

Quality Education for Today & Tomorrow Accredited by NAAC with *B* Grade & Recognized by UGC under Section 2(f) & 12(B) Affiliated to Bharathidasan University, Tiruchirappalli. E-mail:acasdmn@gmail.com

DEPARTMENT OF MASTER OF COMMERCE

PROJECT FILE

BATCH

2019 - 2021

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PRINCIPAL



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DEPARTMENT OF MASTER OF COMMERCE

Date: 26.12.2020

MINUTES OF MEETING FOR PROJECT WORK

The department meeting was held in the HOD Cabin dated on 26th December -2019 at 1.00pm.

AGENDA

- > Project discussion
- Guide list
- > Guide lines regarding project work
- > Review dates

FACULTY PRESENCE

S. NO	FACULTY NAME	SIGNATURE
1	Prof. J.SUBASHINI	ふっという
2	Prof. V.B.PRABAKARAN	Blow
3	Prof. M.MEKALA	M. Will
4	Prof.S.SUGANYA	2.1
5	Prof.S.HEMALATHA	S. Hendah

RESOLUTION

- > Resolved to give detail information about the project to the students.
- > Resolved by allocating list of faculty with the ward effective project guidelines.
- > Resolved by giving proper guidelines with our interested topics to execute the project.
- Resolved to follow up the review dates as per the schedule dates.

PROJECT CO ORDINATOR

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DEPARTMENT OF MASTER OF COMMERCE

PROJECT REVIEW DETAILS

BATCH - 2019-2021

CLASS: II M.Com.,

INTERNAL MARK: 40

MONTH	DATE	REVIEW	DETAILS .	MARKS ALLOCATION
JAN	11.01.2021	Zeroth review	Title Conformation	. 05
JAN	25.01.2021	First review	Review of literature	05
FEB	10.02.2021	Second review	Analysis the content of the chapter	05
FEB	22.02.2021	Third review	Result and conclusion of all chapters	05
MAR	09.03.2021	Forth review	Project submission	10
MAR	25.03.2021	Fifth review	Viva – Voice	. 10

PROJECT COORDINATOR

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ATTENDANCE FOR PROJECT/ II M.COM.,/III BATCH/ 2019-2021

S.N O	REG NO	STUDENT NAME	11.01.2021	25.01.2021	10.02.2021	22.02.2021	09.03.2021	25.03.2021
1	P19113802	AARTHI.S	~	~	~	~	•	~
2	P19113803	AKILA.V	/	/	~		~	
3	P19113804	BANURIYA.B	/	/	~	~	~	
4	P19113805	BHARATHI.G	<u>/</u>	>	/	~	~	~
5	P19113806	BHARTHY.E	~	~	V	_	.~	
6	P19113807	DURGADEVI.K	A	A	A	A	A	A
7	P19113808	GAYATHRI.G	~	<u> </u>	/			<u></u>
8	P19113809	HARINI.P	/		~		\	
9	P19113810	ISMATH ALI.R	~	V		~	/	
10	P19113811	JANANI.E	/	/		/	<u> </u>	
11	P19113812	KAMALI.J	\	<i>></i>	V.		/	/
12	P19113813	KANMANI.S	~	/	~		.~	

13	P19113814	KOWSALYA.D		/	~	~		
14	P19113816	MOHANRAJ.S	<u></u>	~		V		
15	P19113817	MUTHU KUMAR.M	✓	~			~	-
16	P19113818	PRAVEEN KUMAR.M	~	~				
17	P19113820	RADHA.J	A	A	A	A	A	A
18	P19113821	SHANKAR GANESH.B	/		~			
19	P19113822	SWETHA.M	/		V		/	
20	P19113823	VIJAYA RAGAVAN.H	/	✓			/	
	No of St	udents Present	20	20	20	20	20	20
	No of St	udents Absent	NIL	NI L	NI L	NI L	NI L	NIL
	Facult	y Signature	Ba	R.	85	Bolt	100	B

PROJECT CO ORDINATOR

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DEPARTMENT OF MATER OF COMMERCE

