



Annai College of Arts & Science

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 COMMERCE

(B COM APPLIED)

PROJECT FILE

BATCH

2018 - 2021


HOD


IQAC
IQAC Co-ordinator,
Annai College of Arts & Science
Kovilacheri, Kumbakonam-612 503


PRINCIPAL

Principal
Annai College of Arts & Science
Kovilachery, Kumbakonam-612 503



Annai College of Arts & Science

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 COMMERCE (B.COM APPLIED)

Date: 26.12.2020

MINUTES OF MEETING FOR PROJECT WORK

The department meeting was held in the HOD Cabin dated on 26th December -2020 at 1.00pm.

AGENDA

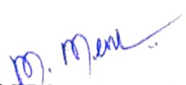
- Project discussion
- Guide list
- Guide lines regarding project work
- Review dates

FACULTY PRESENCE

S. NO	FACULTY NAME	SIGNATURE
1	Prof.J.Subashini	J. Subashini
2	Prof.V.B.Prabakaran	V.B. Prabakaran
3	Prof.M.Mekala	M. Mekala
4	Prof.S.Suganya	S. Suganya
5	Prof.S.Hemalatha	S. Hemalatha
6	Prof.B.Elakkiya	B. Elakkiya
7	Prof.J.Arokiyarnary	J. Arokiyarnary
8	Prof.M.Vishnupriya	M. Vishnupriya
9	Prof.S.Vidhya	S. Vidhya

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


HOD



Annai College of Arts & Science

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 COMMERCE (B.COM APPLIED)

PROJECT REVIEW DETAILS

BATCH – 2018-2021

CLASS: III B.Com.,(APPLIED)

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 CO ORDINATOR


HOD



Annai College of Arts & Science

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

ATTENDANCE FOR PROJECT/ III B.COM.,(APPLIED)/III BATCH/ 2018-2021

S.NO	REG NO	STUDENT NAME	11.01.2021	25.01.2021	10.02.2021	22.02.2021	09.03.2021	25.03.2021
1	CB18C 63330	AASATH AHAMED M	X	X	X	X	X	X
2	CB18C 63331	ABDUL HAKKEEM. M	X	X	X	X	X	X
3	CB18C 63332	AFRIN BANU. T	X	X	X	X	X	X
4	CB18C 63333	ALI ASKAR. U	X	X	X	X	X	X
5	CB18C 63334	ANUSUYA. G	X	X	X	X	X	X
6	CB18C 63335	ASSAM. A	X	X	X	X	X	X
7	CB18C 63336	BASITH AHAMED. S	X	X	X	X	X	X
8	CB18C 63337	CHANTHIRA REKA. S	X	X	X	X	X	X
9	CB18C 63338	DHARVIZ RISHADHI. J	X	X	X	X	X	X
10	CB18C 63339	DIVYA. B	X	X	X	X	X	X
11	CB18C 63341	FAISAL AHAMED. B	X	X	X	X	X	X
12	CB18C 63342	FAISAL AHAMED. F	X	X	X	X	X	X
13	CB18C 63343	GOKILAVANI.M	X	X	X	X	X	X
14	CB18C 63344	HAFEELABANU. M	X	X	X	X	X	X
15	CB18C 63345	IRFANAFARVEEN. M	X	X	X	X	X	X
16	CB18C 63346	ISWARYA. G.R	X	X	X	X	X	X
17	CB18C 63347	JABIRUR RAHMAN. J	X	X	X	X	X	X
18	CB18C 63348	JAHAARALI. J	X	X	X	X	X	X
19	CB18C 63349	JAHAARDEEN.J	X	X	X	X	X	X
20	CB18C 63350	KAFIL AHAMED. S	X	X	X	X	X	X
21	CB18C 63351	KIYASUDEEN. H	X	X	X	X	X	X
22	CB18C 63352	MALAVAN. S	X	X	X	X	X	X

23	CB18C 63353	MATTHIAZHAGAN. R	X	X	X	X	X	X
24	CB18C 63354	MOHAMED AASIK. M	X	X	X	X	X	X
25	CB18C 63355	MOHAMED AHYATH. S	X	X	X	X	X	X
26	CB18C 63356	MOHAMED ALSHAFEER. S	X	X	X	X	X	X
27	CB18C 63357	MOHAMED ARSHAATH. J	X	X	X	X	X	X
28	CB18C 63358	MOHAMED ASBAR. M	X	X	X	X	X	X
29	CB18C 63359	MOHAMED ASIM. H	X	X	X	X	X	X
30	CB18C 63360	MOHAMED FAYAZ. A	X	X	X	X	X	X
31	CB18C 63363	MOHAMED HASSIM. H	X	X	X	X	X	X
32	CB18C 63364	MOHAMED IRFAN. M	X	X	X	X	X	X
33	CB18C 63365	MOHAMED IRFATH. Z	X	X	X	X	X	X
34	CB18C 63366	MOHAMED IRSATH. B	X	X	X	X	X	X
35	CB18C 63367	MOHAMED MARJIK. M	X	X	X	X	X	X
36	CB18C 63368	MOHAMED MILKHAN. A	X	X	X	X	X	X
37	CB18C 63369	MOHAMED RAFL. J	X	X	X	X	X	X
38	CB18C 63370	MOHAMED RIFAIDEEN. S	X	X	X	X	X	X
39	CB18C 63371	MOHAMED RILWAN. S	X	X	X	X	X	X
40	CB18C 63373	MOHAMED SAJVAL. I	X	X	X	X	X	X
41	CB18C 63375	MOHAMED SHAFITH. S	X	X	X	X	X	X
42	CB18C 63376	MOHAMED SIFAN. S	X	X	X	X	X	X
43	CB18C 63377	MOHAMED USMANKANI. S	X	X	X	X	X	X
44	CB18C 63378	MOHAMED YASIN. J	X	X	X	X	X	X
45	CB18C 63379	NALLAKAMAN. C	X	X	X	X	X	X
46	CB18C 63380	NIYAS MOHAMED. N	X	X	X	X	X	X
47	CB18C 63381	PARAMESWARI. P	X	X	X	X	X	X
48	CB18C 63382	PRATHIYANGRA. K	X	X	X	X	X	X
49	CB18C 63383	PRAVIN KUMAR. M	X	X	X	X	X	X
50	CB18C 63384	PRIYADHARSHINI. S	X	X	X	X	X	X
51	CB18C 63385	RAJ MOHAMED. M	X	X	X	X	X	X

