



**Annai College of Arts & Science**

**Quality Education for Today & Tomorrow**

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Affiliated to Bharathidasan University, Tiruchirappalli. E-mail: acasdmn@gmail.com

## DEPARTMENT OF MASTER OF COMMERCE

### PROJECT FILE

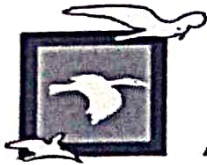
### BATCH

### 2019 - 2021

*S. Suresh*  
HOD

*Latha*  
IQAC

*G. N. Srinivasan*  
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 26<sup>th</sup> 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	
2	Prof. V.B.PRABAKARAN	
3	Prof. M.MEKALA	
4	Prof.S.SUGANYA	
5	Prof.S.HEMALATHA	

**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.

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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

  
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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	AARTHIS	✓	✓	✓	✓	✓	✓
2	P19113803	AKILA.V	✓	✓	✓	✓	✓	✓
3	P19113804	BANURIYA.B	✓	✓	✓	✓	✓	✓
4	P19113805	BHARATHI.G	✓	✓	✓	✓	✓	✓
5	P19113806	BHARTHY.E	✓	✓	✓	✓	✓	✓
6	P19113807	DURGADEVI.K	A	A	A	A	A	A
7	P19113808	GAYATHRI.G	✓	✓	✓	✓	✓	✓
8	P19113809	HARINI.P	✓	✓	✓	✓	✓	✓
9	P19113810	ISMATH ALI.R	✓	✓	✓	✓	✓	✓
10	P19113811	JANANIE	✓	✓	✓	✓	✓	✓
11	P19113812	KAMALI.J	✓	✓	✓	✓	✓	✓
12	P19113813	KANMANI.S	✓	✓	✓	✓	✓	✓



13	P19113814	KOWSALYA.D	✓	✓	✓	✓	✓	✓
14	P19113816	MOHANRAJ.S	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓
20	P19113823	VIJAYA RAGAVAN.H	✓	✓	✓	✓	✓	✓
No of Students Present			20	20	20	20	20	20
No of Students Absent			NIL	NI L	NI L	NI L	NI L	NIL
Faculty Signature			Bh	Bh	Bh	Bh	Bh	Bh

  
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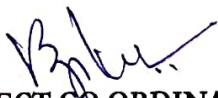
## **DEPARTMENT OF MATER OF COMMERCE**

### **PROJECT DETAILS**

**BATCH - 2019-2021**

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

9	ISMATH ALI.R	P19113810	A STUDY ON FINANCIAL PERFORMANCE OF THE TRICHY DISTILLERIES AND CHEMICALS LIMITED	M.MEKALA
10	JANANIE	P19113811	A STUDY ON ANALYSIS CUSTOMER OF TITAN WATCH AT KUMBAKONAM	M.MEKALA
11	KAMALI.J	P19113812	A STUDY ON CONSUMER SATISFACTION ON PATANJALI AT KUMBAKONAM	M.MEKALA
12	KANMANI.S	P19113813	A STUDY ON ANALYSIS CONSUMER PREETHI PRODUCTS AT KUMBAKONAM	M.MEKALA
13	KOWSALYA.D	P19113814	A STUDY ON ANALYSIS CUSTOMER SATISFACTION ON HIMALAYA PRODUCTS AT KUMBAKONAM	S.SUGANYA
14	MOHANRAJ.S	P19113816	A STUDY ON THE MARKETING ON BRITANIA BISCUIT AT KUMBAKONAM	S.SUGANYA
15	MUTHU KUMAR.M	P19113817	A STUDY OF CUSTOMER SATISFACTION YAMAHA R-15 AT KUMBAKONAM	S.SUGANYA
16	PRAVEEN KUMAR.M	P19113818	A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOLS AT KUMBAKONAM	S.SUGANYA
17	RADHA.J	P19113820	--	S.HEMALATHA
18	SHANKAR GANESH.B	P19113821	A STUDY ON CUSTOMER SATISFACTION ON RELIANCE WITH SPECIAL REFERENCE TO KUMBAKONAM	S.HEMALATHA
19	SWETHA.M	P19113822	A STUDY ON EMPLOYEE ATTITUDE TOWARDS MOTIVATIONAL PRACTICES IN THANJAVUR	S.HEMALATHA
20	VIJAYA RAGAVAN.H	P19113823	A STUDY ON ANALYSIS CONSUMER SATISFACTION LG PRODUCTS AT KUMBAKONAM	S.HEMALATHA