PROJECT DETAILS

BATCH - 2019-2021

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	Υ			
S.N O	STUDENT NAME	REG NO	TITLE	NAME OF THE GUIDE
			A STUDY ON ANALYSIS	J.SUBASHINI
	_		CUSTOMER OF TITAN WATCH	
1	AARTHI.S	P19113802	AT KUMBAKONAM	
			A STUDY ON CUSTOMER	V.B.PRABAKARAN
			SATISFACTION TOWARDS	,,_,_,
2			KURINJI METRO BAZAR AT	
-	AKILA.V	P19113803	KUMBAKONAM	.a
		1 17 110000	A STUDY ON ANALYSISBRAND	V.B.PRABAKARAN
			AWARENESS OF BATA FOOT	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
3	BANURIYA.B	P19113804	WEAR AT KUMBAKONAM	
			A STUDY ON CUSTOMER	J.SUBASHINI
			SATISFACTIONIN DOMESTIC	J.C C Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z
4			SALES IN SEEMATI .	
-	BHARATHI.G	P19113805	READYMADES	
			A STUDY ON CUSTOMER	I.SUBASHINI
	' = 1		SATISFACTION ANANTHAM	J. C C Z Z Z Z X Z
5			READYMADE AT	
	BHARTHY.E	P19113806	KUMBAKONAM	
			A STUDY ON WORKING	V.B.PRABAKARAN
	- III		CAPIITAL MANAGEMENT AT	· · · · · · · · · · · · · · · · · · ·
			HERO MOTOR CORP-AMBIKA	
6			MOTORS, TRICHY	
	DURGADEVI.K	P19113807		
		j.	A STUDY ON ANALYSIS	V.B.PRABAKARAN
7			CUNSUMER BEHAVIOR IN	
	GAYATHRI.G	P19113808	KALIMARK AT KUMBAKONAM	
			A STUDY ON ANALYSIS	V.B.PRABAKARAN
			CONSUMER SATISFACTION IN	
8			VASANTH & CO AT	
	HARINI.P	P19113809	KUMBAKONAM	

			A STUDY ON FINANCIAL	M.MEKALA
7			PERFORMANCE OF THE	
A VA	_		TRICHY DISTILLERIES AND	
9	ISMATH ALI.R	P19113810	CHEMICALS LIMITED	
	ISMATH ALL.R	117113010	A STUDY ON ANALYSIS	M.MEKALA
			CUSTOMER OF TITAN WATCH	
10	TANTANIT IT	P19113811	AT KUMBAKONAM	
	JANANI.E	P19113611	A STUDY ON CONSUMER	M.MEKALA
			SATISFACTION ON PATANJALI	
١	**********	D10112012	AT KUMBAKONAM	
11	KAMALI.J	P19113812	A STUDY ON ANALYSIS	M.MEKALA
			CONSUMER PREETHI	
	**********	D40442042	PRODUCTS AT KUMBAKONAM	
12	KANMANI.S	P19113813	A STUDY ON ANALYSIS	S.SUGANYA
			CUSTOMER SATISFACTION ON	
			HIMALAYA PRODUCTS AT	
	TOWN ALLEAD	P19113814	KUMBAKONAM	
13	KOWSALYA.D	P19113814	A STUDY ON THE MARKETING	S.SUGANYA
	4 1		ON BRITANIA BISCUIT AT	
44	MOHANRAJ.S	P19113816	KUMBAKONAM	
14	MOHANKAJ.5	F17115010	A STUDY OF CUSTOMER	S.SUGANYA
	MUTHU		SATISFACTION YAMAHA R-15	
15	KUMAR.M	P19113817	AT KUMBAKONAM .	
15	KUMMK.M		A STUDY ON EMPLOYEE JOB	S.SUGANYA
	PRAVEEN		SATISFACTION IN TOOLS AT	
16	KUMAR.M	P19113818	KUMBAKONAM	
10	TOTALIZA			S.HEMALATHA
			J -	
17	RADHA.J	P19113820	A CITATON ON CLICTOMED	S.HEMALATHA
			A STUDY ON CUSTOMER SATISFACTION ON RELIANCE	S.FIEWINLATIII
			WITH SPECIAL REFERENCE TO	
	SHANKAR	D40442024	KUMBAKONAM	
18	GANESH.B	P19113821		S.HEMALATHA
			A STUDY ON EMPLOYEE ATTITUDE TOWARDS	0.11121/11/11/11/11/11/11/11/11/11/11/11/1
			MOTIVATIONAL PRACTICES IN	
		D40112022	THANJAUVR	
19	SWETHA.M	P19113822	A STUDY ON ANALYSIS	S.HEMALATHA
	T-77 A 77 A		CONSUMER SATISFACTION LG	OTTENAMENTAL
	VIJAYA	P19113823	PRODUCTS AT KUMBAKONAM	
20	RAGAVAN.H	P 19113023	TRODUCTOTTI RUMDIMOTTIM	

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DEPARTMENT OF MASTER OF COMMERCE

PROJECT GUIDE DETAILS

BATCH - 2019-2021

S.NO	STAFF NAME	NAME OF THE STUDENTS GUIDED
1	Prof. J.SUBASHINI	AARTHI.S BHARATHI.G BHARATHY.E
2	Prof. V.B.PRABAKARAN	AKILA.V BANUPRIYA.B DURGADEVI. K GAYATHRI.G HARINI.P
3	Prof. M.MEKALA	ISMATH ALI.N JANANI.E KAMALI.J KANMANI.S
4	Prof.S.SUGANYA	KOWSALYA.D MOHANRAJ.S MUTHU KUMAR.M PRAVEEN KUMAR.M
5	Prof .S.HEMALATHA	RADHA. J SHANKAR GANESH.B SWTHA.M VIJAYA RAGAVAN.H