52	CB18C 63386	RAMKUMAR. G	x	x	x	x	x	x
53	CB18C 63387	RAVIKUMAR. N	x	x	x	x	x	x
54	CB18C 63388	RIFAYDEEN.S	x	x	x	x	x	x
55	CB18C 63389	RIYAS KHAN. N	x	x	x	x	x	x
56	CB18C 63390	RUMANA. M	x	x	x	x	x	x
57	CB18C 63391	SAKIL. M	x	x	x	x	x	x
58	CB18C 63392	SANTHA KUMAR. S	x	x	x	x	x	x
59	CB18C 63393	SHAHIL AKTHAR. B	x	x	x	x	x	x
60	CB18C 63394	SHARMILABANU. N	x	x	x	x	x	x
61	CB18C 63395	SHIFAYAFARVEEN. J	x	x	x	x	x	x
62	CB18C 63396	SIVAPRIYA. S	x	x	x	x	x	x
63	CB18C 63397	SUJITHA. S	x	x	x	x	x	x
64	CB18C 63398	YASMIN. S	x	x	x	x	x	x
65	CB14C 17192	DURGAM	x	x	x	x	x	x
66	CB10C 70594	LAKSHMI.A	x	x	x	x	x	x
No of Students Present			66	65	65	65	65	66
No of Students Absent			-	01	01	01	01	-
Faculty Signature			M.Ah	M.m	M.M	M.H	M.H	M.H


PROJECT COORDINATOR


HOD



Annai College of Arts & Science

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 COMMERCE (B.COM APPLIED)

PROJECT DETAILS

BATCH - 2018-2021

S.NO	STUDENT NAME	REG NO	TITLE	NAME OF THE GUIDE
1	AASATH AHAMED M	CB18C 63330	A Study on Effectiveness on Online Advertising	Prof.J.SUBASHINI
2	ABDUL HAKKEEM. M	CB18C 63331		
3	ALI ASKAR. U	CB18C 63333		
4	ASSAM. A	CB18C 63335		
5	BASITH AHAMED. S	CB18C 63336		
6	DHARVIZ RISHADHI. J	CB18C 63338	A Study on Consumer Satisfaction towards Royal Enfield Bikes with Kumbakonam	Prof.V.B.PRABAKARAN
7	FAISAL AHAMED. B	CB18C 63341		
8	FAISAL AHAMED. F	CB18C 63342		
9	JABIRUR RAHMAN. J	CB18C 63347		
10	JAHABARALI. J	CB18C 63348		
11	JAHABARDEEN J	CB18C 63349	Brand Awareness of Mahendra XYLO in Kumbakonam from Khokan Motors	Prof.M.MEKALA
12	KAFIL AHAMED. S	CB18C 63350		
13	KIYASUDEEN.S	CB18C 63351		
14	MALAVAN. S	CB18C 63352		
15	MATHIAZHAGAN. R	CB18C 63353		
16	MOHAMED AASIK. M	CB18C 63354	Analysis on Consumer Satisfaction towards Nabati in Kumbakonam	Prof.S.SUGANYA
17	MOHAMED AHYATH. S	CB18C 63355		
18	MOHAMED ALSHAFEER. S	CB18C 63356		
19	MOHAMED ARSHATH. J	CB18C 63357		
20	MOHAMED ASBAR. M	CB18C 63358		
21	MOHAMED ASIM. H	CB18C 63359	A Study on Consumer Behaviour towards ADIDAS- Kumbakonam	Prof.S.HEMALATHA
22	MOHAMED FAYAZ. A	CB18C 63360		
23	MOHAMED HASSIM. H	CB18C 63363		
24	MOHAMED IRFAN. M	CB18C 63364		
25	MOHAMED IRFATH. Z	CB18C 63365		
26	MOHAMED IRSATH. B	CB18C 63366	A Study on Consumer Behaviour towards Samsung Mobiles - Kumbakonam	Prof.B.ELAKKIYA
27	MOHAMED MARJIK. M	CB18C 63367		
28	MOHAMED MILKHAN. A	CB18C 63368		
29	MOHAMED RAFI. J	CB18C 63369		

