamil Nadu

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 01/12/2022*


Internal Examiner


External Examiner

**A STUDY OF CUSTOMER PERCEPTION TOWARDS FOOD
DELIVERY APPLICATIONS DURING COVID - 19 WITH
SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**MATHAVAN S
MATHIVATHANAN S
MEIYARASAN M
MOHAMED SUHAIL A
MOHANRAJ K
MUBARAK S
MUKILAN R**

**REG.NO. 20UCM2403, 20UCM2404, 20UCM2405, 20UCM2406, 20UCM2407
20UCM2408, 20UCM2409**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY OF CUSTOMER PERCEPTION TOWARDS FOOD DELIVERY APPLICATIONS DURING COVID - 19 WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **MATHAVAN S, MATHIVATHANAN S, MEIYARASAN M, MOHAMED SUHAIL A, MOHANRAJ K, MUBARAK S, MUKILAN R (REG.NO. 20UCM2403, 20UCM2404, 20UCM2405, 20UCM2406, 20UCM2407, 20UCM2408, 20UCM2409)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
(Dr.G.THANGAPANDI)

S.Aruljothi
SIGNATURE OF THE GUIDE

(Mr.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.2022.

S.Aruljothi
Internal Examiner

[Mr. S. ARULJOTHI]

K.Kasilingam 2/12/22
External Examiner

Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CONSUMER SATISFACTION OF YOUTH ON
NIKE BRAND WITH SPECIAL REFERENCE TO NAMAKKAL
DISTRICT**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**MURUGAN S
MUTHUKUMAR S**

NAVEEN M A

NAVEEN R

NAVEENKUMAR P

NAVEENKUMAR P

NITHISHKUMAR M

**REG.NO: 20UCM2410 , 20UCM2411 , 20UCM2412 , 20UCM2413 ,
20UCM2414 , 20UCM2415 , 20UCM2417**

Under the guidance of

**Mr.N.ANANDHARAJ.,M.Com CA.,M.Phil.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CONSUMER SATISFACTION OF YOUTH ON NIKE BRAND WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by MURUGAN S , MUTHUKUMAR S , NAVEEN M A , NAVEEN R , NAVEENKUMAR P , NAVEENKUMAR P , NITHISHKUMAR M (REG.NO. 20UCM2410 , 20UCM2411 , 20UCM2412 , 20UCM2413 , 20UCM2414 , 20UCM2415 , 20UCM2417) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

N. Anandharaj
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

(Mr.N.ANANDHARAJ)

Certified that the candidate was examined by us in the project work viva-voce
examination held on ---2.12.2022---

N. Anandharaj
INTERNAL EXAMINER
(N.ANANDHARAJ)

Dr. K. Kasilingam
EXTERNAL EXAMINER

Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CUSTOMER SATISFACTION ON THE BANKING
SERVICES PROVIDED BY SBI BANKS IN
NAMAKKALDISTRICT DURING THE COVID 19 PANDEMIC**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**POOVARASAN M
PRADEESH G
PRANAV ADHITHYA D K
PRAVEEN S
PRAVEEN SAKTHI J
PREM KUMAR E
PUNITHAVAN J**

**REG.NO: 20UCM2418, 220UCM2419, 20UCM2420, 20UCM2421,
20UCM2422, 20UCM2423, 20UCM2424**

Under the guidance of

**Mr.R.GOPI.,M.Com CA., M.Phil.,
Assistant professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CUSTOMER SATISFACTION ON THE BANKING SERVICES PROVIDED BY SBI BANKS IN NAMAKKAL DISTRICT DURING THE COVID 19 PANDEMIC" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by POOVARASAN M , PRADEESH G , PRANAV ADHITHYA D K , PRAVEEN S , PRAVEEN SAKTHI J , PREM KUMAR E , PUNITHAVAN J (REG.NO. 20UCM2418, 20UCM2419, 20UCM2420, 20UCM2421, 20UCM2422, 20UCM2423, 20UCM2424) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal, T.N.

R. Gopi
SIGNATURE OF THE GUIDE

(Mr.R.GOPI)

Certified that the candidate was examined by us in the project work viva -voce examination held on 02/12/2022

R. Gopi
INTERNAL EXAMINER

R. Gopi

K. Kasilingam
EXTERNAL EXAMINER

Dr.K. KASILINGAM, M.Com., M.Phil., Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
FASTRACK WATCHES WITH SPECIAL REFERENCE TO
NAMKKAL CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**RAMKUMAR I
RANJITH KUMAR D
SABARIESHWARAN P
SABARISH M
SAISRIKANTH S
SANJAI M
SANJAY K S**

**REG.NO. 20UCM2425, 20UCM2426, 20UCM2427, 20UCM2428, 20UCM2429,
20UCM2430, 20UCM2431**

Under the Guidance of

Mrs.R.SASIKALA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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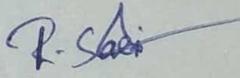
RASIPURAM- 637408

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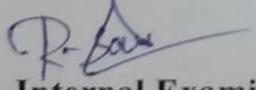
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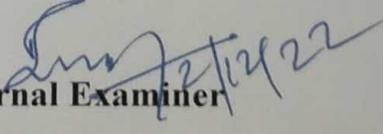
This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES WITH SPECIAL REFERENCE TO NAMKKAL CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **RAMKUMAR I, RANJITH KUMAR D, SABARIESHWARAN P, SABARISH M, SAISRIKANTH S, SANJAI M, SANJAY K** REG.NO. 20UCM2425, 20UCM2426, 20UCM2427, 20UCM2428, 20UCM2429, 20UCM2430, 20UCM2431) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mrs.R.SASIKALA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.2022


Internal Examiner
(R.SASIKALA)


External Examiner
Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CUSTOMER SATISFACTION OF TVS TWO
WHEELER BUYERS AT VISAM TVS, TIRUCHENGODE**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

SANJAY M

SANJEEV V

SANKAR N

SANTHOSH A

SARATHI S

SELVA KUMAR S

SELVA RAGUL V

REG.NO. 20UCM2432, 20UCM2433, 20UCM2434, 20UCM2435, 20UCM2436,
20UCM2437, 20UCM2438

Under the Guidance of

Mrs.T.POONGODI, M.Com., M.B.A., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION OF TVS TWO WHEELER BUYERS AT VISAM TVS, TIRUCHENGODE" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SANJAY M, SANJEEV V, SANKAR N, SANTHOSH A, SARATHI S, SELVA KUMAR S, SELVA RAGUL V (REG.NO. 20UCM2432, 20UCM2433, 20UCM2434, 20UCM2435, 20UCM2436, 20UCM2437, 20UCM2438)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
(Dr. G. THANGAPANDI)

T. Poongodi
SIGNATURE OF THE GUIDE

(Mrs. T. POONGODI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 2.12.2022

T. Poongodi
Internal Examiner

[T. POONGODI]

K. Kasilingam 2/12/22
External Examiner

Dr. K. KASILINGAM, M.Com., M.Phil., Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON AWARENESS AND SATISFACTION OF SBI
YONO APP AMONG SBI BANK ACCOUNT HOLDERS WITH
SPECIAL REFERENCE TO NAMAKKAL TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SHABARI S
SIVA M
SIVANESAN S
SOUNDARRAJAN S
SRIKANTH S
SRINATH P
SUDHAKAR K**

**REG.NO: 20UCM2439 , 20UCM2440 , 20UCM2441 , 20UCM2442 ,
20UCM2443 , 20UCM2444 , 20UCM2445**

Under the guidance of

**Mrs.G.BHARATHI.,M.Com., M.Phil.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON AWARENESS AND SATISFACTION OF SBI YONO APP AMONG SBI BANK ACCOUNT HOLDERS WITH SPECIAL REFERENCE TO NAMAKKAL TOWN " submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SHABARI S , SIVA M , SIVANESAN S , SOUNDARRAJAN S , SRIKANTH S , SRINATH P , SUDHAKAR K (REG.NO. 20UCM2439 , 20UCM2440 , 20UCM2441 , 20UCM2442 , 20UCM2443 , 20UCM2444 , 20UCM2445) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-voce
examination held on 02/12/2022

G. Bharathi
SIGNATURE OF THE GUIDE

(Mrs.G.BHARATHI)

G. Bharathi

INTERNAL EXAMINER

Dr. K. Kasilingam
EXTERNAL EXAMINER

Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON STUDENTS ATTITUDE TOWARDS MULTI-
LEVEL MARKETING WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SURENDHAR K
THIRUVENKADAN N
ULAGANATHAN S
UMAR FAROOK J
UMARSIDDHIK S
VELMURUGAN T
VIGNESH K**

**REG.NO: 20UCM2446 , 20UCM2447 , 20UCM2448 , 20UCM2449 ,
20UCM2450 , 20UCM2451 , 20UCM2452**

Under the guidance of

**Dr.G.SELVARANI.,M.Com.,M.Phil., M.B.A., Ph.D.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON STUDENTS ATTITUDE TOWARDS MULTI- LEVEL MARKETING WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SURENDHAR K , THIRUVENKADAN N , ULAGANATHAN S , UMAR FAROOK J , UMARSIDDHIK S , VELMURUGAN T , VIGNESH K (REG.NO. 20UCM2446 , 20UCM2447 , 20UCM2448 , 20UCM2449 , 20UCM2450 , 20UCM2451 , 20UCM2452) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Selvarani
SIGNATURE OF THE GUIDE

(Dr.G.SELVARANI)

*Certified that the candidate was examined by us in the project work viva -voce
examination held on 02.12.2022*

G. Selvarani
INTERNAL EXAMINER
(Dr.G. SELVARANI)

K. Kasilingam 2/12/22
EXTERNAL EXAMINER

Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CONSUMER PERCEPTION TOWARDS 4G MOBILE SERVICE ON JIO
WITH SPECIAL REFERENCE TO SALEM (DT)**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

R.VIGNESH

T.VIKAS

G.VIMALRAJA

V.VINITH

R.VISHNUVARDHAN

N.ZABEER BASHA

K.PARIKSHIT

REG NO 20UCM2453, 20UCM2454, 20UCM2455, 20UCM2456, 20UCM2457, 20UCM2458,
20UCM9001

Under the Guidance of

Mrs. M.VASANTHAPRIYA, M.Com.,(CA), M.Phil., (Ph.D.,)

Assistant Professor of Commerce



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RASIPURAM-637408

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS 4G MOBILE SERVICE ON JIO WITH SPECIAL REFERENCE TO SALEM (DT)" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by K.PARIKSHIT, R.VIGNESH, T.VIKAS, G.VIMALRAJA, V.VINITH, R.VISHNUVARDHAN. N.ZABEER BASHA (20UCM2452, 20UCM2453, 20UCM2454, 20UCM2455, 20UCM2456,20UCM2457,20UCM2458,20UCM9001) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr. G. THANGAPANDI)

M. Vasanthapriya 02/12/22
SIGNATURE OF THE GUIDE

(M.VASANTHAPRIYA)

Certified that the candidate was examined by us in the project work viva-voce examination held on... 02.12.22