PROJECT CO ORDINATOR

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DEPARTMENT OF MASTER OF COMMERCE

CONFIRMATION OF PROJECT TITLE

BATCH (2019-2021)

s.no	STUDENT NAME	REG NO	TITLE	STUDENT SIGNATURE
			A STUDY ON ANALYSIS CUSTOMER	11 018 18
1	AARTHI.S	P19113802	OF TITAN WATCH AT KUMBAKONAM	Harris
	IMILLIA		A STUDY ON CUSTOMER	
2		D40442002	SATISFACTION TOWARDS KURINJI METRO BAZAR AT KUMBAKONAM	Akila.
	AKILA.V	P19113803	A STUDY ON ANALYSISBRAND	
			AWARENESS OF BATA FOOT WEAR	Banuriya.B
3	BANURIYA.B	P19113804	AT KUMBAKONAM	0.
			A STUDY ON CUSTOMER	
4			SATISFACTIONIN DOMESTIC SALES	Blorathin
4	BHARATHI.G	P19113805	IN SEEMATI READYMADES A STUDY ON CUSTOMER	
		1	SATISFACTION ANANTHAM	Bharrey. E
5	BHARTHY.E	P19113806	READYMADE AT KUMBAKONAM	Bricoar
	Dimitizi		A STUDY ON WORKING CAPIITAL	
	2		MANAGEMENT AT HERO MOTOR	,
6	***		CORP-AMBIKA MOTORS, TRICHY .	A
	DURGADEVI.K	P19113807	A STUDY ON ANALYSIS CUNSUMER	
			BEHAVIOR IN KALIMARK AT	^
7	GAYATHRI.G	P19113808	KUMBAKONAM	Gayattri.g
	Ommand.		A STUDY ON ANALYSIS CONSUMER	
8	=.	¢,	SATISFACTION IN VASANTH & CO	11 - P
o	HARINI.P	P19113809	AT KUMBAKONAM	9. inieph
			A STUDY ON FINANCIAL	
9	_	1	PERFORMANCE OF THE TRICHY	. 11.0
9	ISMATH ALI.R	the state of the s	DISTILLERIES AND CHEMICALS LIMITED	Jomath Adi.P
	TOTAL TITLE TO	1 17113010	THAIL I LED	/

1			A STUDY ON ANALYSIS CUSTOMER	
			OF TITAN WATCH AT	
10	JANANI.E	P19113811		E. Jaram
No.	JANAINILE	117113611		
	-		A STUDY ON CONSUMER	
11		D10110010	SATISFACTION ON PATANJALI AT	J. Kamalin
1	KAMALI.J	P19113812		
			A STUDY ON ANALYSIS CONSUMER	.: 0
12			PREETHI PRODUCTS AT	Kaumani.s
	KANMANI.S	P19113813		7-0
1			A STUDY ON ANALYSIS CUSTOMER	
13		1	SATISFACTION ON HIMALAYA	Kowsalya. D
1	KOWSALYA.D	P19113814		
			A STUDY ON THE MARKETING ON	Kowsolisa. D Mohansay.S
14			BRITANIA BISCUIT AT	Mohaway.
	MOHANRAJ.S	P19113816	KUMBAKONAM	
	~		A STUDY OF CUSTOMER	
15	MUTHU		SATISFACTION YAMAHA R-15 AT	Muthramag
	KUMAR.M	P19113817	KUMBAKONAM	
			A STUDY ON EMPLOYEE JOB	Muthramag Praveen kund
16	PRAVEEN		SATISFACTION IN TOOLS AT	Drareer.
	KUMAR.M	P19113818	KUMBAKONAM	
				A
17				A
	RADHA.J	P19113820	A STUDY ON CUSTOMER	
			CATICEACTION ON RELIANCE	
18			WITH SPECIAL REFERENCE TO	Shancar Ganesh B
10	SHANKAR	D40442001	KUMBAKONAM	
	GANESH.B	P19113821	A STUDY ON EMPLOYEE	
			ATTITUDE TOWARDS	0 00
19			MOTIVATIONAL PRACTICES IN	swetham
19		D10113022	THANJAUVR	- Jw-
	SWETHA.M	P19113822	A STUDY ON ANALYSIS CONSUMER	2
		ĺ	SATISFACTION LG PRODUCTS AT	11: and Degenter
- 20	VIJAYA	l l	KUMBAKONAM	Nijaya Pagareur
	RAGAVAN.H	P19113823	KOMDINGIAM	

PROJECT CO ORDINATOR

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'A STUDY ON ANALYSIS COSTOMER SATISFACTION OF TITAN WATCH AT KUMBAKONAM'

PROJECT & REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

AARTHLS P19113802

Under the Guidance

of

Prof.J.SUBASHINI.,M.Com.M.FM.,M.Phil.,Phd.,SET.,
Head of the Department Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503 April - 2021 Prof.J.SUBASHINI., M.Com.M.FM., M.Phil., Phd., SET., Head of the Department Commerce, Annai college of Arts and Science.

Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ANALYSIS COSTOMER SATISFACTION OF TITAN WATCH AT KUMBAKONAM" is the bonafide record work done by AARTHI.S Reg. No. P19113802 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 - 2021.

ignature of the Guide

Signature of the HOD

he viva-voce Examination was held on.....

xaminer 1

Examiner 2

A STUDY ON CUSTOMER SATISFACTION TOWARDS KURINJI METRO BAZAR, KUMBAKONAM

PROJECT, REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE

MASTER OF COMMERCE

BY

NAME

REG NO

AKILA.V

P19113803

Under the Guidance of

Prof. V.B.PRABAKARAN M.Com., M.B.A., M.Phil., PGDCA., B.Ed.,

Assistant professor, Department of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS & SCIENCE KOVILACHERI – KUMBAKONAM – 612 503 APRIL - 2021 Prof. V.B.PRABAKARAN M.Com., M.B.A., M.Phil., PGDCA., B.Ed.,

Assistant Professor, Department of Commerce, Annai College Arts & Science, Kovilacheri, Kumbakonam - 612 503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS KURINJI METRO BAZAR, KUMBAKONAM" a Bonafide record work done.

BY

NAME

AKILA.V

REG NO

P19113803

In partial fulfillment of the requirement for the award of the degree MASTER OF COMMERCE during the IVth semester April - 2021

With seal

J.SUBASHINI, M.Com, M.F.M., M.Phill. (Ph.D), Assistant Professor & Head, Department of Commerce, Annal College of Arts & Science, Kovilaoheri, Kumbakonam

uide with seal

V.B.PRABAKARAN, MCONNEL MPHIL PGOCL & Ed.

Department of Commerce, Annal College of Arts & Science, Kovilacheri, Kumbakohaus

Signature of the External examiner V.B.PRABAKARAN.

M.Com, M.BA, M.Phil., PGDCA, B.F-L. Department of Commerce, Annal College of Arts & Science, Kovilacheri, Kumbakoham

'A STUDY ON ANALYSIS BRAND AWARNESS OF BATA FOOTWERE AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

BANUPRIYA.B P19113804

Under the Guidance

of

Prof.J.SUBASHINI.,M.Com.M.FM.,M.Phil.,Ph.d.,SET.,
Head of the Department Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503 April - 2021 Prof.J.SUBASHINI.,M.Com.M.FM.,M.Phil.,Phd.,SET.,

Head of the Department Commerce, Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ANALYSIS BRAND AWARNESS OF BATA FOOTWERE AT KUMBAKONAM" is the bonafide record work done by B. BANUPRIYA Reg. No. P19113804 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 - 2021.

Signature of the Guide

Signature of the HOD

The viva-voce Examination was held on.....

Examiner 1

Examiner 2

'A STUDY ON CUSTOMER SATISFACTION IN DOMESTIC SALES IN SEEMATI READYMADES KUMBAKONAM' PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI
In partial fulfillment of the requirements for the award of the degree of
MASTER OF COMMERCE

BY

BHARATHI.G P19113805
Under the Guidance

of

Prof.J.SUBASHINI.,M.Com.M.FM.,M.Phil.,Phd.,SET.,
Head of the Department Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503

April - 2021

Prof. LSUBASHINL. M. Com. M. FM., M. Phil., Phd., SET., Head of the Department Commerce.

Annai college of Arts and Science.

Sovilacheris, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON USTOMER SATISFACTION IN DOMESTIC SALES IN SEEMATI READYMADES KUMBAKONAM' is the bonafide record work done by BHARATHI.G Reg. No. P19113805 in partial fulfillment of the equirements for the degree of Master of Commerce during the year 2019 - 2021.

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Ignature of the Guide	
J. Sum	
Signature of the Guide	

Signature of the HOD

the viva-voce Examination was held on.....

Examiner 1

Examiner 2

S.SUGANYA II A-- II Phil. (Ph.D).,

S. SUGANYA, M.Com., M.Phil., (Ph.D).,
Assistant Professor,
Department of Commerce,
Annai College of Arts College,
Kovilacheri, Kumbakonam.