30	MOHAMED RIFAIDEEN. S	CB18C 63370	A Study on Advertisement effectiveness among ATTA Products at MRN Group of Companies -Thiruvallur District	Prof.J.AROKIYAMARY
31	MOHAMED RILWAN. S	CB18C 63371		
32	MOHAMED SAJVAL. I	CB18C 63373		
33	MOHAMED SHAFITH. S	CB18C 63375		
34	MOHAMED SIFAN. S	CB18C 63376		
35	MOHAMED USMANKANI.S	CB18C 63377	A Study on Customer Satisfaction towards Airtel-Kumbakonam	Prof.M.VISHNUPRYA
36	MOHAMED YASIN. J	CB18C 63378		
37	NALLAKAMAN. C	CB18C 63379		
38	NIYAS MOHAMED. N	CB18C 63380		
39	PRAVIN KUMAR. M	CB18C 63383		
40	RAJ MOHAMED. M	CB18C 63385	An Analysis on Consumer Buying Behaviour towards Kalimark Bovonto	Prof.M.VIDHYA
41	RAMKUMAR. G	CB18C 63386		
42	RAVIKUMAR. N	CB18C 63387		
43	RIFAYDEEN.S	CB18C 63388		
44	RIYAS KHAN. N	CB18C 63389		
45	SAKIL. M	CB18C 63391	Study on Opinion and Attitude of Customer on Britannia Products-Kumbakonam	Prof.J.SUBASHINI
46	SANTHA KUMAR. S	CB18C 63392		
47	SHAHIL AKTHAR. B	CB18C 63393		
48	AFRIN BANU. T	CB18C 63332		
49	ANUSUYA. G	CB18C 63334		
50	CHANTHIRA REKA. S	CB18C 63337	A Study on Customer Satisfaction towards Annamalai Toyota Motors, Kumbakonam	Prof.V.B.PRABAKARAN
51	DIVYA. B	CB18C 63339		
52	GOKILAVANI.M	CB18C 63343		
53	HAHEELABANU. M	CB18C 63344		
54	IRFANAFARVEEN. M	CB18C 63345		
55	ISWARYA. G.R	CB18C 63346	A Study on consumer Satisfaction towards Amazon in Kumbakonam Region	Prof.M.MEKALA
56	PARAMESWARI. P	CB18C 63381		
57	PRATHIYANGRA. K	CB18C 63382		
58	PRIYADHARSHINI. S	CB18C 63384		
59	RUMANA. M	CB18C 63390		
60	SHARMILABANU. N	CB18C 63394	A Study on Consumer Satisfaction of Cadbury Vinayaga Agencies, Kumbakonam	Prof.S.SUGANYA
61	SHIFAYAFARVEEN. J	CB18C 63395		
62	SIVAPRIYA. S	CB18C 63396		
63	SUJITHA. S	CB18C 63397		
64	YASMIN. S	CB18C 63398		
65	DURGA.M	CB14C 17192		
66	LAKSHMI	CB10C 70594		

PROJECT COORDINATOR

HOD



Annai College of Arts & Science

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 COMMERCE (B.COM APPLIED)

PROJECT GUIDE DETAILS

BATCH - 2018-2021

S.NO	STAFF NAME	NAME OF THE STUDENTS GUIDED
1	Prof.J.SUBASHINI	AASATH AHAMED M
		ABDUL HAKKEEM. M
		ALI ASKAR. U
		ASSAM. A
		BASITH AHAMED. S
		AFRIN BANU. T
		ANUSUYA. G
		CHANTHIRA REKA. S
		DIVYA. B
		GOKILAVANI.M
2	Prof.V.B.PRABAKARAN	DHARVIZ RISHADHI. J
		FAISAL AHAMED. B
		FAISAL AHAMED. F
		JABIRUR RAHMAN. J
		JAHABARALI. J
		HAHEELABANU. M
		IRFANAFARVEEN. M
		ISWARYA. G.R
		PARAMESWARI. P
		PRATHIYANGRA. K
3	Prof.M.MEKALA	JAHABARDEEN.J
		KAFIL AHAMED. S
		KIYASUDEEN.S
		MALAVAN. S
		MATHIAZHAGAN. R
		MOHAMED AASIK. M
		PRIYADHARSHINI. S
		RUMANA. M
		SHARMILABANU. N

		SHIFAYAFARVEEN. J
		SIVAPRIYA. S
4	Prof.S.SUGANYA	MOHAMED AHYATH. S
		MOHAMED ALSHAFEER. S
		MOHAMED ARSHATH. J
		MOHAMED ASBAR. M
		MOHAMED ASIM. H
		SUJITHA. S
		YASMIN. S
		DURGA.M
		LAKSHMI
5	Prof.S.HEMALATHA	MOHAMED FAYAZ. A
		MOHAMED HASSIM. H
		MOHAMED IRFAN. M
		MOHAMED IRFATH. Z
		MOHAMED IRSATH. B
6	Prof.B.ELAKKIYA	MOHAMED MARJIK. M
		MOHAMED MILKHAN. A
		MOHAMED RAFI. J
		MOHAMED RIFAIDEEN. S
		MOHAMED RILWAN. S
7	Prof.J.AROKIYAMARY	MOHAMED SAJVAL. I
		MOHAMED SHAFITH. S
		MOHAMED SIFAN. S
		MOHAMED USMANKANI.S
		MOHAMED YASIN. J
8	Prof.M.VISHNUPRIYA	NALLAKAMAN. C
		NIYAS MOHAMED. N
		PRAVIN KUMAR. M
		RAJ MOHAMED. M
		RAMKUMAR. G
9	Prof.M.VIDHYA	RAVIKUMAR. N
		RIFAYDEEN.S
		RIYAS KHAN. N
		SAKIL. M
		SANTHA KUMAR. S
		SHAHIL AKTHAR. B