M. Vasanthapriya 02/12/22
Internal Examiner

Dr. K. Kasilingam 02/12/22
External Examiner

Dr.K. KASILINGAM, M.Com.,M.Phil.,Ph.D.,
Asst. Professor of Commerce
A.A. Government Arts College
Namakkal - 637 002.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
REALME X2 MOBILE PHONE WITH SPECIAL REFERENCE
TO NAMAKKAL CITY**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**ABINAYA K
ABINAYA S
ABIRAMI K
ARUNA M
AVANTHIKA S
SIVASUMITHRA G
SNEHA S**

**REG.NO: 20UCM2459 , 20UCM2460 , 20UCM2461 , 20UCM2462
20UCM2463 , 18UCM2481, 18UCM2482**

Under the guidance of

**Mrs. M. NIRMALA., M.Com.,M.Phil.,
Assistant Professor of Commerce**



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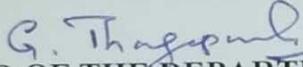
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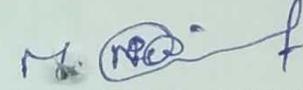
RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME X2 MOBILE PHONE WITH SPECIAL REFERENCE TO NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by ABINAYA K , ABINAYA S , ABIRAMI K , ARUNA M , AVANTHIKA S , SIVASUMITHRA G , SNEHA S (REG.NO. 20UCM2459 , 20UCM2460 , 20UCM2461 , 20UCM2462 , 20UCM2463 , 18UCM2481, 18UCM2482) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT


SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

(Mrs. M. NIRMALA)

*Certified that the candidate was examined by us in the project work viva -voce
examination held on -01.12.2022-----*


INTERNAL EXAMINER
[M. NIRMALA]


EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
THE HIMALAYA PRODUCTS WITH REFERENCE TO
NAMAKKAL TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**DEVADHARSHINI S
DEVAKI R
DEVISHRI U
DHATCHAYANI D R
DHEVARANI G
EISHA V
GNANAPRABHA RANGASAMY**

**REG.NO: 20UCM2464 , 20UCM2465 , 20UCM2466 , 20UCM2467
20UCM2468 , 20UCM2469, 20UCM2470**

Under the guidance of

**Dr. S. SELVI, M.Com.,M.Phil., MBA., PGDCA.,Ph.D.,
Assistant Professor of Commerce**



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NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CUSTOMER SATISFACTION TOWARDS THE HIMALAYA PRODUCT WITH REFERENCE TO NAMAKKAL TOWN" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DEVADHARSHINI S, DEVAKI R, DEVISHRI U, DHATCHAYANI D R, DHEVARANI G, EISHA V, GNANAPRABHA RANGASAMY (REG.NO. 20UCM2464, 20UCM2465, 20UCM2466, 20UCM2467, 20UCM2468, 20UCM2469, 20UCM2470) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

S. Selvi
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)
HOD of Commerce

(Dr. S. SELVI)

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva-voce examination held on 2/12/22

S. Selvi 2/12/22
INTERNAL EXAMINER
Dr. S. SELVI

Dr. B. Rajendran 02/12/2022
EXTERNAL EXAMINER
Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce,
Thiruvalluvar Govt. Arts College,
Rasiouram-637 401, Namakkal (Dt)

**A STUDY ON CUSTOMER SATISFACTION ON ONLINE
SHOPPING WITH SPECIAL REFERENCE
TO RASIPURAM TALUK**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**GOKULAPRIYA S
GOPIKA B
HAMEETHUN ASBAK NISHA M
HARITHA N
HEMALATHA C
JANANI R**

**REG.NO: 20UCM2471 , 20UCM2472 , 20UCM2474 , 20UCM2475
20UCM2476 , 20UCM2477**

Under the guidance of

**Mrs. P. GAYATHRI., M.Com.,M.Phil.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CONSUMER SATISFACTION ON ONLINE SHOPPING WITH SPECIAL REFERANCE TO RASIPURAM TALUK" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by GOKULAPRIYA S, GOPIKA B, HAMEETHUN ASBAK NISHA M, HARITHA N, HEMALATHA C, JANANI R, (REG.NO. 20UCM2471 , 20UCM2472 , 20UCM2474 , 20UCM2475 , 20UCM2476 , 20UCM2477) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scienfic or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

P. GT.
SIGNATURE OF THE GUIDE

(Mrs. P. GAYATHRI)

*Certified that the candidate was examined by us in the project work viva –voce
examination held on ---02.12.2022---*

G. Thangapandi 02.12.22
INTERNAL EXAMINER

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Dr. B. Rajendran 02/12/2022
EXTERNAL EXAMINER

Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College
Rasiouram-637 401 Namakkal

**A STUDY ON CUSTOMER SATISFACTION TOWARDS WITH
PANTANJALI AYURVED PRODUCT SPECIAL REFERENCE
TO NAMAKKAL CITY**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**JAYAPRIYA G
JEEVANANTHI R
JEVI SRI K G
KARPAGAM P
KAVIYA N
KEERTHIGA T
KIRUBA B**

**REG.NO: 20UCM2478 , 20UCM2479 , 20UCM2480 , 20UCM2481
20UCM2482 , 20UCM2483, 20UCM2484**

Under the guidance of

**Dr. V. KANNAGI., M.Com.,M.Phil.,Ph.d.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CUSTOMER SATISFACTION TOWARDS PANTANJALI AYURVED PRODUCT WITH SPECIAL REFERENCE TO NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by **G.JAYAPRIYA , R.JEEVANANTHI , K.G.JEEVI SRI , P.KARPAGAM , N.KAVIYA , T.KEERTHIGA , B KIRUBA(REG.NO. 20UCM2478 , 20UCM2479 , 20UCM2480 , 20UCM2481 , 20UCM2482 , 20UCM2483 , 20UCM2484)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

V. Kannagi
SIGNATURE OF THE GUIDE

(Dr.V.KANNAGI)

Certified that the candidate was examined by us in the project work viva -voce examination held on 02-12-2022

V. Kannagi
INTERNAL EXAMINER
Dr. v. KANNAGI

Dom 27/02/12/2022
EXTERNAL EXAMINER

Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College
Rasipuram-637 401, Namakkal (D.T)

**A STUDY ON COMPERITIVE ANALYSIS OF DIFFERENT
BRANDS OF FAIRNESS CREAMS WITH SPECIAL
REFERENCE TO FEMALES OF SALEM TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KIRUTHIKA K
LAKSHMI PRIYA S
LIDIYA J
LOGADHARSHINI V
LOSANAPRIYA C
MAHA B
MENAKA A**

**REG.NO: 20UCM2485 , 20UCM2486 , 20UCM2487 , 20UCM2488 ,
20UCM2489 , 20UCM2490 , 20UCM2491**

Under the guidance of

**Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D
Assistant Professor & Dean**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON COMPERITIVE ANALYSIS OF DIFFERENT BRANDS OF FAIRNESS CREAMS WITH SPECIAL REFERENCE TO FEMALES OF SALEM TOWN" submitted in partial fulfillment of the requirement for the awards of degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **KIRUTHIKA K , LAKSHMI PRIYA S , LIDIYA J , LOGADHARSHINI V , LOSANAPRIYA C , MAHA B , MENAKA A (REG.NO. 20UCM2485 , 20UCM2486 , 20UCM2487 , 20UCM2488 , 20UCM2489 , 20UCM2490 , 20UCM2491)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scienfic or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

[Signature]
SINGNATURE OF THE GUIDE

(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva –voce examination held on 2.12.2022

[Signature]
INTERNAL EXAMINER
Dr.M.N. PERIASAMY

Dr. B. Rajendran 02/12/2022
EXTERNAL EXAMINER
Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D.
Assistant Professor,
PG and Research Dept. of Commerce,
Thiruvalluvar Govt. Arts College,
Rasiouram-637 401, Namakkal (Dt)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
INSTANT NOODLES WITH SPECIAL REFERENCE TO
RASIPURAM TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**MENAKA K
MONICA B
NANDHINI M
NIHA FARHEEN A
NIKKITHA S
NISHAANTHINI S J
NITHYA G**

**REG.NO: 20UCM2492, 20UCM2493, 20UCM2494, 20UCM2495,
20UCM2496, 20UCM2497, 20UCM2498**

Under the guidance of

**Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,
Assistant professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS INSTANT NOODLES WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by MENAKA K , MONICA B,NANDHINI M , NIHA FARHEEN A , NIKKITHA S , NISHAANTHINI S J , NITHYA G (REG.NO. 20UCM2492, 20UCM2493, 20UCM2494, 20UCM2495, 20UCM2496, 20UCM2497, 20UCM2498) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva-voce

examination held on -02.12.2022

S. Vijayarangan
SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

S. Vijayar
INTERNAL EXAMINER
(Mr.S.VIJAYARANGAN)

02/12/2022
EXTERNAL EXAMINER

Dr.B. RAJENDRAN, M.Com., M.Phil. B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College,
Rasiouram-637 401, Namakkal (Dt)

**A STUDY ON IMPACT OF E-PAYMENT ON ONLINE
SHOPPING WITH YOUNG CONSUMERS WITH SPECIAL
REFERENCE TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**NIVETHA P
PADMAPRIYA A
PERUMAYEE P
POOJA P
PRABHAVATHI C
PREMA V
PRIYA M**

**REG.NO. 20UCM2499, 20UCM2500, 20UCM2501, 20UCM2502, 20UCM2503,
20UCM2504, 20UCM2505**

Under the Guidance of

**Dr.G.THANGAPANDI, M.Com., M.Phil.,Ph.D.,
Head & Assistant professor**



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON IMPACT OF E-PAYMENT ON ONLINE SHOPPING WITH YOUNG CONSUMERS WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **NIVETHA P, PADMAPRIYA A, PERUMAYEE P, POOJA P, PRABHAVATHI C, PREMA V, PRIYA M (REG.NO. 20UCM2499, 20UCM2500, 20UCM2501, 20UCM2502, 20UCM2503, 20UCM2504, 20UCM2505)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

G. Thangapandi 02.12.22
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

(Dr.G.THANGAPANDI)

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-

voce examination held on -02.12.2022

G. Thangapandi 02.12.22
Internal Examiner

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Dr. B. Rajendran 02/12/2022
External Examiner

Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D.
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College,
Rasipuram-637 401, Namakkal (Dt)

A STUDY OF CONSUMER SATISFICATION TOWARDS ONLINE SHOPPING FROM FLIPKART WITH SPECIAL REFERENCE TO SALEM TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

PRIYA P

PRIYADHARSHINI E

SABEETHA R

SANGEETHA S

SARANYA M

SARANYA R

SNEKA R

REG.NO 20UCM2506, 20UCM2507, 20UCM2508, 20UCM2509, 20UCM2510,
20UCM2511,20UCM2512

Under the Guidance of

(Mrs. K. Prema, M.Com., M.Phil., M.B.A.,

Assistant Professor of Commerce)



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UGC Recognized 2(f) & 12 (B) RASIPURAM-637408

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING FROM FLIPKART WITH SPECIAL REFERENCE SALEM TOWN" submitted in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **PRIYA P, PRIYADHARSHINI E, SABEETHA R, SANGEETHA S, SARANYA M, SARANYA R, SNEKA R** . (20UCM2506, 20UCM2507, 20UCM2508, 20UCM2509, 20UCM2510, 20UCM2511, 20UCM2512) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G .THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.2022.....