  
PROJECT CO ORDINATOR

  
HOD





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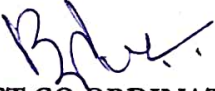
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## **DEPARTMENT OF MASTER OF COMMERCE**

### **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

  
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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
1	AARTHIS	P19113802	A STUDY ON ANALYSIS CUSTOMER OF TITAN WATCH AT KUMBAKONAM	Aarthi.S
2	AKILA.V	P19113803	A STUDY ON CUSTOMER SATISFACTION TOWARDS KURINJI METRO BAZAR AT KUMBAKONAM	Akila. V
3	BANURIYA.B	P19113804	A STUDY ON ANALYSIS BRAND AWARENESS OF BATA FOOT WEAR AT KUMBAKONAM	Banuriya. B
4	BHARATHI.G	P19113805	A STUDY ON CUSTOMER SATISFACTION IN DOMESTIC SALES IN SEEMATI READYMADES	Bharathi
5	BHARTHY.E	P19113806	A STUDY ON CUSTOMER SATISFACTION ANANTHAM READYMADE AT KUMBAKONAM	Bharthy. E
6	DURGADEVI.K	P19113807	A STUDY ON WORKING CAPITAL MANAGEMENT AT HERO MOTOR CORP-AMBIKA MOTORS, TRICHY	A
7	GAYATHRI.G	P19113808	A STUDY ON ANALYSIS CONSUMER BEHAVIOR IN KALIMARK AT KUMBAKONAM	Gayathri. G
8	HARINI.P	P19113809	A STUDY ON ANALYSIS CONSUMER SATISFACTION IN VASANTH & CO AT KUMBAKONAM	Harini. P
9	ISMATH ALI.R	P19113810	A STUDY ON FINANCIAL PERFORMANCE OF THE TRICHY DISTILLERIES AND CHEMICALS LIMITED	Ismath Ali. P

10	JANANI.E	P19113811	A STUDY ON ANALYSIS CUSTOMER OF TITAN WATCH AT KUMBAKONAM	E. Jagan
11	KAMALI.J	P19113812	A STUDY ON CONSUMER SATISFACTION ON PATANJALI AT KUMBAKONAM	J. Kamali
12	KANMANI.S	P19113813	A STUDY ON ANALYSIS CONSUMER PREETHI PRODUCTS AT KUMBAKONAM	Kanmani.S
13	KOWSALYA.D	P19113814	A STUDY ON ANALYSIS CUSTOMER SATISFACTION ON HIMALAYA PRODUCTS AT KUMBAKONAM	Kowsalya.D
14	MOHANRAJ.S	P19113816	A STUDY ON THE MARKETING ON BRITANIA BISCUIT AT KUMBAKONAM	Mohanraj.S
15	MUTHU KUMAR.M	P19113817	A STUDY OF CUSTOMER SATISFACTION YAMAHA R-15 AT KUMBAKONAM	Muthukumar
16	PRAVEEN KUMAR.M	P19113818	A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOLS AT KUMBAKONAM	Praveen Kumar
17	RADHA.J	P19113820	—	A
18	SHANKAR GANESH.B	P19113821	A STUDY ON CUSTOMER SATISFACTION ON RELIANCE WITH SPECIAL REFERENCE TO KUMBAKONAM	Shankar Ganesh.B
19	SWETHA.M	P19113822	A STUDY ON EMPLOYEE ATTITUDE TOWARDS MOTIVATIONAL PRACTICES IN THANJAVUR	Swetha.M
20	VIJAYA RAGAVAN.H	P19113823	A STUDY ON ANALYSIS CONSUMER SATISFACTION LG PRODUCTS AT KUMBAKONAM	Vijayaragavan.H