PROJECT CO ORDINATOR


HOD



Annai College of Arts & Science

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 COMMERCE (B COM APPLIED)

CONFIRMATION OF PROJECT TITLE

BATCH (2018-2021)

S.NO	STUDENT NAME	REG NO	TITLE	STUDENT SIGNATURE
1	AASATH AHAMED M	CB18C 63330	A Study on Effectiveness on Online Advertising	
2	ABDUL HAKKEEM. M	CB18C 63331		
3	ALI ASKAR. U	CB18C 63333		
4	ASSAM. A	CB18C 63335		
5	BASITH AHAMED. S	CB18C 63336		
6	DHARVIZ RISHADHI. J	CB18C 63338	A Study on Consumer Satisfaction towards Royal Enfield Bikes with Kumbakonam	
7	FAISAL AHAMED. B	CB18C 63341		
8	FAISAL AHAMED. F	CB18C 63342		
9	JABIRUR RAHMAN. J	CB18C 63347		
10	JAHAARALI. J	CB18C 63348		
11	JAHAARDEEN.J	CB18C 63349	Brand Awareness of Mahendra XYLO in Kumbakonam from Khokan Motors	
12	KAFIL AHAMED. S	CB18C 63350		
13	KIYASUDEEN.S	CB18C 63351		
14	MALAVAN. S	CB18C 63352		
15	MATHIAZHAGAN. R	CB18C 63353		
16	MOHAMED AASIK. M	CB18C 63354	Analysis on Consumer Satisfaction towards Nabati in Kumbakonam	
17	MOHAMED AHYATH. S	CB18C 63355		
18	MOHAMED ALSHAFEER. S	CB18C 63356		
19	MOHAMED ARSHATH. J	CB18C 63357		
20	MOHAMED ASBAR. M	CB18C 63358		
21	MOHAMED ASIM. H	CB18C 63359	A Study on Consumer Behaviour towards ADIDAS-Kumbakonam	
22	MOHAMED FAYAZ. A	CB18C 63360		
23	MOHAMED HASSIM. H	CB18C 63363		
24	MOHAMED IRFAN. M	CB18C 63364		
25	MOHAMED IRFATH. Z	CB18C 63365		
26	MOHAMED IRSATH. B	CB18C 63366	A Study on Consumer Behaviour towards Samsung Mobiles -Kumbakonam	
27	MOHAMED MARJIK. M	CB18C 63367		
28	MOHAMED MILKHAN. A	CB18C 63368		
29	MOHAMED RAFI. J	CB18C 63369		
30	MOHAMED RIFAIDEEN. S	CB18C 63370		
31	MOHAMED RILWAN. S	CB18C 63371	A Study on Advertisement effectiveness among ATTA	

32	MOHAMED SAJVAL. I	CB18C 63373	Products at MRN Group of Companies -Thiruvallur District	
33	MOHAMED SHAFITH. S	CB18C 63375		
34	MOHAMED SIFAN. S	CB18C 63376		
35	MOHAMED USMANKANI.S	CB18C 63377		
36	MOHAMED YASIN. J	CB18C 63378	A Study on Customer Satisfaction towards Airtel-Kumbakonam	
37	NALLAKAMAN. C	CB18C 63379		
38	NIYAS MOHAMED. N	CB18C 63380		
39	PRAVIN KUMAR. M	CB18C 63383		
40	RAJ MOHAMED. M	CB18C 63385		
41	RAMKUMAR. G	CB18C 63386	An Analysis on Consumer Buying Behaviour towards Kalimark Bovonto	
42	RAVIKUMAR. N	CB18C 63387		
43	RIFAYDEEN.S	CB18C 63388		
44	RIYAS KHAN. N	CB18C 63389		
45	SAKIL. M	CB18C 63391		
46	SANTHA KUMAR. S	CB18C 63392		
47	SHAHIL AKTHAR. B	CB18C 63393	Study on Opinion and Attitude of Customer on Britannia Products-Kumbakonam	
48	AFRIN BANU. T	CB18C 63332		
49	ANUSUYA. G	CB18C 63334		
50	CHANTHIRA REKA. S	CB18C 63337		
51	DIVYA. B	CB18C 63339		
52	GOKILAVANI.M	CB18C 63343		
53	HAHEELABANU. M	CB18C 63344	A Study on Customer Satisfaction towards Annamalai Toyota Motors, Kumbakonam	
54	IRFANAFARVEEN. M	CB18C 63345		
55	ISWARYA. G.R	CB18C 63346		
56	PARAMESWARI. P	CB18C 63381		
57	PRATHIYANGRA. K	CB18C 63382		
58	PRIYADHARSHINI. S	CB18C 63384		
59	RUMANA. M	CB18C 63390	A Study on consumer Satisfaction towards Amazon in Kumbakonam Region	
60	SHARMILABANU. N	CB18C 63394		
61	SHIFAYAFARVEEN. J	CB18C 63395		
62	SIVAPRIYA. S	CB18C 63396		
63	SUJITHA. S	CB18C 63397		
64	YASMIN. S	CB18C 63398	A Study on Consumer Satisfaction of Cadbury Vinayaga Agencies, Kumbakonam	
65	DURGA.M	CB14C 17192		
66	LAKSHMI	CB10C 70594		