Prema 2/12/22
SIGNATURE OF THE GUIDE

(Mrs .K. PREMA)

Prema 2/12/22
Internal Examiner

[K. PREMA]

Dr.B. Rajendran 02/12/2022
External Examiner

Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College,
Rasiouram-637 401, Namakkal (Dt)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA
SALT WITH SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SOUNDARYA R
SOWMIYA B
SOWMIYA C
SOWMIYA K E
SOWMIYA S
SRUTHI V
SUBA S**

**REG.NO. 20UCM2513, 20UCM2514, 20UCM2515, 20UCM2516, 20UCM2518,
20UCM2519, 20UCM2520**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA SALT WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SOUNDARYA R, SOWMIYA B, SOWMIYA C, SOWMIYA K E, SOWMIYA S, SRUTHI V, SUBA S (REG.NO. 20UCM2513, 20UCM2514, 20UCM2515, 20UCM2516, 20UCM2518, 20UCM2519, 20UCM2520)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

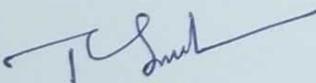

SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

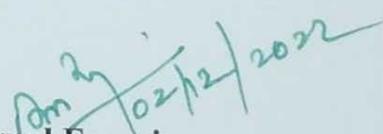
(Mr.R.SENKOTUVEL)

HOD of Commerce
Muthayammal College of Arts & Science
Rasiouram-637 401, Namakkal (Dt)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.2022


Internal Examiner

[R. SENKOTUVEL]


External Examiner

Dr.B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D
Assistant Professor,
PG and Research Dept. of Commerce,
Thiruvalluvar Govt. Arts College,
Rasiouram-637 401, Namakkal (Dt)

**A STUDY ON STRESS MANAGEMENT AMONG BANK
EMPLOYEES WORKING IN COMMERCIAL BANKING
SECTOR WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

SUDHARSHANA K K

SUPRIYA J P

SWETHA S

TAMILSELVI A

THERESA P

VAIYSHNAVI R P

VASANTHI G

**REG.NO: 20UCM2521 , 20UCM2522 , 20UCM2523 , 20UCM2524 ,
20UCM2525 , 20UCM2526 , 20UCM2527**

Under the guidance of

**Mr.S.SIVAKUMAR.,M.Com.,M.Phil.,(Ph.D).,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON STRESS MANAGEMENT AMONG BANK EMPLOYEES WORKING IN COMMERCIAL BANKING SECTOR WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SUDHARSHANA K K , SUPRIYA J P , SWETHA S , TAMILSELVI A , THERESHA P , VAIYSHNAVI R P , VASANTHI G (REG.NO. 20UCM2521 , 20UCM2522 , 20UCM2523 , 20UCM2524 , 20UCM2525 , 20UCM2526 , 20UCM2527) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT
HOD of Commerce
Periyar Government Arts & Science
College
(Dr. G. THANGAPANDI)
Rasipuram-637 408, Namakkal (D.T).

SIGNATURE OF THE GUIDE
(Mr.S.SIVAKUMAR)

Certified that the candidate was examined by us in the project work viva -voce
examination held on 02.12.2022

INTERNAL EXAMINER
(S. Siva Kumar)

EXTERNAL EXAMINER
Dr. B. RAJENDRAN, M.Com., M.Phil., B.Ed., Ph.D.
Assistant Professor,
PG and Research Dept. of Commerce
Thiruvalluvar Govt. Arts College,
Rasipuram-637 401, Namakkal (Dt)

**AN EMPRICAL STUDY ON THE IMPACT-OF-
IMPLEMENTATION-OF-GST-AMONG-RETAILERS WITH
SPECIAL REFERENCE TO NAMAKKAL TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

AADHITH S

AAKASH D

ABDUL RAHMAN M

ABDUL WAHID BASHA S

ABISHEK R

AJITHKUMAR A ✦

AKASH K

**REG.NO. 20UCC1832, 20UCC1833, 20UCC1834, 20UCC1835, 20UCC1836, 20UCC1837
20UCC1838**

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled “AN EMPRICAL STUDY ON THE IMPACT-OF-IMPLEMENTATION-OF-GST-AMONG-RETAILERS WITH SPECIAL REFERENCE TO NAMAKKAL TALUK” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out **AADHITH S, AAKASH D ABDUL RAHMAN M, ABDUL WAHID BASHA S , ABISHEK R, AJITHKUMAR A, AKASH K (REG.NO. 20UCC1832, 20UCC1833, 20UCC1834, 20UCC1835, 20UCC1836, 20UCC1837, 20UCC1838)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

H. Rajam
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Basinuram-637 408, Namakkal (D.T), TN

(Mr.H.RAJAMOHAIED)

Certified that the candidate was examined by us in the project work vivavoce

examination held on -01.12.2022

H. Rajam
Internal Examiner

[H. RAJAMOHAIED]

[Signature]
External Examiner | 12/2022
Dr.M. NALLASAMY, M.Com, A.Phil, Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS DAILY
VEGETABLES MARKET WITH SPECIAL REFERENCE TO
NAMAKKAL TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**ANNAMALAI P
ARAVINDHAN T
ARAVINTH B
ARULRAJ V
ARUN S
ARUNKUMAR A
ARUNKUMAR R**

**REG.NO. 20UCC1839, 20UCC1840, 20UCC1841, 20UCC1842, 20UCC1843
20UCC1844, 20UCC1845**

Under the Guidance of

Mr.M.JEEVA, M.Com CA., M.Phil.,

Assistant professor of commerce



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NOVEMBER – 2022

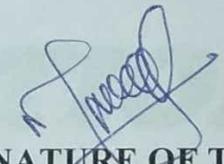
CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DAILY VEGETABLES MARKET WITH SPECIAL REFERENCE TO NAMAKKAL TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out **ANNAMALAI P, ARAVINDHAN T, ARAVINTH B, ARULRAJ V, ARUN S , ARUNKUMAR A, ARUNKUMAR R (REG.NO. 20UCC1839, 20UCC1840, 20UCC1841, 20UCC1842, 20UCC1843, 20UCC1844, 20UCC1845)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT

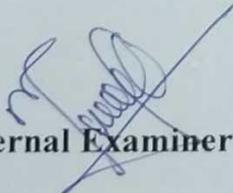
(Dr.G.THANGAPANDI)

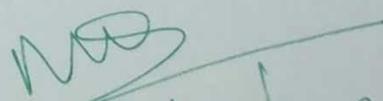
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram - 637 403, Namakkal


SIGNATURE OF THE GUIDE

(Mr.M.JEEVA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022


Internal Examiner


External Examiner
Dr.M. NALLUSAMY, M.Com, M.Phil., Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavayitri Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON RECENT TRENDS IN MARKETING STRATEGY
OF ROYAL ENFIELD SHOW ROOMS WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLIUCATION)

Submitted by

**AYYANAR A
BAGAVATHI S
BAVIISH S
BOOPATHI S
DEEPAKKUMAR K ✦
DEVARAJ G
DHANISHWARAN M**

**REG.NO. 20UCC1846, 20UCC1847, 20UCC1848, 20UCC1849, 20UCC1850, 20UCC1851
20UCC1852**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON RECENT TRENDS IN MARKETING STRATEGY OF ROYAL ENFIELD SHOW ROOMS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **AYYANAR A, BAGAVATHI S, BAVIISH S, BOOPATHI S, DEEPAKKUMAR K, DEVARAJ G, DHANISHWARAN M (REG.NO. 20UCC1846, 20UCC1847, 20UCC1848, 20UCC1849, 20UCC1850, 20UCC1851, 20UCC1852)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

(Signature)
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram - 637 408, Namakkal District

(Mr.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022

(Signature)
Internal Examiner

(Signature) 11/12/2022
External Examiner
Dr.M. NALLUSAMY, M.Com., M.Phil., Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON CONSUMER SATISFACTION TOWARDS
PUBLIC DISTRIBUTION SYSTEM WITH SPECIAL
REFERENCE TO NAMAGIRIPET LOCALITY**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

DHARANI V

DHINESH M

DINESH KUMAR P

DINESH M

DINESH R

DINESH T

EDWIN ELHER S

**REG.NO: 20UCC1853 , 20UCC1854 , 20UCC1855 , 20UCC1856 ,
20UCC1857 , 20UCC1858 , 20UCC1859**

Under the guidance of

**Mr.N.ANANDHARAJ.,M.Com CA.,M.Phil.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CONSUMER SATISFACTION TOWARDS PUBLIC DISTRIBUTION SYSTEM WITH SPECIAL REFERENCE TO NAMAGIRIPET LOCALITY" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DHARANI V , DHINESH M , DINESH KUMAR P , DINESH M , DINESH R , DINESH T , EDWIN ELHER S (REG.NO. 20UCC1853 , 20UCC1854 , 20UCC1855 , 20UCC1856 , 20UCC1857 , 20UCC1858 , 20UCC1859) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

N. Anandharaj
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)
HOD of Commerce
Muttrayanmal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

(Mr.N.ANANDHARAJ)

Certified that the candidate was examined by us in the project work viva –voce examination held on --01.12.2022--

N. Anandharaj
INTERNAL EXAMINER
(N. ANANDHARAJ)

M. Nallusamy
EXTERNAL EXAMINER
Dr.M. NALLUSAMY, M.Com.,M.Phil.,Ph.D.,
Assistant Prof in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON BRAND PREFERENCE OF MOBILE PHONE
AMONG STUDENTS WITH SPECIAL REFERENCE TO
MUTHAYAMMAL COLLEGE OF EDUCATION, RASIPURAM**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**GOWRISANKAR M
GURUSHANKAR J
JAGATHEESAN R
JEEVA ROSHAN A
JOSEPH ANTONY J
KALAIYARASAN D
RAGUL P**

**REG.NO: 20UCC1861, 20UCC1862, 20UCC1863, 20UCC1864,
20UCC1865, 20UCC1866 , 19UCC1722**

Under the guidance of
**Mr.R.GOPI.,M.Com CA., M.Phil.,
Assistant professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON BRAND PREFERENCE OF MOBILE PHONE AMONG STUDENTS WITH SPECIAL REFERENCE TO MUTHAYAMMAL COLLEGE OF EDUCATION , RASIPURAM" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by GOWRISANKAR M , GURUSHANKAR J , JAGATHEESAN R , JEEVA ROSHAN A , JOSEPH ANTONY J , KALAIYARASAN D , RAGUL P (REG.NO. 20UCC1861, 20UCC1862, 20UCC1863, 20UCC1864, 20UCC1865, 20UCC1866 , 19UCC1722) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi
HEAD OF THE DEPARTMENT 01.12.2022.

(Dr.G. THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

R. Gopi
SIGNATURE OF THE GUIDE

(Mr.R.GOPI)

Certified that the candidate was examined by us in the project work viva -voce

examination held on 01.12.2022.