  
PROJECT CO ORDINATOR

  
HOD

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

## **PROJECT & REPORT**

**Submitted to the**

**BIARATHIDHASAN UNIVERSITY, THIRUCHIRAPALLI**

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

**MASTER OF COMMERCE**

**BY**

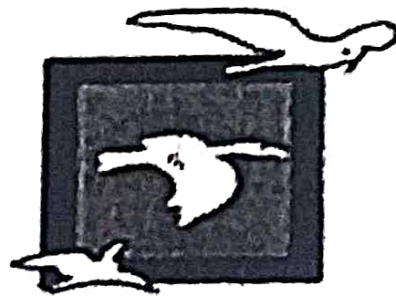
**AARTHIS P19113802**

**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 **AARTHIS** Reg. No. **P19113802** 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 TOWARDS KURINJI  
METRO BAZAR, KUMBAKONAM**

**PROJECT REPORT**

Submitted to the

**BIHARATHIDASAN 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

REG NO

AKILA.V

P19113803

In partial fulfillment of the requirement for the award of the degree  
MASTER OF COMMERCE during the IV<sup>th</sup> semester April - 2021

Signature of the Head of the department

With seal

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

Signature of the guide with seal

**V.B.PRABAKARAN**,  
M.Com., M.B.A., M.Phil., PGDCA., B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

Signature of the External examiner

**V.B.PRABAKARAN**,  
M.Com., M.B.A., M.Phil., PGDCA., B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam



**‘A STUDY ON ANALYSIS BRAND AWARENESS OF  
BATA FOOTWEAR 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**

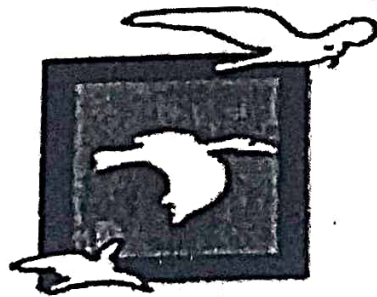
**BANUPRIYA.B P19113804**

**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 AWARENESS OF BATA FOOTWEAR 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**

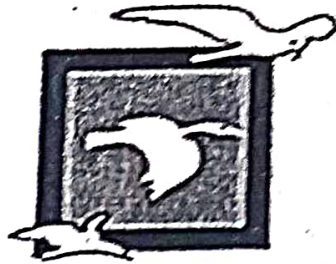
**BHARATHI.G P19113805**

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**

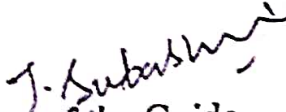
**April - 2021**



Prof. J. SUBASHINI, M.Com., M.FM., M.Phil., Ph.D., SET.,  
Head of the Department Commerce,  
Anna college of Arts and Science,  
Kovilacheri, Kumbakonam-612503.

### CERTIFICATE

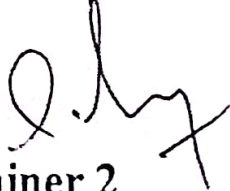
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Signature of the Guide

Signature of the HOD

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

Examiner 1

  
Examiner 2

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



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

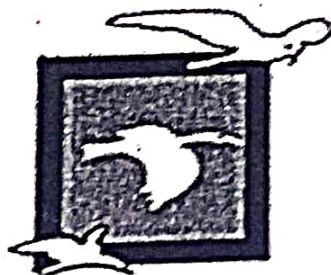
**GAYATHRI.G P19113808**

**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**

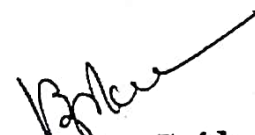
**KUMBAKONAM-612 503**

**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**

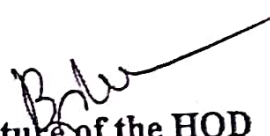
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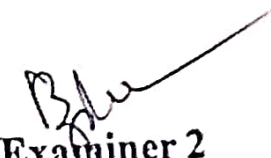
  