PROJECT CO ORDINATOR


HOD

**A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING
FIELD VISIT AND REPORT**

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG NO
AASATH AHAMED.M	CB18C63330
ABDUL HAKKEEM.M	CB18C63331
ALI ASKAR.U	CB18C63333
A.ASSAM	CB18C63335
BASITH AHAMED.S	CB18C63336

Under the Guidance of

Prof. J.SUBASINI M.Com., M.Phil.,SLET.,Ph.D.,

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. J.SUBASINI M.Com., M.Phil., SLET., Ph.D.,
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
EFFECTIVENESS OF ONLINE ADVERTISING" a Bonafide record work
done.

BY

NAME	REG NO
AASATH AHAMED.M	CB18C63330
ABDUL HAKKEEM.M	CB18C63331
ALI ASKAR.U	CB18C63333
A.ASSAM	CB18C63335
BASITH AHAMED.S	CB18C63336

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021


Signature of the Head of the department

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


Signature of the Guide 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 External examiner

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

**STUDY ON OPINION AND ATTITUDE OF CUSTOMER ON
BRITANNIA PRODUCTS, KUMBAKONAM**

FIELD VISIT AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG NO
AFRIN BANU.T	Reg. No: CB18C 63332
ANUSUYA.G	Reg No: CB18C 63334
CHANTHIRA REKA.S	Reg No: CB18C 63337
DIVYA.B	Reg No: CB18C 63339
GOKILA VANI.M	Reg No: CB18C 63343

Under the Guidance of

Prof. J.SUBASHINI M.Com., M.F.M., M.Phil., (Ph.D), SET.,

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. J.SUBASHINI M.Com., M.F.M., M.Phil., (Ph.D.), SET.,
Assistant Professor, Department of Commerce,
Annai College Arts & Science,
Kovilacheri,
Kumbakonam - 612 503.

CERTIFICATE

This is to certify that the project work entitled "STUDY ON OPINION
AND ATTITUDE OF CUSTOMER ON BRITANNIA PRODUCTS,
KUMBAKONAM" a Bonafide record work done.

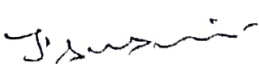
BY

NAME	REG NO
AFRIN BANU.T	Reg. No: CB18C 63332
ANUSUYA.G	Reg No: CB18C 63334
CHANTHIRA REKA.S	Reg No: CB18C 63337
DIVYA.B	Reg No: CB18C 63339
GOKILA VANIL.M	Reg No: CB18C 63343

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021


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

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 External examiner

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

**A STUDY CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD MOTORBIKES
WITH KUMBAKONAM**

FIELD VISIT & REPORT

In partial fulfillment of the Requirement for the Degree of

BACHELOR OF COMMERCE (APPLIED)

Submitted to,

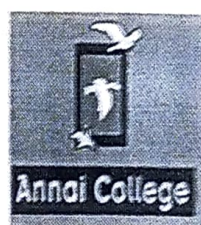
**ANNAI COLLEGE OF ARTS AND SCIENCE
Affiliated to BHARATHIDASAN UNIVERSITY - TIRUCHIRAPPALLI**

By

DHARVIZ RISHADHIJ	CB18063338
FAISAL AHAMED.B	CB18063341
FAISAL AHAMED.F	CB18063342
JABIRUR RAHMAN.J	CB18063347
JAHABARALI.J	CB18063348

UNDER THE GUIDENCE OF

Prof. V.B.PRABAKARAN. M.Com. MBA. M.Phil. B.Ed. PGDCA. Ph.D



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

APRIL 2021

BONAFIDE CERTIFICATE

This is to certify that this project report entitled "A STUDY CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES WITH KUMBAKONAM"

" submitted

by

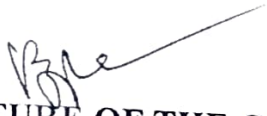
DHARVIZ RISHADHI.J
FAISAN AHAMED.B
FAISAL AHAMED.F
JABIRUR RAHMAN.J
JAHABARALI.J

CB18C63338
CB18C63341
CB18C63342
CB18C63347
CB18C63348

in partial fulfillment of requirement for the award of the Degree of Bachelor of Commerce (Applied) at ANNAI COLLEGE OF ARTS AND SCIENCE, is a Bonafide record of the work carried out under the guidance of Prof. V.B.PRABAKARAN. M.Com ,MBA, M.Phil, B.Ed, PGDCA, Ph.D Head of the 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