R. Gopi
INTERNAL EXAMINER

R. Gopi

M. Nallusamy
EXTERNAL EXAMINER
Dr.M. NALLUSAMY, M.Com, M.Phil., Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON MARKETING STRATEGIES OF CHICKEN
VENDORS IN NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**SASIKUMAR M
KALAIYARASU M
KAMALESH K
KARTHICK D
KARTHICKRAJA D K
KARTHIKEYAN C
KAVIN K**

**REG.NO. 19UCC1742, 20UCC1867, 20UCC1868, 20UCC1869, 20UCC1870, 20UCC1871,
20UCC1873**

Under the Guidance of

Mrs.R.SASIKALA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON MARKETING STRATEGIES OF CHICKEN VENDORS IN NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (COMPUTER APPLICATION) in the Periyar University, Salem, is record of bonafide project work carried out by SASIKUMAR M, KALAIYARASU M, KAMALESH K, KARTHICK D, KARTHICKRAJA D K, KARTHIKEYAN C , KAVIN K (REG.NO. 19UCC1742, 20UCC1867, 20UCC1868, 20UCC1869, 20UCC1870, 20UCC1871, 20UCC1872, 20UCC1873) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)

R. Sasi
SIGNATURE OF THE GUIDE
(Mrs.R.SASIKALA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022

R. Sasi
Internal Examiner
(R.SASIKALA)

WAB
External Examiner
Dr.M. NALLUSAMY, M.Com, M.Phil, Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON CUSTOMER SATISFCATION OF BRITANNIA
PRODUCTS WITH SPECIAL REFERENCE TO RASIPURAM
TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLIUCATION)

Submitted by

**KAVIN S
KAVIRAJ G
KESAVAN R
MADHAN PRASANTH J
MANIBHARATHI J
MANIBHARATHI R
MANIKANDAN A**

**REG.NO. 20UCC1874, 20UCC1875, 20UCC1876, 20UCC1877, 20UCC1878, 20UCC1879
20UCC1880**

Under the Guidance of

Mrs.T.POONGODI, M.Com., M.Phil.,

Assistant Professor of Commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFCATION OF BRITANNIA PRODUCTS WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **KAVIN S, KAVIRAJ G, KESAVAN R, MADHAN PRASANTH J, MANIBHARATHI J, MANIBHARATHI R, MANIKANDAN A (REG.NO. 20UCC1874, 20UCC1875, 20UCC1876, 20UCC1877, 20UCC1878, 20UCC1879, 20UCC1880)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

T. Poongodi
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

(Mrs.T.POONGODI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022

T. Poongodi
Internal Examiner

[*T. Poongodi*]

NAS
External Examiner

2022
Dr.M. NALLUSAMY, M.Com, M.Phil., Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kavignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON THE BRAND LOYALTY MALE CUSTOMERS
TOWARDS SKIN CARE PRODUCTS WITH REFERENCE TO
SALEM CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLIUCATION)

Submitted by

**MANOJ S
MANOJKUMAR A
MEIYARASAN M
MEIYARASU R
MITHUNSURIYA K
MUNIYAPPAN M ✦
MURUGAN C**

**REG.NO. 20UCC1881, 20UCC1882, 20UCC1883, 20UCC1884, 20UCC1885, 20UCC1888
20UCC1889**

Under the Guidance of

Mrs.G.BHARATHI, M.Com., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408**

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON THE BRAND LOYALTY MALE CUSTOMERS TOWARDS SKIN CARE PRODUCTS WITH REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **MANOJ S, MANOJKUMAR A, MEIYARASAN M, MEIYARASU R, MITHUNSURIYA K, MUNIYAPPAN M, MURUGAN C (REG.NO. 20UCC1881, 20UCC1882, 20UCC1883, 20UCC1884, 20UCC1885, 20UCC1888, 20UCC1889)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

G. Bharathi
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

HOD of Commerce
Muthayaminal College of Arts & Science
Rasipuram - 637 408, Namakkal (D.T), TN

(Mrs.G.BHARATHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022

G. Bharathi
Internal Examiner
G. BHARATHI

Dr. N. K. Shanmugam
External Examiner
Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638162

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
RELIANCE JIO NETWORK SERVICE PROVIDERS IN SALEM
CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**MYLEESHWARAN P
NAVEENKUMAR P
NAVIN S
NISHANTH P L
PALANI BHARATHI D
PASUPATHI B
PAVENDHAN S**

**REG.NO. 20UCC1890, 20UCC1891, 20UCC1892, 20UCC1893, 20UCC1894, 20UCC1895
20UCC1896**

Under the Guidance of

Dr.G.SELVARANI, M.Com., M.Phil.,MBA., Ph.D.,

Assistant professor of commerce



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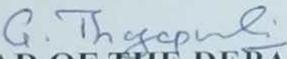
UGC Recognized 2(f) & 12 (B)

RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK SERVICE PROVIDERS IN SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **MYLEESHWARAN P, NAVEENKUMAR P, NAVIN S, NISHANTH P L, PALANI BHARATHI D, PASUPATHI B, PAVENDHAN S** (REG.NO. 20UCC1890, 20UCC1891, 20UCC1892, 20UCC1893, 20UCC1894, 20UCC1895, 20UCC1896) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT

(Dr.G.THANGAPANDI)
HOD of Commerce

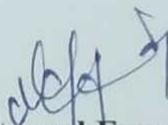
Muthayammal College of Arts & Science
Rasipuram-637 403, Namakkal (D.T), TN


SIGNATURE OF THE GUIDE

(Dr.G.SELVARANI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022


Internal Examiner
CDr. G. SELVARANI)


External Examiner
Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182.

**A STUDY ON ONLINE PAYMENT METHODS AMONG RURAL
PEOPLE WITH SPECIAL REFERENCE TO RASIPURAM
TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLIUCATION)

Submitted by

**PRABHAKARAN V
PRADEEP R
PRAVEEN M
PRAVEEN KUMAR M
RAHIM SHEIK S
RAMESH P
SABARINATHAN S**

**REG.NO. 20UCC1897, 20UCC1898, 20UCC1899, 20UCC1900,
20UCC1901, 20UCC1902, 20UCC1904**

Under the Guidance of

Mrs.M.VASANTHAPRIYA, M.Com CA., M.Phil.,(Ph.D.,)

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ONLINE PAYMENT METHODS AMONG RURAL PEOPLE WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **PRABHAKARAN V, PRADEEP R, PRAVEEN M, PRAVEEN KUMAR M, RAHIM SHEIK S, RAMESH P, SABARINATHAN S (REG.NO. 20UCC1897,20UCC1898,20UCC1899 20UCC1900,20UCC1901,20UCC1902,20UCC1904** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT

(Dr.G.THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science

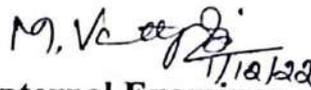
Periyar University, Namakkal, Tamil Nadu


SIGNATURE OF THE GUIDE

(Mrs.M.VASANTHAPRIYA)

Certified that the candidate was examined by us in the project work viva-

voce examination held on 01/12/2022


Internal Examiner

[M.VASANTHAPRIYA]


External Examiner
Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182.

**A STUDY ON AWARENESS OF NEW BANKING SERVICES
AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE
TO MUTHAYAMMAL COLLEGE OF ARTS AND
SCIENCE(AUTONOMOUS), RASIPURAM**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

SAMYNATHAN R

SANJAY G

SANJAY R K

SANJITH M

SANTHOSH B

SANTHOSH KUMAR K

SANTHOSHKUMAR G

**REG.NO: 20UCC1905 , 20UCC1906 , 20UCC1907 , 20UCC1908 ,
20UCC1909 , 20UCC1910 , 20UCC1911**

Under the guidance of

**Mrs. M. NIRMALA., M.Com.,M.Phil.,
Assistant Professor of Commerce**



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MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

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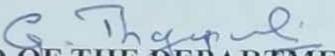
UGC Recognized 2(f) & 12(B)

RASIPURAM – 637 408

NOVEMBER – 2022

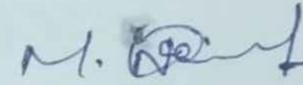
CERTIFICATE

This is to certify that the project work "A STUDY ON AWARENESS OF NEW BANKING SERVICES AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE(AUTONOMOUS), RASIPURAM" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SAMYNATHAN R , SANJAY G, SANJAY R K, SANJITH M, SANTHOSH B, SANTHOSH KUMAR K, SANTHOSHKUMAR G (REG.NO. 20UCC1905 20UCC1906 , 20UCC1907 , 20UCC1908 , 20UCC1909 , 20UCC1910 , 20UCC1911) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT

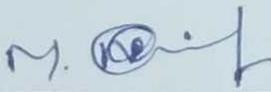
(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

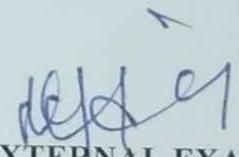

SIGNATURE OF THE GUIDE

(Mrs. M. NIRMALA)

Certified that the candidate was examined by us in the project work viva -voce examination held on ---01.12.2022---


INTERNAL EXAMINER

Mrs. M. NIRMALA


EXTERNAL EXAMINER

Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182.

**A STUDY OF ON CUSTOMER SATISFACTION OF LEVER AYUSH PRODUCTS
WITH SPECIAL REFERENCE TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

G.SANTHOSH KUMAR

M.SARAVANA KUMAR

S.SARAVANA KUMAR

A.SARVESH

P.SATHISH KUMAR

R.SATHYEASH

S.SELVAKARTHICK

**REG NO 20UCC1912 , 20UCC1913 , 20UCC1914 , 20UCC1915 ,20UCC1916 , 20UCC1917 ,
20UCC1918**

Under the Guidance of

Dr. S.SELVI, M.Com., M.Phil.,MBA,PGDCA.,PhD

Assistant Professor

Department of Commerce



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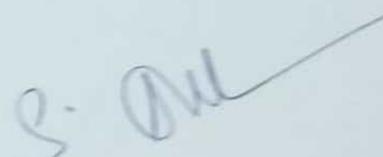
RASIPURAM-637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled A STUDY OF ON CUSTOMER SATISFACTION OF LEVER AYUSH PRODUCTS WITH SPECIAL REFERENCE TO RASIPURAM TOWN submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (COMPUTER APPLICATION) in the Periyar University, Salem, is record of bonafide project work carried out by G.SANTHOSH KUMAR, M. SARAVANA KUMAR , S.SARAVANA KUMAR ,A. SARVESH P.SATHISH KUMAR , R SATHYEASH , S.SELVA KARTHICK (REG.NO . 20UCC1912, 20UCC1913, 20UCC1914, 20UCC1915, 20UCC1916, 20UCC1917, 20UCC1918) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT


SIGNATURE OF THE GUIDE

(Dr. G. THANGAPANDI)

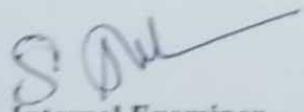
(Dr. S.SELVI)

HOD of Commerce

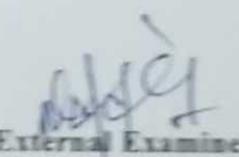
Muthayyanmal College of Arts & Science

Rasipuram-637 408, Namakkal (D.T.) (K)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.22


Internal Examiner

Dr. S. SELVI


External Examiner

Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandiar's College,
Velur (Namakkal) - 638152.