'A STUDY ON ANALYSIS CONSUMER BEHAVIOR IN KALIMARK AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

GAYATHRI.G P19113808

Under the Guidance

of

Prof.V.B.PRABAKARAN.,M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed.,
Assistant Professor of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS
AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503 April - 2021 Prof.V.B.PRABAKARAN.,M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed.,

Assistant professor of commerce, Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON KALIMARK AT ANALYSIS CONSUMER BEHAVIOR IN done work record bonafide KUMBAKONAM" is the G. GAYATHRI Reg. No. P19113808 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 -2021.

M.Com.,M.B.A.,M.Phil.,PGDCA.,B.Ed.,

Department of Commerce, Annai College of Arts & Science,

Kovilacheri, Kumbakoham The viva-voce Examination was held on....

V.B.PRABAKARAN.

M.Com, M.B.A., M.Phil. PGDCA_BEL Department of Commerce,

Annai College of Arts & Science.

Kovilacheri, Kumbakoham

S. SUGARYA, NI. Com., M. Phil., (Ph.D)., Assistant Professor.

Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam

V.B.PRABAKARAN, M.Com, M.B.A., M.Phil, PGDCA, B.E.L.

Department of Commerce, Annal College of Arts & Science, Kovilacheri, Kumbakoham

'A STUDY ON CONSUMER SATISFACTION MEASURES IN VASANTH & CO, AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

HARINLP P19113809

Under the Guidance

of

Prof.V.B.PRABAKARAN.,M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed., Assistant Professor of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503 April - 2021

Prof.V.B.PRABAKARAN.,M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed.,

Assistant professor of commerce,

Annai college of Arts and Science,

Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION MEASURES IN VASANTH & CO, KUMBAKONAM" is the bonafide record work done by in partial fulfillment of the P. HARINI Reg. No. P19113809 requirements for the degree of Master of Commerce during the year 2019 -2021.

M.Com, M.B.A., M.Phil., PGDCA., B.Ed.,

Department of Commerce, Annai College of Arts & Science.

Kovilacheri Kumbakoham The viva-voce Examination was held on...

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M.COM, M.B.A. M.Phil.PGDCA. B.FL

Department of Commerce, Annai College of Arts & Science,

Kovilacheri, Krenbakoham

S. SUGANYA, M.Com., M.Phil., (Ph.D).,

Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

V.B.PRABAKARAN, M.Com, M.B.A. M.Phil. PGDCA, B.E.S. Department of Commerce, Annai College of Arts & Sc. ce,

Kovilacheri, Kumbakumu

Prof.V.B.PRABAKARAN.,M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed., Assistant professor of commerce, Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION MEASURES IN VASANTII & CO, KUMBAKONAM" is the bonafide record work done by AT in partial fulfillment of the P. HARINI Reg. No. P19113809 requirements for the degree of Master of Commerce during the year 2019 -2021.

the Guide V.B.PRABAKARAN,

M.Com.M.B.A.M.Phil.,PGDCA.,B.Ed.,

Department of Commerce, Annai College of Arts & Science.

The viva-voce Examination was held on.....

ke of the HOD

M.Com.M.B.A.M.Phil.PGDCA.B.FL

Department of Commerce. Annai College of Arts & Science,

Kovilacherl/Krenbakoham

S.SUGANYA, M.Com., M.Phil., (Ph.D).,

Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

V.B.PRABAKARAN. M.Com, M.B.A., M.Phil., PGDCA, B.Ed.

Department of Commerce, Annal College of Arts & Sci 'ce, Kovllacherl, Kumbakunani

A STUDY ON FINANCIAL PERFORMANCE OF THE TRICHY DISTILLERIES AND CHEMICALS LTD PROJECT REPORT

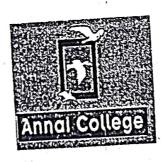
In partial fulfillment of the Requirement for the Degree of

MASTER OF COMMERCE

Submitted to

ANNAI COLLEGE OF ARTS AND SCIENCE Affiliated to BHARATHIDASAN UNIVERSITY - TIRUCHIRAPALLI

By
N.ISMATH ALI
(Reg. No. P 19113810)



DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS AND SCIENCE
KOVILACHERI, KUMBAKONAM

BONAFIDE CERTIFICATE

This is to certify that this project report entitled "A STUDY ON FINANCIAL PERFROMANCE OF THE TRICHY DISTILLERIES AND CHEMICALS LTD" submitted by N.ISMATH ALI in partial fulfillment of requirement for the award of the Degree of Master of Commerce IN ANNAI COLLEGE OF ARTS AND SCIENCE, is a Bonafide record of the work carried out under the guidance of Prof. M.MEKALA., M.Com., M.Phil., B.Ed., Assistant Professor, Department of Commerce, Annai College of Arts and Science, it is further certified that this project has not been submitted for any other degree.

HEAD OF THE DEPARTMENT

S.SUGANYA M. Com .M. Phil., (Ph.D).,

ing College.