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


SIGNATURE OF THE GUIDE

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


EXTERNAL EXAMINER

J.SUBASHINI, M.Com, M.F.M, M.F.P.
Assistant Professor & Head,
Department of Commerce,
Annai College of Arts & Science,
Kovilacheri, Kumbakonam

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ANNAMALAI
TOYOTA MOTORS, KUMBAKONAM**

FIELD VISIT AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME

REG NO

HAFEELA BANU.M

Reg. No: CB18C 63344

IRFANA FARVEEN.M

Reg No: CB18C 63345

ISWARYA.G.R

Reg No: CB18C 63346

PARAMESWARI.P

Reg No: CB18C 63381

PRATHIYANGRA.K

Reg No: CB18C 63382

Under the Guidance of

Prof. V.B.PRABAKARN M.Com., MBA., M.Phil.,B.Ed., PGDCA.,Ph.D.,

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAL COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. V.B.PRABAKARN M.Com., MBA., M.Phil.,B.Ed., PGDCA.,Ph.D.,
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 Annamalai Toyota Motors, Kumbakonam" a Bonafide record work done.

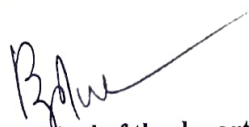
BY

NAME
HAFEELA BANU.M
IRFANA FARVEEN.M
ISWARYA.G.R
PARAMESWARI.P
PRATHIYANGRA.K

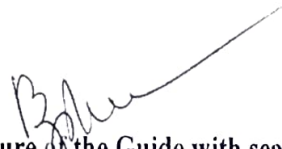
REG NO
Reg. No: CB18C 63344
Reg No: CB18C 63345
Reg No: CB18C 63346
Reg No: CB18C 63381
Reg No: CB18C 63382

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021

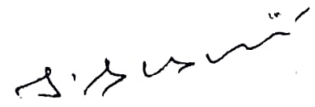
Signature of the Head of the department


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 Guide with seal


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 External examiner


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

**BRAND AWARENESS OF MAHINDRA XYLO IN
KUMBAKONAM FROM KHOKAN MOTORS**

FIELD VISIT&REPORT

In partial fulfillment of the Requirement for the Degree of

BACHELOR OF COMMERCE (APPLIED)

Submitted to

ANNAI COLLEGE OF ARTS AND SCIENCE

Affiliated to BHARATHIDASAN UNIVERSITY - TIRUCHIRAPALLI

By

J.JAHABAR DEEN
S.KAFIL AHAMED
S.MALAVAN
R.MATHIAZHAGAN
M.MOHAMED AASIK

CB18C63349
CB18C63350
CB18C63352
CB18C63353
CB18C63354

UNDER THE GUIDENCE OF

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



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS AND SCIENCE

KOVILACHERI, KUMABAKONAM

APRIL 2021

BONAFIDE CERTIFICATE

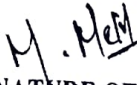
This is to certify that this project report entitled "BRAND AWARENESS OF
MAHENDRA XYLO IN KUMBAKONAM FROM KHOKAN MOTORS "
" submitted
by

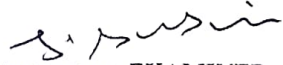
J.JAHABAR DEEN
S.KAFIL AHAMED
S.MALAVAN
R.MATHIAZHAGAN
M MOHAMED AASIK

CB18C63349
CB18C63350
CB18C63352
CB18C63353
CB18C63354

in partial fulfillment of requirement for the award of the Degree of Bachelor of Commerce
(Applied) at ANNAI COLLEGE OF ARTS AND SCIENCE, is a Bonafide record of the work
carried out under the guidance of Prof. MEKALA.M, M.Com,B.Ed M.Phil, , 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
V.B.PRABAKARAN,
M.Com,M.B.A,M.Phil,PGDCA,B.Ed,
Department of Commerce,
Annai College of Arts & Science,
Kovilacheri, Kumbakonam

 24/03/24
SIGNATURE OF THE GUIDE
M.MEKALA, M.Com.,M.Phil.,
Assistant Professor
Department of Commerce,
Annai College of Arts & Science,
Kovilacheri, Kumbakonam


EXTERNAL EXAMINER

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

**A STUDY ON CONSUMER SATISFACTION TOWARDS AMAZON IN
KUMBAKONAM REGION**

FIELD VISIT AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME

REG NO

PRIYADHARSHINI.S

Reg. No: CB18C 63384

RUMANA.M

Reg No: CB18C 63390

SHARMILA BANU.N

Reg No: CB18C 63394

SHIFAYA FARVEEN.J

Reg No: CB18C 63395

SIVA PRIYA.S

Reg No: CB18C 63396

Under the Guidance of

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

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. M.MEKALA M.Com., M.Phil.,
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 CONSUMER SATISFACTION TOWARDS AMAZON IN
KUMBAKONAM REGION" a Bonafide record work done.