**A STUDY ON EMPLOYEES' TRAINING AND DEVELOPMENT
PROGRAMME IN STEEL AUTHORITY OF INDIA, SALEM**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**SIBICHAKKARAVARTHY R
SILAMBARASAN C
SIVABALA S
SIVANESH S
SRIDHAR B
SRIDHAR E
SRIDHARAN K**

**(REG.NO. 20UCC1919, 20UCC1920, 20UCC1921, 20UCC1922, 20UCC1923
20UCC1924, 20UCC1925)**

Under the Guidance of

Mrs.P.GAYATHRI, M.Com., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

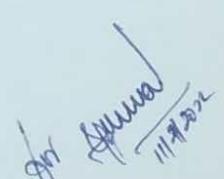
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON EMPLOYEES' TRAINING AND DEVELOPMENT PROGRAMME IN STEEL AUTHORITY OF INDIA, SALEM" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** is a record of bonafide project work carried out by **SIBICHAKKARAVARTHY R, SILAMBARASAN C, SIVABALA S, SIVANESH S, SRIDHAR B, SRIDHAR E, SRIDHARAN K (REG.NO. 20UCC1919, 20UCC1920, 20UCC1921, 20UCC1922, 20UCC1923, 20UCC1924, 20UCC1925)** under my supervision and guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journal or magazines.

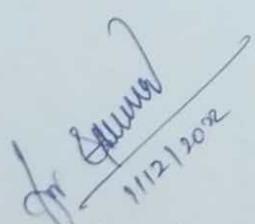
Date: 01.12.2022

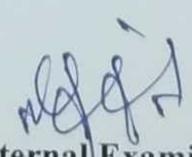
Place: RASIPURAM

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT
(Dr.G.THANGAPANDI)
HOD of Commerce


SIGNATURE OF THE GUIDE
(Mrs.P.GAYATHRI)

Further, Certified that the candidate was examined by us in the project work viva-voce
Rasipuram-637 408, Namakkal (D.T). IN
examination held on 01.12.2022


Internal Examiner
[K. PREMA]


External Examiner
Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182.

**A STUDY ON THE EFFECTS OF CELEBRITY ENDORSEMENT
ON BUYING BEHAVIOUR OF WEARING APPARELS WITH
SPECIAL REFERENCE TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**SUBAN R
SUDHARSAN S
SURESH A
SURYA K
SURYA S
SURYA S
SUSINTHIRAN V**

**REG.NO. 20UCC1926, 20UCC1927, 20UCC1928, 20UCC1929, 20UCC1930, 20UCC1931
20UCC1932**

Under the Guidance of

Dr.V.KANNAGI, M.Com., M.Phil., Ph.D.,

Assistant professor of commerce



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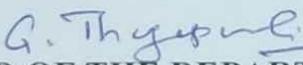
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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled “A STUDY ON THE EFFECTS OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF WEARING APPARELS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out **SUBAN R, SUDHARSAN S, SURESH A, SURYA K, SURYA S, SURYA S, SUSINTHIRAN V (REG.NO. 20UCC1926, 20UCC1927, 20UCC1928, 20UCC1929, 20UCC1930, 20UCC1931, 20UCC1932)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT 01.12.2022


SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science

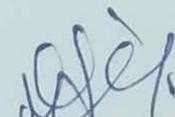
Rasipuram, Namakkal District, Tamil Nadu

(Dr.V.KANNAGI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 01.12.2022


Internal Examiner

Dr. V. KANNAGI


External Examiner

Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182

**A STUDY ON QUALITY WORK LIFE OF EMPLOYEES
WORKING UNDER ACCOUNTING FIELD WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**TAMILARASAN N
TAMILSELVAN M
THENNARASU A
UDHAYAKUMAR P
VASANTH R
VIGNESH K
VIGNESH S**

**REG.NO: 20UCC1933 , 20UCC1934 , 20UCC1935 , 20UCC1936 ,
20UCC1937 , 20UCC1938 , 20UCC1939**

Under the guidance of

**Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D
Assistant Professor & Dean**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON QUALITY WORK LIFE OF EMPLOYEES WORKING UNDER ACCOUNTING FIELD WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **TAMILARASAN N , TAMILSELVAN M , THENNARASU A , UDHAYAKUMAR P , VASANTH R , VIGNESH K , VIGNESH S (REG.NO. 20UCC1933 , 20UCC1934 , 20UCC1935 , 20UCC1936 , 20UCC1937 , 20UCC1938 , 20UCC1939)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 01.12.2022
HEAD OF THE DEPARTMENT

[Signature]
SINGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)
NJ (L) Department of Commerce
Periyar University, Salem
Rasipuram - 637 408, Namakkal (D.T). TN

(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva -voce examination held on --01.12.2022-----

[Signature]
INTERNAL EXAMINER
1/12

[Signature]
EXTERNAL EXAMINER
Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Kavayasan,
Velur (Namakkal) - 638182.

Dr. N. K. SHANMUGAM, Ph.D.,
Associate Professor & Head,
PG & Research Department of Commerce,
Kandaswami Kandar's College,
Velur (Namakkal) - 638182.

**A STUDY ON COLLEGE STUDENTS ONLINE BUYING
BEHAVIOR INFLUENCED BY FACEBOOK ADVERTISEMENT
WITH SPECIAL REFERENCE TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**VIGNESH V
VIGNESH CHAKRAVARTHY M
VIKRAM S
VINOTHKUMAR S
VISHAL P
VISHNUROKIN S
YOGESH S**

**REG.NO: 20UCC1940, 20UCC1941, 20UCC1942, 20UCC1943,
20UCC1944, 20UCC1945, 20UCC1946**

Under the guidance of

**Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,
Assistant professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON COLLEGE STUDENTS ONLINE BUYING BEHAVIOR INFLUENCED BY FACEBOOK ADVERTISEMENT WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by VIGNESH V , VIGNESH CHAKRAVARTHI M , VIKRAM S , VINOCHKUMAR S , VISHAL P , VISHNUROKIN S , YOGESH S (REG.NO. 20UCC1940, 20UCC1941, 20UCC1942, 20UCC1943, 20UCC1944, 20UCC1945, 20UCC1946) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22.
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva -voce
examination held on 02.12.2022

S. Vijayarangan
SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

S. Vijayan
INTERNAL EXAMINER

S.VIJAYARANGAN.

S. Vijayan
02/12/22
EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFICATION TOWARDS KFC FAST
FOOD RESTAURANT WITH SPECIAL REFERENCE TO ATTUR TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

MOULIKA BHARATHI K

ABINAYA S

ABIRAMI M

ABIRAMI M

AKSHAYA V

AMRINNISHA B

ANITHA P

**REG.NO: 20UCC1887, 20UCC1948, 20UCC1949, 20UCC1950, 20UCC1951,
20UCC1952, 20UCC1953**

Under the Guidance of

Dr. G. THANGAPANDI, M.Com., M.Phil., Ph.D.

Head of The Department Of Commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS KFC FAST FOOD RESTAURANT WITH SPECIAL REFERENCE TO ATTUR TALUK" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (COMPUTER APPLICATION) in the Periyar University, Salem, is record of bonafide project work carried out by MOULIKABHARATHI K, ABINAYA S, ABIRAMI M, ABIRAMI M, AKSHAYA V, AMRINNISHA B, ANITHA P (REG.NO. 20UCC1887, 20UCC1948, 20UCC1949, 20UCC1950, 20UCC1951, 20UCC1952, 20UCC1953) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

DECLARATION

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

G. Thangapandi 02.12.22
SIGNATURE OF THE GUIDE

(Dr. G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-

voce examination held on -02.12.2022

(Dr. G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

G. Thangapandi
Internal Examiner
HOD of Commerce 02.12.22

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

G. Thangapandi
External Examiner

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
BALLPOINT PEN WITH SPECIAL REFERENCE TO RASIPURAM
TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**BAVYA M
BHUVANESHWARI M
BHUVANESHWARI S
BRINDHA T
DEEPA M
DEVA DHARSHINI R
DHANUSHIYA D**

**REG.NO. 20UCC1954, 20UCC1955, 20UCC1956, 20UCC1957, 20UCC1958, 20UCC1959,
20UCC1960**

Under the Guidance of

Mrs.K.PREMA, M.Com., M.Phil., M.B.A.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BALLPOINT PEN WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out **BAVYA M, BHUVANESHWARI M, BHUVANESHWARI S, BRINDHA T, DEEPA M, DEVA DHARSHINI R, DHANUSHIYA D (REG.NO. 20UCC1954, 20UCC1955, 20UCC1956, 20UCC1957, 20UCC1958,20UCC1959, 20UCC1960)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

[Signature]
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce

(Mrs.K.PREMA)

Muthayammal College of Arts & Science
Rasipuram-637 403, Namakkal (D.T), TN

Certified that the candidate was examined by us in the project work viva-voce examination held on 2.12.2022.

[Signature]
Internal Examiner

[K. PREMA]

[Signature]
External Examiner

**A STUDY ON CONSUMER PREFERENCE TOWARDS DOVE
SOAP WITH SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**DHARANI G
DIVYA S
ELAYASURIYA R
GOKILAM S
GOWRI G
GOWSALYA S
ISHWARYA G**

**REG.NO. 20UCC1961, 20UCC1962, 20UCC1963, 20UCC1964, 20UCC1965, 20UCC1966
20UCC1967**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com CA., M.Phil.,

Assistant professor of commerce



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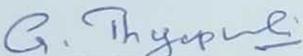
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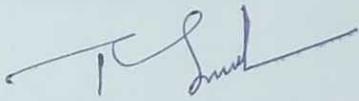
RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS DOVE SOAP WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **DHARANI G, DIVYA S, ELAYASURIYA R, GOKILAM S, GOWRI G, GOWSALYA S, ISHWARYA G (REG.NO. 20UCC1961, 20UCC1962, 20UCC1963, 20UCC1964, 20UCC1965, 20UCC1966, 20UCC1967)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


06.12.2022
HEAD OF THE DEPARTMENT


SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

HOD of Commerce

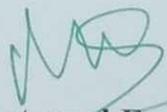
Muthayammal College of Arts & Science

Rashtreeya Mahavidyalaya, Salem

(Mr.R.SENKOTUVEL)

Certified that the candidate was examined by us in the project work viva-voce examination held on -01-12-2022


Internal Examiner
[R. SENKOTUVEL]


External Examiner
Dr.M. NALLUSAMY, M.Com., M.Phil., Ph.D.,
Assistant Prof. in Commerce,
Namakkal Kaignar Ramalingam
Government Arts College for Women,
Namakkal - 637 001.