Signature of the Guide  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

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

  
Examiner 1

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

  
Signature of the HOD  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

  
Examiner 2

**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam



**'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**

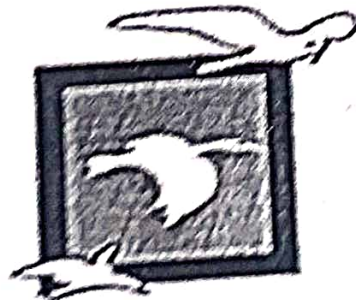
**BY**

**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**

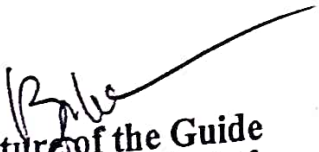
**KUMBAKONAM-612 503**

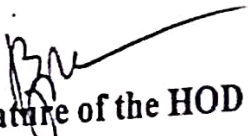
**April - 2021**

**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,  
AT KUMBAKONAM" is the bonafide record work done by  
P. HARINI Reg. No. P19113809 in partial fulfillment of the  
requirements for the degree of Master of Commerce during the year 2019 -  
2021.

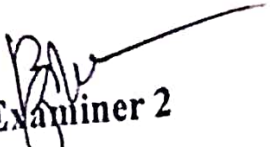
  
Signature of the Guide  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam.

  
Signature of the HOD  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam.

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

  
Examiner 1

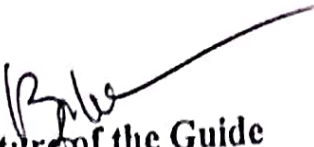
  
**S. SUGANYA, M.Com.,M.Phil.,(Ph.D.),**  
Assistant Professor,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam.

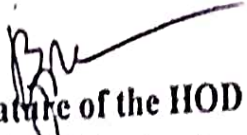
  
Examiner 2  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam.

**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  
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requirements for the degree of Master of Commerce during the year 2019 -  
2021.

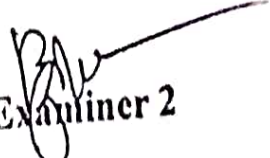
  
Signature of the Guide  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

  
Signature of the HOD  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

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

  
Examiner 1

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

  
Examiner 2  
**V.B.PRABAKARAN,**  
M.Com.,M.BA.,M.Phil.,PGDCA.,B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

**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**

**APRIL 2021**



## 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

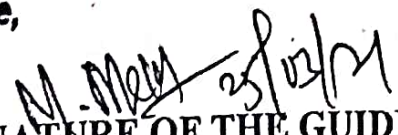
**S.SUGANYA** M.Com.,M.Phil.,(Ph.D),  
Assistant Professor,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam.



  
EXTERNAL EXAMINER

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



  
SIGNATURE OF THE GUIDE

**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**

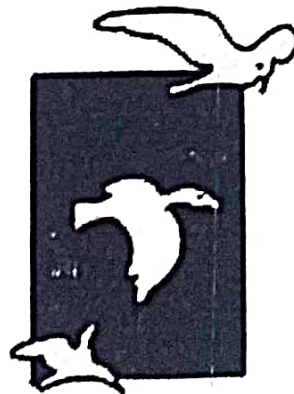
In the partial fulfillment of the requirements for the  
award of the degree of

**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**

**April - 2021**

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

Assistant professor

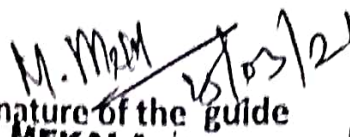
Department of commerce

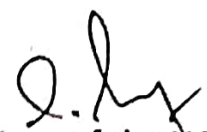
Annai college of arts and science

Kovilachery,kumbakonam

## CERTIFICATE

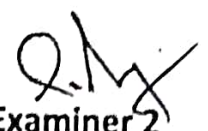
This is to certify that the project work entitled " A STUDY ON CONSUMER SATISFACTION OF PATANJALI PRODUCTS".in kumbakonam is the bonafide record work done by **E.JANANI** Reg no **P19113811** is partial fulfilment of the requirements of the degree of Master of Commerce during the year 2019-2021.