BY

NAME	REG NO
PRIYADHARSHINI.S	Reg. No: CB18C 63384
RUMANA.M	Reg No: CB18C 63390
SHARMILA BANU.N	Reg No: CB18C 63394
SHIFAYA FARVEEN.J	Reg No: CB18C 63395
SIVA PRIYA.S	Reg No: CB18C 63396

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021

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

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

Signature of the External examiner

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

**ANALYSIS ON CONSUMER SATISFACION TOWARDS NABATI
IN KUMBAKONAM**

INSTITUTIONAL TRAINING AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG NO
S.MOHAMED AHYATH	CB18C 63355
S.MOHAED ALSHFEEER	CB18C 63356
J.MOHAMED ARSATH	CB18C 63357
M.MOHAMED ASBAR	CB18C 63358
H.MOHAMED ASIM	CB18C 63359

Under the Guidance of

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

Assistant Professor, Department of Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS & SCIENCE

KOVILACHERI – KUMBAKONAM – 612 503

APRIL - 2021

Prof.SUGANYA M.Com.,M.Phil.,Ph.D.,
Assistant Professor, Department of Commerce,
Annai College Arts & Science,
Kovilacheri,
Kumbakonam - 612 503.

CERTIFICATE

This is to certify that the project work entitled "ANALYSIS ON
CONSUMER SATISFACION TOWARDS NABATI IN
KUMBAKONAM" a Bonafide record work done.

BY

NAME	REG NO
S.MOHAMED AHYATH	CB18C 63355
S.MOHAED ALSHFEER	CB18C 63356
J.MOHAMED ARSATH	CB18C 63357
M.MOHAMED ASBAR	CB18C 63358
H.MOHAMED ASIM	CB18C 63359

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the Vth semester
November - 2019

Signature of the Head of the Department

With seal

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

Signature of the Guide with seal
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

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

**STUDY ON CONSUMER SATISFACTION OF CADBURY VINAYAGA
AGENCIES, KUMBAKONAM**

FIELD VISIT AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG NO
SUJITHA.S	CB18C 63397
YASMIN.S	CB18C 63398
DURGA.M	CB14C 17192
LAKSHMI.A	CB10C 70594

Under the Guidance of

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

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. S. SUGANYA M.Com., M.Phil., (Ph.D.)
Assistant Professor, Department of Commerce,
Anna College Arts & Science,
Kovilacheri,
Kumbakonam - 612 503.

CERTIFICATE

This is to certify that the project work entitled "STUDY ON
CONSUMER SATISFACTION OF CADBURY VINAYAGA AGENCIES,
KUMBAKONAM" a Bonafide record work done.

BY

NAME	REG NO
SUJITHA.S	CB18C 63397
YASMIN.S	CB18C 63398
DURGAM	CB14C 17192
LAKSHMI.A	CB10C 70594

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester

April - 2021

Signature of the Head of the department

Signature of the Guide with seal

With **S. PRABAKARAN,**

M.Com., M.B.A., M.Phil., P.D.D.C., B.Ed.,

Department of Commerce,

Anna College of Arts & Science,

Kovilacheri, Kumbakonam

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

Assistant Professor,

Department of Commerce,

Anna College of Arts & Science,

Kovilacheri, Kumbakonam.



Signature of the External examiner

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

Assistant Professor

Department of Commerce,

Anna College of Arts & Science,

Kovilacheri, Kumbakonam

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ADIDAS,
KUMBAKONAM**

FIELD VISIT AND REPORT

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME

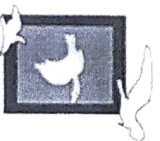
REG NO

MOHAMED FAYAZ.A	Reg. No: CB18C 63360
MOHAMED HASSIM.H	Reg No: CB18C 63363
MOHAMED IRFAN.M	Reg No: CB18C 63364
MOHAMED IRFATH.Z	Reg No: CB18C 63365
MOHAMED IRSATH.B	Reg No: CB18C 63366

Under the Guidance of

Prof. S.HENMALATHA., M.Com., M.Ed., HDCA.,

Assistant Professor, Department of Commerce



DEPARTMENT OF COMMERCE

ANNAI COLLEGE OF ARTS & SCIENCE

KOVILACHERI – KUMBAKONAM – 612 503

APRIL - 2021

Prof. S. HEMALATHA., M.Com., M.Ed., HDCA.,
Assistant Professor, Department of Commerce,
Annal College Arts & Science,
Kovilacheri,
Kumbakonam – 612 503.

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON
CONSUMER BUYING BEHAVIOUR TOWARDS ADIDAS,
KUMBakonam" a Bonafide record work done.

BY

NAME	REG NO
MOHAMED FAYAZ.A	Reg. No: CB18C 63360
MOHAMED HASSIM.H	Reg No: CB18C 63363
MOHAMED IRFAN.M	Reg No: CB18C 63364
MOHAMED IRFATH.Z	Reg No: CB18C 63365
MOHAMED IRSATH.B	Reg No: CB18C 63366

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021

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,
Annal College of Arts & Science,
Kovilacheri, Kumbakonam

Signature of the Guide with seal

Signature of the External examiner



J. SUBASHINI, M.Com., M.B.A., M.Phil., (Ph.D.)

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

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS SAMSUNG
MOBILES, KUMBAKONAM
FIELD VISIT AND REPORT**

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

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

BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG NO
MOHAMED MARJIK.M	CB18C63367
MOHAMED MILKHAN.A	CB18C63368
MOHAMED RAFLJ	CB18C63369
MOHAMED RIFAIDEEN.S	CB18C63370
MOHAMED RILWAN.S	CB18C63371

Under the Guidance of

Prof. B.ELAKKIYA M.Com., M.Phil.,

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI – KUMBAKONAM – 612 503
APRIL - 2021**

Prof. B.ELAKKIYA M.Com., M.Phil.,,
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
CONSUMER BEHAVIOUR TOWARDS SAMSUNG MOBILES,
KUMBAKONAM" a Bonafide record work done.