**A STUDY ON CUSTOMER SATISFACTION AMONG
COLLEGE STUDENTS ON MOBILE BANKING
APPLICATIONS WITH SPECIAL REFERENCE TO
SALEM TOWN**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**JANANI K L
JAYAPREETHA G
JEEVITHA K
KAMALI D
KARPAGAM S
KAVINYA M C
KEERTHANA K**

**REG.NO: 20UCC1968 , 20UCC1969 , 20UCC1970 , 20UCC1971
20UCC1972 , 20UCC1973 , 20UCC1974**

Under the guidance of

**Mr.S.SIVAKUMAR.,M.Com.,M.Phil.,(Ph.D).,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CUSTOMER SATISFACTION AMONG COLLEGE STUDENTS ON MOBILE BANKING APPLICATIONS WITH SPECIAL REFERENCE TO SALEM TOWN" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by JANANI K L , JAYAPREETHA G , JEEVITHA K , KAMALI D , KARPAGAM S , KAVINYA M C , KEERTHANA K (REG.NO. 20UCC1968 , 20UCC1969 , 20UCC1970 , 20UCC1971 , 20UCC1972 , 20UCC1973 , 20UCC1974) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

SINGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)

(Mr.S.SIVAKUMAR)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva -voce

examination held on --02.12.2022--

INTERNAL EXAMINER

(Mr.S.SIVAKUMAR)

EXTERNAL EXAMINER

**A STUDY ON SUBSCRIBER'S ATTITUDE TOWARDS OTT
SERVICE WITH SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**KEERTHIKA S
KEERTHIKA S
MADHURITHA M
MENAKA C
NANDHINI C
NITHYA K
PRAGADEESWARI S**

**REG.NO. 20UCC1975, 20UCC1976, 20UCC1977, 20UCC1978, 20UCC1979, 20UCC1980
20UCC1981**

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON SUBSCRIBER'S ATTITUDE TOWARDS OTT SERVICE WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **KEERTHIKA S, KEERTHIKA S, MADHURITHA M, MENAKA C, NANDHINI C, NITHYA K, PRAGADEESWARI S (REG.NO. 20UCC1975, 20UCC1976, 20UCC1977, 20UCC1978, 20UCC1979, 20UCC1980, 20UCC1981)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G.THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 108, Namakkal (D.T), TN

H. Rajam
SIGNATURE OF THE GUIDE

(Mr.H.RAJAMOHAMED)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02/12/2022

H. Rajam
Internal Examiner

H. RAJAMOHAMED

Lipin
02/12/22
External Examiner

**A STUDY ON PARENT'S ATTITUDE TOWARDS TELEVISION
ADVERTISED CHILDREN FOOD PRODUCTS IN
TIRUCHENGODE TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

PRAKATHIESWARI T

PRAVEENA R

PRIYADHARSHINI R

PRIYADHARSHINI S

PRIYADHARSHINI S

RAMYA C

ROOBASHREE R

REG.NO. 20UCC1982, 20UCC1983, 20UCC1984, 20UCC1985, 20UCC1986, 20UCC1987

20UCC1988

Under the Guidance of

Mr.M.JEEVA, M.Com CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON PARENT'S ATTITUDE TOWARDS TELEVISION ADVERTISED CHILDREN FOOD PRODUCTS IN TIRUCHENGODE TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out **PRAKATHIESWARI T, PRAVEENA R, PRIYADHARSHINI R, PRIYADHARSHINI S, PRIYADHARSHINI S, RAMYA C, ROOBASHREE RR (REG.NO. 20UCC1982, 20UCC1983, 20UCC1984, 20UCC1985, 20UCC1986, 20UCC1987, 20UCC1988)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

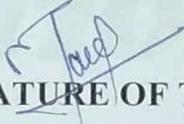

HEAD OF THE DEPARTMENT

(Dr.G.THANGAPANDI)
HOD of Commerce

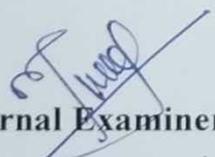
Muthayammal College of Arts & Sciences
Rasipuram, Salem, Tamil Nadu, India

Certified that the candidate was examined by us in the project work viva-

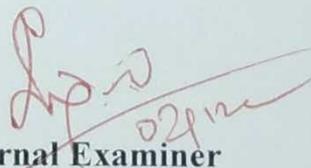
voce examination held on 02.12.2022


SIGNATURE OF THE GUIDE

(Mr.M.JEEVA)


Internal Examiner

M. JEEVA.


External Examiner

**A STUDY ON BRAND PROMISE AND PRODUCT
REPURCHASE INTENTION OF HEALTH DRINKS WITH
SPECIAL REFERENCE TO SALEM CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

SATHYA N

SINDHUJA A

SNEKASRI S

SOWMIYA K

SRIKANISHKA S

**REG.NO. 20UCC1989, 20UCC1990, 20UCC1991, 20UCC1993
20UCC1994**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

NOVEMBER - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON BRAND PROMISE AND PRODUCT REPURCHASE INTENTION OF HEALTH DRINKS WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **SATHYA N, SINDHUJA A, SNEKASRI S, SOWMIYA K, SRIKANISHKA S (REG.NO. 20UCC1989, 20UCC1990, 20UCC1991, 20UCC1993, 20UCC1994)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thyagaraj 02.12.22
HEAD OF THE DEPARTMENT

HOD of Commerce
(Dr. G. THANGAPANDI) & Science
Rasipuram-637 408, Namakkal (D.T). TN

(Signature)
SIGNATURE OF THE GUIDE

(Mrs.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.22

(Signature)
Internal Examiner

Mrs. S. ARULJOTHI

(Signature)
External Examiner

**A STUDY ON THE JOB SATISFACTION OF PRIVATE
EMPLOYEES DURING COVID-19 WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*'A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SRIRANJANI R
SUBASHINI S
SUBHASHINI A
SUGANTHI S
SUJITHA D**

**REG.NO: 20UCC1995 , 20UCC1996 , 20UCC1997 , 20UCC1999
20UCC2000**

Under the guidance of

**Mr.N.ANANDHARAJ.,M.Com CA.,M.Phil.,
Assistant Professor of Commerce**



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RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON THE JOB SATISFACTION OF PRIVATE EMPLOYEES DURING COVID-19 WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SRIRANJANI R , SUBASHINI S , SUBHASHINI A , SUGANTHI S , SUJITHA D (REG.NO. 20UCC1995 , 20UCC1996 , 20UCC1997 , 20UCC1999 , 20UCC2000) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

N. Anandharaj
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T) TN

(Mr.N.ANANDHARAJ)

*Certified that the candidate was examined by us in the project work viva-voce
examination held on ---02/12/2022---*

N. Anandharaj
INTERNAL EXAMINER
(N. ANANDHARAJ)

02/12/22
EXTERNAL EXAMINER

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS
SOFT DRINKS AMONG YOUTH WITH SPECIAL REFERENCE
TO STUDENTS OF MUTHAYAMMAL COLLEGE OF ARTS AND
SCIENCE , RASIPURAM**

*A Project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

SURIYA K

SUVETHA R

SWARNAMITHRA K

THARANYA R

VAHINI T

VALARMATHI M

**REG.NO: 20UCC2001, 20UCC2002, 20UCC2003, 20UCC2004,
20UCC2005, 20UCC2006**

Under the guidance of

Mr.R.GOPI.,M.Com CA., M.Phil.,

Assistant professor of Commerce



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UGC Recognized 2(f) & 12(B)

RASIPURAM – 637 408

NOVEMBER – 2022

CERTIFICATE

This is to certify that the project work "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS SOFT DRINKS AMONG YOUTH WITH SPECIAL REFERENCE TO STUDENTS OF MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE , RASIPURAM" submitted in partial fulfillment of the requirement for the awards of degree of BACHELOR OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SURIYA K , SUVETHA R , SWARNAMITHRA K , THARANYA R , VAHINI T , VALARMATHI M (REG.NO. 20UCC2001, 20UCC2002, 20UCC2003, 20UCC2004, 20UCC2005, 20UCC2006) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 02.12.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

R. Gopi
SIGNATURE OF THE GUIDE

(Mr.R.GOPI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 02.12.2022

R. Gopi
INTERNAL EXAMINER

Mr. R. GOPI

R. Gopi
EXTERNAL EXAMINER

**A STUDY ON ATTITUDE OF COLLEGE STUDENTS TOWARDS
ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO
RASIPURAM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

BHARATHI R

(Reg. No: 21MPCM1001)



**MUTHAYAMMAL
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AND SCIENCE
(Autonomous)**
A UNIT OF VANETRA GROUP

Under the Guidance of

Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,

Assistant Professor of Commerce

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

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Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

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This is to certify that the Project Report entitled "A STUDY ON ATTITUDE OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO RASIPURAM TOWN" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **BHARATHI R (Reg. No: 21MPCM1001)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

S. Vijayarangan
Guide and supervisor

(Mr.S.VIJAYARANGAN)

G. Thangapandi
Head of the Department 13.5.2023

(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *S. Vijayarangan*

2. *[Signature]*
13/5/2023

**A STUDY ON JOB SATISFACTION AMONG IT EMPLOYEES AT
WORK FROM HOME BASIS WITH SPECIAL REFERENCE
TO RASIPURAM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

BRUNDHA S

(Reg. No: 21MPCM1002)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous)
A UNIT OF VANETRA

Under the Guidance of

Dr.G.THANGAPANDI.,M.Com., M.Phil.,Ph.D.,SET
Assistant Professor & Head of Commerce

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

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This is to certify that the Project Report entitled "A STUDY ON JOB SATISFACTION AMONG IT EMPLOYEES AT WORK FROM HOME BASIS WITH SPECIAL REFERENCE TO RASIPURAM TOWN" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **BRUNDHA S (Reg. No: 21MPCM1002)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

G. Thangapandi
Guide and Supervisor (13.5.23)
(Dr.G. THANGAPANDI)

G. Thangapandi (13.5.2023)
Head of the Department

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13. 05. 2023

Examiners:

1. *G. Thangapandi*
(13.5.2023)

2. *[Signature]*
13/5/23

**A STUDY ON CONSUMER PSYCHOLOGY TOWARDS
HYPER MARKET WITH SPECIAL REFERENCE TO
DMART SALEM**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

JOTHI.B

(Reg. No: 21MPCM1003)



**MUTHAYAMMAL
COLLEGE OF ARTS
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Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant Professor

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

Accredited by NAAC with „A“ grade, Recognized by UGC under Section 2(f) & 12(B),

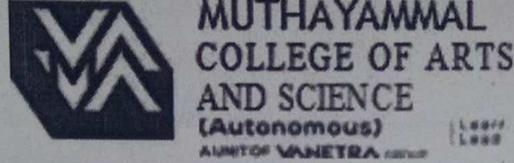
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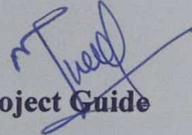
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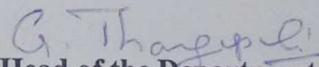


CERTIFICATE

This is to certify that the Project Report entitled “A STUDY ON CONSUMER PSYCHOLOGY TOWARDS HYPER MARKET WITH SPECIAL REFERENCE TO DMART SALEM” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **JOTHLB (Reg. No: 21MPCM1003)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.


Project Guide

[M-Jeeva]


Head of the Department

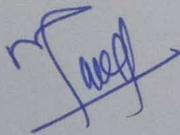
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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

13.5.2023

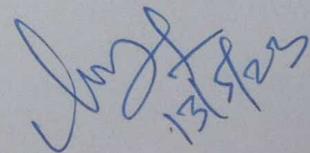
Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.



2.


13/5/23

**A STUDY ON CONSUMER SATISFACTION OF YOUTH ON NIKE
BRAND WITH SPECIAL REFERENCE
TO SALEM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

KALAIVANI S

(Reg. No: 21MPCM1004)



**MUTHAYAMMAL
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(Autonomous)
A UNIT OF VANETRA**

Under the Guidance of

**Mr.R.GOPI.,M.Com CA.,M.Phil.,
Assistant Professor of Commerce**

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

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Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

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This is to certify that the Project Report entitled "A STUDY ON CONSUMER SATISFACTION OF YOUTH ON NIKE BRAND WITH SPECIAL REFERENCE TO SALEM TOWN" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **KALAIVANI S (Reg. No: 21MPCM1004)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

R. Srinivasan
Guide of Supervisor
(Mr.R.GOPI)

G. Thangapandi 13.5.2023
Head of the Department
(Dr.G. THANGAPANDI)

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram -637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *R. Srinivasan*
13/05/23

2.