  
Signature of the guide  
**M.MEKALA, M.Com.,M.Phil.**  
Assistant Professor  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilachery, Kumbakonam

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

The M.Com. examination was held on .....

Examiner 1

  
Examiner 2  
**S. SUGANYA, M.Com.,M.Phil.,(Ph.D),**  
Assistant Professor,  
Department of Commerce,  
Annai College of Arts College,

**'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**

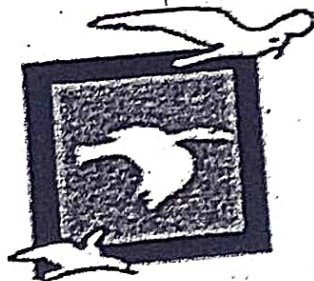
**KAMALI.J P19113812**

**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**

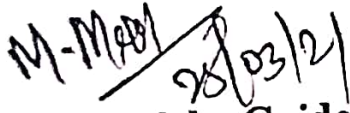
**April - 2021**

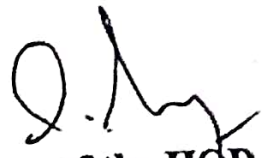


**Prof.M. MEKALA.,M.Com.M.Phil.,B.Ed.,**  
Assistant Professor of Commerce  
Annai college of Arts and Science,  
Kovilacheri-, Kumbakonam-612503.

**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 1

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**

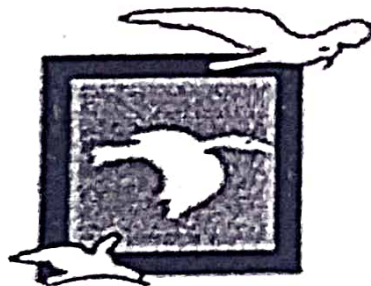
**KANMANI.S P19113813**

**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.

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

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

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

Signature  
**Examiner-1**

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

**Examiner 2**

**"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**

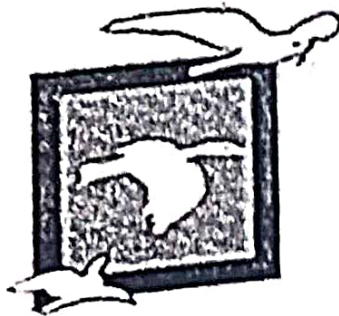
**D.KOWSALYA**

**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**

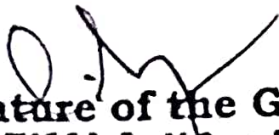


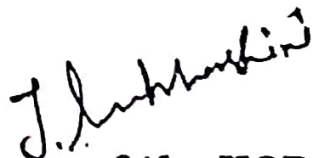
**Prof.S.SUGANYA., M.Com.,M.Phil.,Ph.D**

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** Reg. No. **P19113814** in partial fulfillment of the requirements for the degree of Master of Commerce 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,  
Kovilacheri, Kumbakonam.

  
**Signature of the HOD**  
**J.SUBASHINI, M.Com.,M.F.M.,M.F.P.,(Ph.D),**  
Assistant Professor & Head,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

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

  
**Examiner 1**

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

**Examiner 2**

**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**

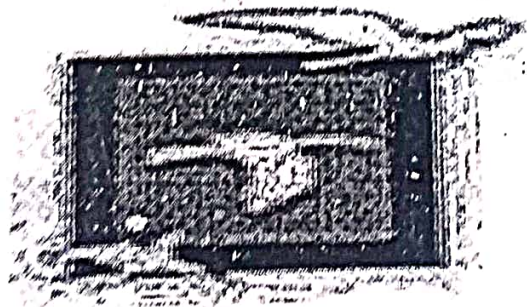
By

**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**



**Annai College of Arts & Science**

Quality Education for Today and Tomorrow  
Accredited by NAAC with 'B' Grade

Date: .....