BY

NAME	REG NO
MOHAMED MARJIK.M	CB18C63367
MOHAMED MILKHAN.A	CB18C63368
MOHAMED RAFL.J	CB18C63369
MOHAMED RIFAIDEEN.S	CB18C63370
MOHAMED RILWAN.S	CB18C63371

In partial fulfillment of the requirement for the award of the degree
BACHELOR OF COMMERCE (APPLIED) during the VIth semester
April - 2021

Signature of the Head of the department

Signature of the Guide with seal

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

Signature of the External examiner

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

**AN ANALYSIS ON CONSUMER BUYING BEHAVIOUR TOWARDS
KALIMARK BOVONTO, KUMBAKONAM
FIELD VISIT & REPORT**

Submitted to the

BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE
BACHELOR OF COMMERCE (APPLIED)

BY

NAME	REG.NO
RAVIKUMAR.N	Reg. No: CB18C 63387
RIFAYDEEN.S	Reg. No: CB18C 63388
RIYAS KHAN.N	Reg. No: CB18C 63389
SAKIL.M	Reg. No: CB18C 63391
SANTHA KUMAR.S	Reg. No: CB18C 63392
SHAHIL AKTHAR.B	Reg. No: CB18C 63393

Under the Guidance of

Prof. M.VIDHYA M.Com., M.Phil.,
Assistant Professor, Department of Commerce



DEPARTMENT OF COMMERCE
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI - KUMBAKONAM - 612 503

APRIL -2021

Prof. M.VIDHYA M.Com., M.Phil
Assistant Professor in Department Of Commerce,
Annai College of Arts & Science,
Kovilacheri,
Kumbakonam - 612 503.

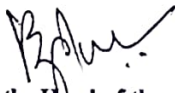
CERTIFICATE

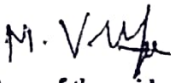
This is to certify that the project work entitled "AN ANALYSIS ON CONSUMER BUYING BEHAVIOUR TOWARD KALIMARK BOVONTO, KUMBAKONAM" a Bonafide record work done.

BY

NAME	REG.NO
RAVIKUMAR.N	Reg. No: CB18C 63387
RIFAYDEEN.S	Reg. No: CB18C 63388
RIYAS KHAN.N	Reg. No: CB18C 63389
SAKIL.M	Reg. No: CB18C 63391
SANTHA KUMARS	Reg. No: CB18C 63392
SHAHIL AKTHAR.B	Reg. No: CB18C 63393

In partial fulfillment of the requirement for the award of the degree BACHELOR OF COMMERCE (APPLIED) during the VIth semester April — 2021


Signature of the Head of the department


Signature of the guide with seal

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

Signature of the External examiner

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

**A STUDY ON ADVERTISEMENT EFFECTIVENESS AMONG ATTA
PRODUCTS AT MRN GROUP OF COMPANIES AT THIRUVALLUR
DISTRICT**

In partial fulfillment of the Requirement for the Degree of

BACHELOR OF COMMERCE (APPLIED)

Submitted to

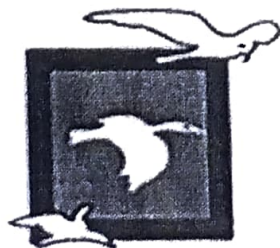
**ANNAI COLLEGE OF ARTS AND SCIENCE
Affiliated to
BHARATHIDASAN UNIVERSITY - TIRUCHIRAPALLI**

By

Mohamed Sajval I	CB18C63373
Mohamed Shafith .S	CB18C63375
Mohamed sifan . S	CB18C63376
Mohameed Usmanani S	CB18C63377
Mohamed Yasin J	CB18C63378

UNDER THE GUIDENCE OF

Prof. J Arockia Mary, M.Com ,M.Phil



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

APRIL 2021

CERTIFICATE

This is to certify that this project report entitled "A STUDY ON ADVERTISEMENT EFFECTIVENESS AMONG ATTA PRODUCTS AT MRNGROUP OF COMPANIES AT THIRUVALLUR DISTRICT" submitted

by

Mohamed Sajval I	CB18C63373
Mohamed Shafith .S	CB18C63375
Mohamed sifan . S	CB18C63376
Mohameed Usmanani S	CB18C63377
Mohamed Yasin J	CB18C63378

in partial fulfillment of requirement for the award of the Degree of Bachelor of Commerce (Applied) at ANNAI COLLEGE OF ARTS AND SCIENCE, is a Bonafide record of the work carried out under the guidance of Prof. J Arockia Mary, M.Com ,M.Phil 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

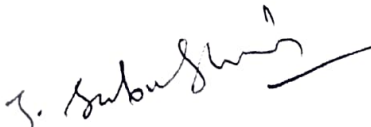
V.B.PRABAKARAN,

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

Department of Commerce,

Annai College of Arts & Science,

Kovilacheri, Kumbakonam


EXTERNAL EXAMINER

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