Srinivasan
13/05/23

A STUDY ON MARKETING OF PRODUCTS BY TRIBAL PEOPLE IN YERCAUD HILLS SALEM DISTRICT

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

MONISHA J

(Reg. No: 21MPCM1005)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE
(Autonomous)
A UNIT OF VANHETRA**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant Professor

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

Accredited by NAAC with „A“ grade, Recognized by UGC under Section 2(f) & 12(B),

Rasipuram - 637 408, Namakkal District,

Tamil Nadu.

MAY- 2023

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
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This is to certify that the Project Report entitled “A STUDY ON MARKETING OF PRODUCTS BY TRIBAL PEOPLE IN YERCAUD HILLS SALEM DISTRICT” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **MONISHA.J (Reg. No: 21MPCM1005)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

[R-SENKOTUVEL]

G. Thangavel
Head of the Department 13.5.2023
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.
13/5/23

2.

13/5/23

**A STUDY ON STRESS MANAGEMENT AMONG BANK EMPLOYEES
WORKING IN COMMERCIAL BANKING SECTOR WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

By

NIHA ROSHNI.S

(Reg. No: 21MPCM1006)



**MUTHAYAMMAL
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Under the Guidance of

Mr.S.SIVAKUMAR.,M.Com.,M.Phil.,(Ph.D).,

(Assistant Professor)

DEPARTMENT OF COMMERCE

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Affiliated to Periyar University, Salem,

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12(B),Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

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This is to certify that the Project Report entitled “A STUDY ON STRESS MANAGEMENT AMONG BANK EMPLOYEES WORKING IN COMMERCIAL BANKING SECTOR WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **NIHA ROSHNIS** (Reg. No: 21MPCM1006) during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

1. S. Sivakumar
13.5.23
Project Guide

(Mr.S.SIVAKUMAR)

G. Thangapandi
13.5.2023
Head of the Department

(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *1. S. Sivakumar*
13.5.23

2. *J. Jayaram*
13/5/23

**A STUDY ON PERFORMANCE OF NON-PERFORMING
ASSETS IN INDIAN BANK**

*Project report submitted to Periyar University, Salem in partial fulfillment of therequirements
for the award of degree of*

MASTER OF COMMERCE

by

SANDHIYA.B

(Reg. No: 21MPCM1007)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE
(Autonomous)
AFFILIATE OF VANNETRA**

Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant Professor

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

Accredited by NAAC with „A“ grade, Recognized by UGC under Section 2(f) & 12(B),

Rasipuram - 637 408, Namakkal District,

Tamil Nadu.

MAY- 2023

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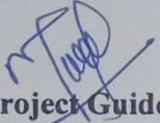


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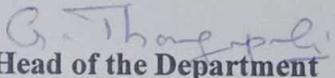
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LEAF

CERTIFICATE

This is to certify that the Project Report entitled “**A STUDY ON PERFORMANCE OF NON-PERFORMING ASSETS IN INDIAN BANK**” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **SANDHIYA.B (Reg. No: 21MPCM1007)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.


Project Guide

[M. JEEVA]


Head of the Department

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

13.5.2023

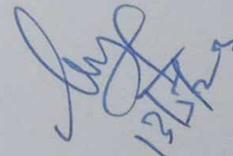
Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.



2.



**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE
PAYMENT APPS ESPECIALLY GOOGLE PAY WITH
SPECIAL REFERENCE TO THE STUDENTS OF
MUTHAYAMMAL COLLEGE OF ARTS AND
SCIENCE(AUTONOMOUS) , RASIPURAM**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

SOWNDHARYA R

(Reg. No: 21MPCM1008)



**MUTHAYAMMAL
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AND SCIENCE
(Autonomous)**
A UNIT OF VANETRA
LEAD

Under the Guidance of

Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D

Assistant Professor & Dean of Commerce

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) & 12(B),

Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
Affiliated to Periyar University, Salem,
Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) & 12(B),
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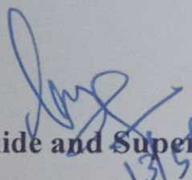
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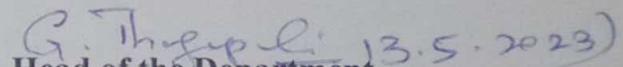


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CERTIFICATE

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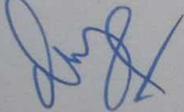

Guide and Supervisor
(Dr.M.N.PERIASAMY)


Head of the Department
(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram -637 408, Namakkal (D.T), TN

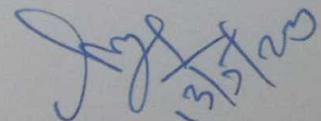
Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.



2.



**A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS ORDERING
FOODS THROUGH ZOMOTO APP WITH SPECIAL REFERENCE
TO SALEM CITY**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

THAMARAI SELVI R

(Reg. No: 21MPCM1009)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous)
A UNIT OF VANETRA GROUP

Under the Guidance of

Dr.G.THANGAPANDI.,M.Com., M.Phil.,Ph.D.,SET

Assistant Professor & Head of Commerce

DEPARTMENT OF COMMERCE

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Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) &

12(B),Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

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This is to certify that the Project Report entitled "A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS ORDERING FOODS THROUGH ZOMATO APP WITH SPECIAL REFERENCE TO SALEM CITY" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **THAMARAI SELVI R (Reg. No: 21MPCM1009)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

G. Thangapandi
Guide of Supervisor
(Dr.G. THANGAPANDI)
13.5.2023

G. Thangapandi
Head of the Department
(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
13.5.2023

Submitted for the project viva-voce examination held on 13.05.2023.

Examiners:

1. *G. Thangapandi*
13.5.2023

2.

[Signature]
13/5/23

**A STUDY ON INVESTORS' PERCEPTION TOWARDS
INVESTMENT IN STOCK MARKET WITH REFERENCE
TO RASIPURAM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

THARANYA.S

(Reg. No: 21MPCM1010)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE
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A UNIT OF VANETRA**

Under the Guidance of

**Mrs.K.PREMA, M.Com., M.Phil., MBA.,
Assistant Professor**

DEPARTMENT OF COMMERCE

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Rasipuram - 637 408, Namakkal District,

Tamil Nadu.

MAY- 2023

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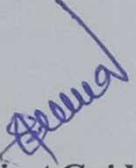


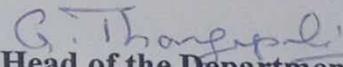
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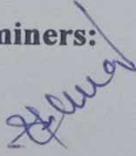
This is to certify that the Project Report entitled “A STUDY ON INVESTORS’ PERCEPTION TOWARDS INVESTMENT IN STOCK MARKET WITH REFERENCE TO RASIPURAM TOWN” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **THARANYA.S (Reg. No: 21MPCMI010)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

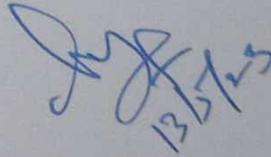

Project Guide


Head of the Department (13.5.2023)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.08.2023

Examiners:

1. 

2. 

**A STUDY ON THE JOB SATISFACTION OF PRIVATE
EMPLOYEES DURING COVID-19 WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

ARAVINTH K

(Reg. No: 21MPCM1011)



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE
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Under the Guidance of

**Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D
Assistant Professor & Dean of Commerce**

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

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MAY- 2023

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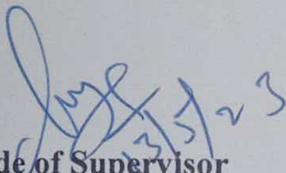
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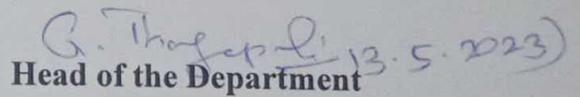
CERTIFICATE

This is to certify that the Project Report entitled "A STUDY ON THE JOB SATISFACTION OF PRIVATE EMPLOYEES DURING COVID-19 WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **ARAVINTH K (Reg. No: 21MPCM1011)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.



Guide of Supervisor

(Dr.M.N.PERIASAMY)

 13.5.2023

Head of the Department

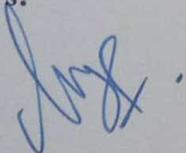
(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

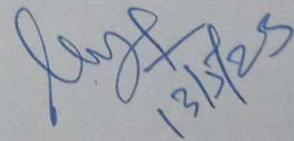
Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.



2.

 13/5/23

**A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS
DOMESTIC WATER PURIFIERS IN SALEM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

DINESH R

(Reg. No: 21MPCM1012)



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Under the Guidance of

Mrs.K.PREMA.M.Com.,M.Phil., MBA.,(Ph.D).,

Assistant Professor of Commerce

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MAY- 2023

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This is to certify that the Project Report entitled "A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS DOMESTIC WATER PURIFIERS IN SALEM TOWN" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **DINESH R (Reg.No:21MPCM1012)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

[Signature]
Guide and Supervisor
(Mrs.K.PREMA)

[Signature]
Head of the Department 13.5.2023
(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (T.N.)

Submitted for the project Viva-Voce examination held on 13.05.2023

Examiners:

1. *[Signature]*

2. *[Signature]*
13/5/23

A STUDY ON FINANCIAL PERFORMANCE OF MARUTHI SUZUKI LTD, INDIA

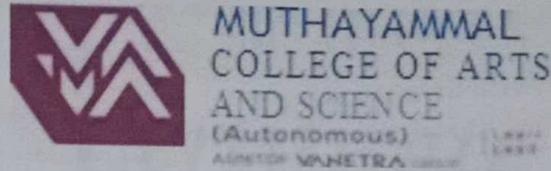
*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

GOWTHAM.S

(Reg. No: 21MPCM1013)



Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant Professor

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

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MAY- 2023

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This is to certify that the Project Report entitled “A STUDY ON FINANCIAL PERFORMANCE OF MARUTHI SUZKI LTD, INDIA” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **GOWTHAM.S (Reg. No: 21MPCM1013)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

[R-SENKOTIVEL]

G. Thayaraj 13.5.2023
Head of the Department

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1.

13/5/23

2.

13/5/23

**A STUDY ON AWARENESS AND SATISFACTION LEVEL OF SBI
YONO APP AMONG SBI BANK ACCOUNT HOLDERS WITH
SPECIAL REFERENCE TO NAMAKKAL TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

By

HARISH RAGAVENDRA A

(Reg. No: 21MPCM1014)



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Under the Guidance of

Mr.S.SIVAKUMAR.,M.Com.,M.Phil.,(Ph.D).,

(Assistant Professor)

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MAY- 2023

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13.5.23
Project Guide

(Mr.S.SIVAKUMAR)

G. Thangapandi 13.5.2023
Head of the Department

(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. 13.5.23

2.