Kovilaciieri, Kopinak**onam.**

EXTERNAL EXAMINER

S. SUGANYA, M.Com., M.Phil., (Ph.D)., Assistant Professor,

Denament of Commerce, ange Charle of Arts College,

novitachen, Kumbakonami

M.MEKALA, M.Com., M.Phil. **Assistant Professor** Department of Commerce. Annai College of Arts & Science. Kovilacheri, Kumbakonam

A STUDY OF CONSUMER SATISFACTION OF PATANJALI PRODUCTS IN KUMBAKONAM TOWN

Submitted to the

BHARATHIDASAN UNIVERSITY OF THIRUCHIRAPPALLI

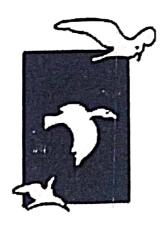
In the partial fulfillment of the requirements for the award of the degree of

MASTER OF COMMERCE BY

> E.JANANI P19113811

Under the guidance of

Prof.M.MEKALA, M.Com., M.Phil., B.Ed., Assistant Professor of Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS & SCIENCE

KOVILACHERRY, KUMBAKONAM - 612 503

Prof.M.MEKALA M.Com, M.Phil; B.ed

Assistant professor

Department of commerce

Annai college of arts and science

Kovilachery, kumbakonam

CERTIFICATE

This is to certify that the project work entitled " A STUDY ON CONSUMER SATISFACTION OF PATANJALI PRODUCTS".in kumbakonam is the bonafide record work done by E.JANANI Reg no P19113811 is partial fulfilment of the requirements of the degree of Master of Commerce during the year 2019-2021.

M.MEKALA, M.Com., M.Phil. Assistant Professor

Department of Commerce,

Annal College of Arts & Sciences
The Subject of Arts & Science

Signature of the HOD

S. SUGANYA M. Com., M. Phil., (Ph.D).,

Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

Exami

alloge of Arte College

S. SUGANYA, M.Com., M.Phil., (Ph.D)., Assistant Professor. Department of Commerce,

Examiner 1

'A STUDY ON ANALYSIS CONSUMER BEHAVIOR OF PREETHI PRODUCTS AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

KAMALI.J P19113812

Under the Guidance

of

Prof.M.MEKALA.,M.Com.M.Phil.,B.Ed.,

Assistant Professor of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS
AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503 April - 2021 Prof.M. MEKALA., M. Com. M. Phil., B. Ed.,

Assistant Professor of Commerce Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ANALYSIS CONSUMER BEHAVIOR OF PREETHI PRODUCTS AT KUMBAKONAM" is the bonafide record work done by KAMALI.J Reg. No. P19113812 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 -2021.

Signature of the Guide

Signature of the HOD

M.MEKALA, M.Com, M.Phil.,

Assistant Professor Department of Commerce. Annai College of Arts & Science,

Kovilacheri, Kumbakonam

The viva-voce Examination was held on......

Examiner 2

M.MEKALA, M.Com., M.Phil., Assistant Professor Department of Commerce, Annai College of Arts & Science. Kovilacheri, Kumbakonam

'A STUDY ON ANALYSIS CONSUMER BEHAVIOR OF PREETHI PRODUCTS AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

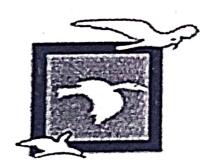
KANMANI.S P19113813

Under the Guidance

of

Prof.M.MEKALA.,M.Com.M.Phil.,B.Ed.,

Assistant Professor of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503

April - 2021

Prof.M. MEKALA.,M.Com.M.Phil.,B.Ed.,

Assistant Professor of Commerce Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ANALYSIS CONSUMER BEHAVIOR OF HIMALAYA PRODUCTS AT KUMBAKONAM" is the bonafide record work done by KANMANI.S Reg. No. P19113813 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 -2021.

ignature of the Guide, Phil. (Ph.D), J.SUBASHINI, M.Com, M.F.M., M.Phil. (Ph.D), Assistant Professor & Head, Department of Commerce, Annai College of Arts & Science, Annai College of Albakonam

Kovilacheri, Kumbakonam

The viva-voce Examination was held on...

S. SUGANYA, M.Com., M.Phil., (Ph.D).. Assistant Professor, Department of Commerce, Annai College of Arts College,

.Kovilacheri, Kumbakonam.