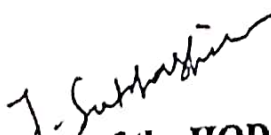
**CERTIFICATE**

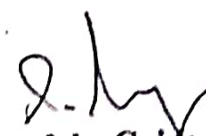
This is to certify that the Project entitled, "A STUDY ON EMPLOYEE  
JOB SATISFACTION IN TOOL FAB ENGINEERING INDUSTRIES (P)  
LTD, TRICHY" is a record of project work done by

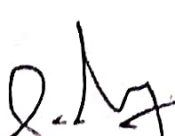
**M.MUTHUKUMAR**


**Reg.No: P19113817**

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

  
Signature of the HOD  
**J. SUBASHINI** M.Com., M.F.M., M.Phil., (Ph.D.),  
Assistant Professor & Head,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

  
Signature of the Guide  
**S. SUGANYA** M.Com., M.Phil., (Ph.D.),  
Assistant Professor,  
Department 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**

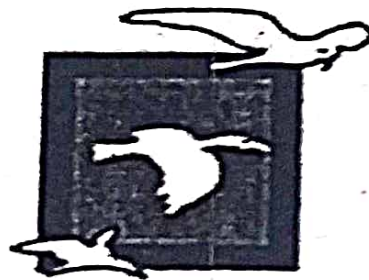
**PRAVEENKUMAR M**

**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)**

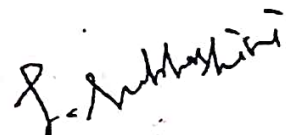
Assistant professor of commerce,  
Annai college of Arts and Science,  
Kovilacheri-, Kumbakonam-612503.

**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.D),**  
Assistant Professor & Head,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

**Examiner 1**

  
**Examiner 2**

**V.B.PRABAKARAN,**  
M.Com., MBA., M.Phil., PGDCA., B.Ed.,  
Department of Commerce,  
Annai College of Arts & Science,  
Kovilacheri, Kumbakonam

# **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**

**KOVILACHERI - 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 OF MASTER OF COMMERCE for the academic period 2019-2020 and that the work was carried as an independent work under my supervision.

Signature of the

Head of the department with seal

**V.B.PRABAKARAN,**

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

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

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**

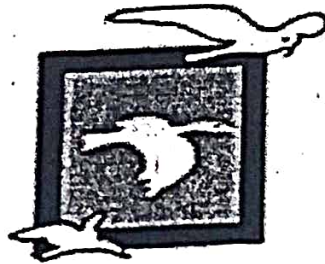
**SWETHA.M P19113822**

**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**

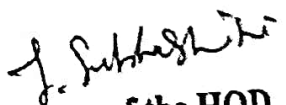


**Prof.S.HEMALATHA.,M.Com.M.ed.,H.DCA.,**  
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**CERTIFICATE**


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

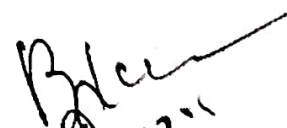
  
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**Signature of the HOD**  
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The viva-voce Examination was held on.....

  
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**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

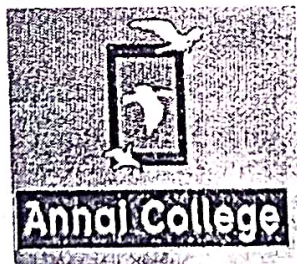
**ANNAI COLLEGE OF ARTS AND SCIENCE**

**Affiliated to BHARATHIDASAN UNIVERSITY - TIRUCHIRAPALLI**

By

**M.VIJAYARAGHAVAN .**

**(Reg. No. P 19113823)**

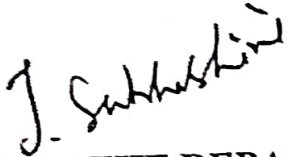


**DEPARTMENT OF COMMERCE  
ANNAI COLLEGE OF ARTS AND SCIENCE  
KOVILACHERI, KUMBAKONAM**

**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.



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SIGNATURE OF THE GUIDE