13.5.23

A STUDY ON JOB SATISFCATION AMOUNG THE EMPLOYEES OF PRS TYRES LTD. IN RASIPURAM

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

JAGADHEESH.M

(Reg. No: 21MPCM1015)



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A UNIT OF VANETRA

Under the Guidance of

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Assistant Professor

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MAY– 2023

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H. Rajan
Project Guide

G. Thangapathi
Head of the Department (13.5.2023)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Submitted for the project viva-voce examination held on 13-05-2023

Examiners:

1. *H. Rajan*

2.

Jagadheesh M
13/5/23

**A STUDY ON SAVING AND SPENDING HABITS AMONG
COLLEGE STUDENTS WITH SPECIAL REFERENCE
TO RASIPURAM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

KARTHI K

(Reg. No: 21MPCM1016)



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Under the Guidance of

Dr.S.SELVI.,M.Com., M.Phil.,MBA.,PGDCA.,Ph.D.,

Assistant Professor of Commerce

DEPARTMENT OF COMMERCE

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Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) & 12(B),

Rasipuram - 637 408, Namakkal District, Tamil Nadu.

MAY- 2023

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Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) & 12(B), Rasipuram-637408, Namakkal District, Tamilnadu

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S. Selvi 13.05.2023
Guide and Supervisor

(Dr.S.SELVI)

G. Thangapandi 13.5.2023
Head of the Department

(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

Submitted for the project viva-voce examination held on 13/05/2023

Examiners:

1. *S. Selvi* 13.5.2023

2. *[Signature]* 13/5/23

**A STUDY ON FINANCIAL PERFORMANCE OF SAGO
SERVE COMPANY LIMITED SALEM**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

By

D.LAKSHMANAKUMAR

(Reg. No: 21MPCM1017)



**MUTHAYAMMAL
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AND SCIENCE
(Autonomous)
ASHOK VANETRA**

Under the Guidance of

**Dr.M.N.PERIASAMY, M.Com., M.Phil., B.Ed., Ph.D.,
(Assistant Professor and Dean)**

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

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Tamil Nadu.

MAY- 2023

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This is to certify that the Project Report entitled “A STUDY ON FINANCIAL PERFORMANCE OF SAGO SERVE COMPANY LIMITED SALEM” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **D.L.LAKSHMANAKUMAR (Reg. No: 21MPCM1017)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

Project Guide

13/5/23

Head of the Department
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Thangaveli 13.5.2023

Submitted for the project viva-voce examination held on 13.5.2023

Examiners:

1.

13/5/23

2.

13/5/23

**A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES
WORKING UNDER ACCOUNTING FIELD WITH SPECIAL
REFERENCE TO SALEM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

MADHAVAN A

(Reg. No: 21MPCM1018)



**MUTHAYAMMAL
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AND SCIENCE
(Autonomous)
A UNIT OF VANETRA**



Under the Guidance of

Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,

Assistant Professor of Commerce

DEPARTMENT OF COMMERCE

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Affiliated to Periyar University, Salem,

Accredited by NAAC with "A" grade, Recognized by UGC under Section 2(f) & 12(B),

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MAY-2023

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This is to certify that the Project Report entitled "A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES WORKING UNDER ACCOUNTING FIELD WITH SPECIAL REFERENCE TO SALEM TOWN" Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **MADHAVAN A (Reg. No: 21MPCM1018)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

S. Vijayarangan
Guide and Supervisor

(Mr.S.VIJAYARANGAN)

G. Thangapandi
Head of the Department

(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

13.5.2023

Submitted for the project viva-voce examination held on 13/05/2023

Examiners:

1. *S. Vijayarangan*

2. *[Signature]*
13/5/23

**A STUDY ON IMPACT OF INTERNET BANKING SYSTEM ON
INDIAN BANK ENVIRONMENT IN NAMAKKAL TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

MOHANAPRATHEESH C

(Reg. No: 21MPCM1019)



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Under the Guidance of

Dr.G.THANGAPANDI.,M.Com., M.Phil.,Ph.D.,SET

Assistant Professor & Head of Commerce

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MAY-2023

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G. Thangapandi
Guide and Supervisor
(Dr.G. THANGAPANDI)
13.5.2023

G. Thangapandi
Head of the Department
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Rasipuram-637 408, Namakkal (D.T). TN
13.5.2023

Submitted for the project viva-voce examination held on 13-05-2023

Examiners:

1. *G. Thangapandi*
13.5.2023

2.

[Signature]
13/5/23

**A STUDY ON JOB SATISFACTION OF EMPLOYEES OF
CHRISTY FOOD INDUSTRIES PVT. LTD.,
TIRUCHENGODE**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

MOHANKUMAR.G

(Reg. No: 21MPCM1020)



**MUTHAYAMMAL
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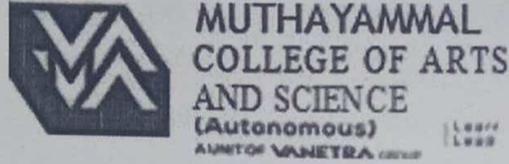
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CERTIFICATE

This is to certify that the Project Report entitled “**A STUDY ON JOB SATISFACTION OF EMPLOYEES OF CHRISTY FOOD INDUSTRIES PVT. LTD., TIRUCHENGODE**” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **G.MOHANKUMAR.G (Reg. No: 21MPCM1020)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

G. Thangavel
Project Guide

G. Thangavel
Head of the Department 13.5.2023
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Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *G. Thangavel*

2. *Jayaram*
13/5/23

**A STUDY ON STUDENTS SATISFACTION TOWARDS
SMART WARCH WITH SPECIAL REFERENCE TO
STUDENTS OF MUTHAYAMMAL COLLEGE OF ARTS
AND SCIENCE RASIPURAM**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

By

D.RAMKUMAR

(Reg. No: 21MPCM1021)



**MUTHAYAMMAL
COLLEGE OF ARTS
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Under the Guidance of

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Assistant Professor

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This is to certify that the Project Report entitled “A STUDY ON STUDENTS SATISFACTION TOWARDS SMART WARCH WITH SPECIAL REFERENCE TO STUDENTS OF MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE RASIPURAM” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **D.RAMKUMAR (Reg. No: 21MPCM1021)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associates ship / Fellowship or similar title to any candidate of any University.

H. Rajan

Project Guide

G. Thangapathi
Head of the Department (13.5.23)

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Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *H. Rajan*

2.

[Signature]
13/5/23

**A STUDY ON JOB SATISFACTION OF EMPLOYEES IN JSW STEEL LTD ,
SALEM**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

SARAVANAN S

(Reg. No: 21MPCM1022)



**MUTHAYAMMAL
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Under the Guidance of

**Mr.R.GOPI.,M.Com CA.,M.Phil.,
Assistant Professor of Commerce**

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This is to certify that the Project Report entitled “A STUDY ON JOB SATISFACTION OF EMPLOYEES IN JSW STEEL LTD , SALEM” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **SARAVANAN S (Reg. No: 21MPCM1022)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or similar title to any candidate of any University.

R. Goji

Guide of Supervisor

(Mr.R.GOPI)

G. Thangapandi 13.5.2023
Head of the Department

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HOD of Commerce

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Rasipuram-637 408, Namakkal (D.T). (IN

Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. *R. Goji 13.5.23*

2.

Thangapandi 13.5.23

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING
OF ELECTRONIC GOODS WITH SPECIAL REFERENCE TO
NAMAKKAL TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

SELVAGANAPATHI M

(Reg. No: 21MPCM1023)



**MUTHAYAMMAL
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This is to certify that the Project Report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING OF ELECTRONIC GOODS WITH SPECIAL REFERENCE TO NAMAKKAL TOWN” Submitted to Periyar University, Salem in partial fulfillment of the requirements for the award of degree of **MASTER OF COMMERCE** is a record of original research work done by **SELVAGANAPATHI M (Reg. No: 21MPCM1023)** during the period of her/his study (2021-2023) in the Department of Commerce, Muthayammal College of Arts and Science, Rasipuram (Autonomous) under my supervision / guidance and this project report has not formed the basis for the award of Degree / Diploma / Associates ship / Fellowship or similar title to any candidate of any University.

S. Selvi 13/5/23
Guide and Supervisor
(Dr.S.SELVI)

G. Thangapandi 13.5.2023
Head of the Department
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Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13/05/2023

Examiners:

1. *S. Selvi 13/5/23*

2. *[Signature] 13/5/23*

**A STUDY ON CUSTOMER PERCEPTION TOWARDS
SOLAR RENEWABLE ENERGY WITH SPECIAL
REFERENCE TO SALEM TOWN**

*Project report submitted to Periyar University, Salem in partial fulfillment of the
requirements for the award of degree of*

MASTER OF COMMERCE

by

TAMILSELVAN C

(Reg. No: 21MPCM1024)



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A UNIT OF VANETRA COLLEGE

Under the Guidance of

**Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,
Assistant Professor of Commerce**

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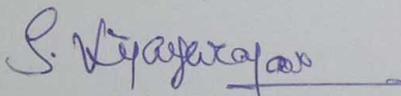
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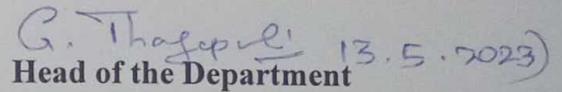
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Guide and Supervisor

(Mr.S.VIJAYARANGAN)

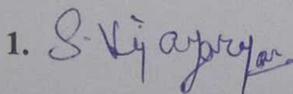
 13.5.2023
Head of the Department

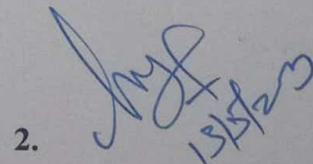
(Dr.G. THANGAPANDI)
HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Submitted for the project viva-voce examination held on 13/05/2023

Examiners:

1. 

2.  13/5/23

**A STUDY ON OPINION OF BANK EMPLOYEES
TOWARDS INCENTIVE SCHEMES WITH SPECIAL
REFERENCE TO ICICI BANK IN
NAMAKKAL DISTRICT**

*Project report submitted to Periyar University, Salem in partial fulfillment of the requirements
for the award of degree of*

MASTER OF COMMERCE

by

VIGNESH. T

(Reg. No: 21MPCM1025)



**MUTHAYAMMAL
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Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

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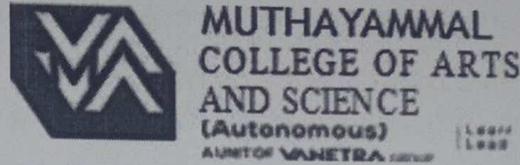
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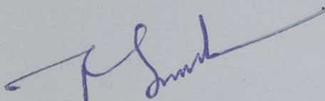
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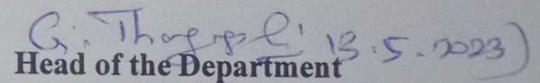


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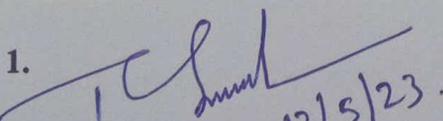

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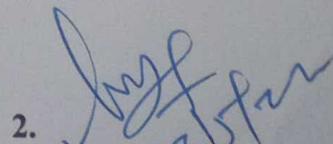
[R-SENKOTUVEL]


Head of the Department
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Submitted for the project viva-voce examination held on 13.05.2023

Examiners:

1. 
13/5/23.

2. 
13/5/23