Examiner 2

S.SUGANYA. M. Com...M.Phil.,(Ph.D)., Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

*A STUDY ON THE MARKETING OF BRITANNIA BISCUITS IN KUMBAKONAM TOWN"

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

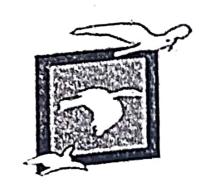
In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

D.KOWSALYA P19113814

Under the Guidance of
Prof.S.SUGANYA.,M.Com.,M.Phil.,Ph.D
Assistant Professor of Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS AND SCIENCE

KOVILACHERI KUMBAKONAM-612 503

April - 2021

Prof.S.SUGANYA., M.Com., M.Phil., Ph.D Assistant professor of commerce, Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON THE MARKETING OF BRITANNIA BISCUITS IN KUMBAKONAM TOWN" is the bonafide record work done by KOWSALYA.D P19113814 in partial fulfillment of the requirements Reg. No. for the degree of Master of Compotere and during the year 2019 - 2021.

Signature of the Guide M.MEKALA, M.Com., M.Phil.,

Assistant Professor Department of Commerce, Annai College of Arts & Science,

The viva-voce Examination was held on......

Signature of the HOD J.SUBASHINI, M. Com. M.F.M., M.F.M., (PR.D).

Assistant Professor & Head, Department of Commerce, Annai College of Arts & Science, Kovilacheri, Kumbakonam

Examiner 2

Cilmondul

....MEKALA, M.Com., M.Phil., Assistant Professor Department of Commerce, Annai College of Arts & Science. Knullachad Kumhakanam

A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOL FAB ENGINEERING INDUSTRIES (P) LTD, TRICHY

PROJECT REPORT

Submitted to the Bharathidasan University, Tiruchirappalli in partial fulfillment of the requirements for the award of the

Degree of

MASTER OF COMMERCE BHARATHIDASAN UNIVERSITY

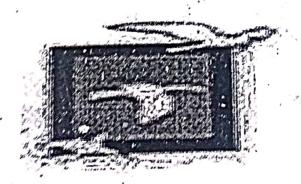
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M.MUTHUKUMAR

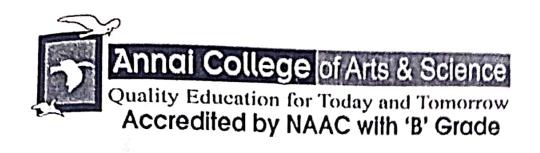
Reg.No: P19113817

Under the Guidance of

Prof S.SUGANYA M.COM, M.PHIL, (P.hD)



ANNAI COLLEGE OF ARTS & SCIENCE KOVILACHERI, KUMBAKONAM – 612503 APRIL-2020



Date:

CERTIFICATE

This is to certify that the Project entitled, "A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOL FAB ENGINEERING INDUSTRIES (P) LTD, TRICHY" is a record of project work done by

M.MUTHUKUMAR

Reg.No: P19113817

Submitted in partial Fulfillment of the requirement for the award of Bachelor of Commerce of the BHARATHIDASAN UNIVERSITY.

Hollashini) m.,M.F.M.,M.Fhil.,(Ph.D),

Assistant Professor & Head,

Department of Commerce, Annai College of Arts & Science,

Kovilacheri, Kumbakonam

of Commerce,

Annai College of Arts College, Kovilacheri, Kumbakonam.

Signature of the External Examiner

S. SUGANYA M. Com...M. Phil., (Ph.D).,

Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

Place: Kumbakonam

Date:

"A STUDY ON CUSTOMER SATISFACTION ON RELIANCE JIO WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN"

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

PRAVEENKUMR M

P19113818

Under the Guidance

of

Prof.S.SUGANYA., M.Com., M.Phil., (Ph.D)

Assistant Professor of Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503

April - 2021

Prof.S.SUGANYA., M.Com., M.Phil., (Ph.D)

Assistant professor of commerce, Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION ON RELIANCE JIO WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN" is the bonafide record work done by PRAVEENKUMR M Reg. No. P19113818 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 - 2021.

Signature of the Guide S.SUGANYA, M.Com., M.Phil., (Ph.D).,

Assistant Professor,
Department of Commerce,
Annai College of Arts College,

Kovilacheri Kumbakonam. The viva-voce Examination was held on... Signature of the HOD

J.SUBASHINI, M.Com, M.F.M., M.Phil. (Ph.C.)

Assistant Professor & Head,
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Annai College of Arts & Science, Kovilacheri, Kumbakonam

Kovilachen, Kumpakonam

Examiner 1

V.B.PRABAKARAN,

M.Com.M.BA.,M.Phil.,PGDCA.,B.Ed., Department of Commerce, Annai College of Arts & Science, Kovilacheri, Kumbakoham

A STUDY ON EMPLOYEE ATTITUDE TOWARDS MOTIVATIONAL PRACTICES

PROJECT REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

THE DEGREE

MASTER OF COMMERCE

SUBMITTED BY

B.SHANKAR GANESH

(P19113821)

Under the Guidance of

PROF. S.HEMALATHA M.COM, M.PHIL, M.ED.,

(Asst. Professor Dept of commerce)



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS & SCIENCE

KOVILÁCHERI – KUMBAKONAM – 612 503

APRIL-2020

Prof.J.Subashini M.Com., M.Phil., (Ph.D)., SET., HOD in Department of Commerce Annai College Arts & Science, Kovilacheri-Kumbakonam - 612 503

DATE: 15.07.2020

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON EMPLOYEE ATTITUDE TOWARDS MOTIVATIONAL PRACTICES THANJAVUR " a Bonafide record work done. by B.SHANKAR GANESH (P19113821) submitted to Bharathidasan university, Tiruchirapalli in partial fulfillment of the requirement for the award of the DEGREE OFMASTER OF COMMERCE for the academic period 2019-2020 and that the work was carried as an independent work under my supervision.

Head of the department with seal

V.B.PRABAKARAN,

M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed., Department of Commerce,

Annai College of Arts & Science, Kovilacheri, Kumbakoham

Signature of the guide with seal

Signature of the External examiner

S.SUGANYA, M.Com., M.Phil., (Ph.D)., Assistant Professor,

Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam.

'A STUDY ON ANALYSIS CONSUMER SATISFACTION OF LG PRODUCTS AT KUMBAKONAM'

PROJECT REPORT

Submitted to the

BHARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF COMMERCE

BY

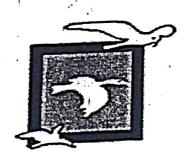
SWETHA.M P19113822

Under the Guidance

of

Prof.S.HEMALATHA.,M.Com.M.ed.,H.DCA.,

Assistant Professor of Commerce



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS
AND SCIENCE KOVILACHERI

KUMBAKONAM-612 503

April - 2021

Prof.S.HEMALATHA.,M.Com.M.ed.,H.DCA., Assistant Professor of Commerce Annai college of Arts and Science, Kovilacheri-, Kumbakonam-612503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON ANALYSIS CONSUMER SATISFACTION OF LG PRODUCTS AT KUMBAKONAM" is the bonafide work record SWETHA. M Reg. No. P19113822 in partial fulfillment of the requirements for the degree of Master of Commerce during the year 2019 -2021.

he Guide V.B.PRABAKARAN,

M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed., Department of Commerce,

ावां College of Arts & Science, Kovilacheri, Kumbakoham The viva-voce Examination was held on....

S. SUGANYA, M.Com., M.Phil., (Ph.D).,

Assistant Professor, Department of Commerce, Annai College of Arts College, Kovilacheri, Kumbakonam

re of the HOD

JBASHINI, M.Com, M.E.M., M.Phil. (Ph.D),

Assistant Professor & Head, Department of Commerce,

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V.B.PRABAKARAN,

M.Com, M.BA, M.Phil., PGCCA, B.Ed., Department of Commerce, Annal College of Arts & Science, Kovilacheri, Kumbakoham

A STUDY ON ADVERTISEMENT EFFECTIVENESS AMONG NIRAPARA PRODUCTS AT KKR GROUP OF COMPANIES, VILLUPURAM

PROJECT REPORT

In partial fulfillment of the Requirement for the Degree of

MASTER OF COMMERCE

Submitted to

ANNAI COLLEGE OF ARTS AND SCIENCE
Affiliated to BHARATHIDASAN UNIVERSITY - TIRUCHIRAPALLI

By M.VIJAYARAGHAVAN (Reg. No. P 19113823)



DEPARTMENT OF COMMERCE
ANNAI COLLEGÉ OF ARTS AND SCIENCE
KOVILACHERI, KUMBAKONAM
APRIL 2021

BONAFIDE CERTIFICATE

This is to certify that this project report entitled "A STUDY ON ADVERTISEMENT EFFECTIVENESS AMONG NIRAPARA PRODUCTS AT KKR GROUP OF COMPANIES, VILLUPURAM" submitted by M.VIJAYARAGHAVAN in partial fulfillment of requirement for the award of the Degree of Master of Commerce at ANNAI COLLEGE OF ARTS AND SCIENCE, Kumbakonam is a Bonafide record of the work carried out under the guidance of Prof. S.HEMALATHA., M.Com., M.Phil., Ph.D., Assistant Professor, Department of Commerce, Annai College of Arts and Science, it is further certified that this project has not been submitted for any other degree.

HEAD OF THE DEPARTMENT

J.SUBASHINI, M.Com, M.F.M., M.Phil., Ph.D., Assistant Professor & Head, Department of Commerce, Annai College of Arts & Science, Kovilacheri, Kumbakonam EXTERNAL EXAMINER

S. SUGANYA, M.Com.; M.Phil., (Ph.D),,
Assistant Professor,
Department of Commerce,
Annai College of Arts College,
Kovilacheri, Kumbakonam.

SIGNATURE OF THE GUIDE