

**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 GUIDANCE 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.BA.,M.Phil.,PGDCA.,B.Ed,
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

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 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
PRIYADHARSHINLS	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

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
PRIYADHARSHINIS	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 ALSHFEER	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. S. 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., M.B.A., M.Phil., PGDCA, R. & L,
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 & 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

**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,
Annai College Arts & Science,
Kovilacheri,
Kumbakonam – 612 503.

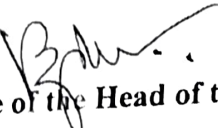
CERTIFICATE

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
DURGA.M	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

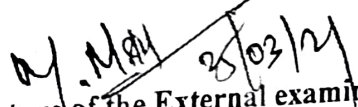

Signature of the Head of the department


Signature of the Guide with seal

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

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

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

**A STUDY ON CONSUMER BUYING BHEVIOUR 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.HEMALATHA., 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,
Annai College Arts & Science,
Kovilacheri,
Kumbakonam – 612 503.

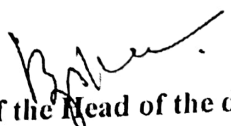
CERTIFICATE

This is to certify that the project work entitled "A STUDY ON
CONSUMER BUYING BHEVIOUR 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

Signature of the Guide with seal

With seal

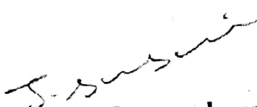
V.B.PRABAKARAN,

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

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 BEHAVIOUR TOWARDS SAMSUNG
MOBILES, KUMBAKONAM
FIELD VISIT AND REPORT**

Submitted to the
BIHARATHIDASAN 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 RAFI.J	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

MOHAMED MARJIK.M

MOHAMED MILKHAN.A

MOHAMED RAFI.J

MOHAMED RIFAIDEEN.S

MOHAMED RILWAN.S

REG NO

CB18C63367

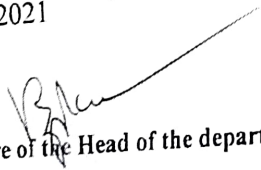
CB18C63368

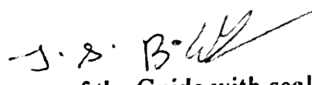
CB18C63369

CB18C63370

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.S. 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 PULFILLMENT 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.

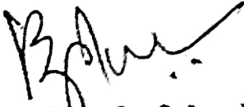
CERTIFICATE

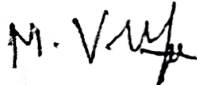
This is to certify that the project work entitled "AN ANALYSIS ON CONSUMER BUYING BEHAVIOUR TOWARD KALIMARK BOVONTO, KUMBAKONAM" a Bonafide record work done.

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
P. PRABAKARAN,
M.Com., MBA, M.Phil., PGDCA, BEA
Department of Commerce,
Annai College of Arts & Science
Kovilacheri, Kumbakonam

Signature of the External examiner
M. MEKALA, B.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

Mohamed Shafith .S

Mohamed sifan . S

Mohameed Usmankani S

Mohamed Yasin J

CB18C63373

CB18C63375

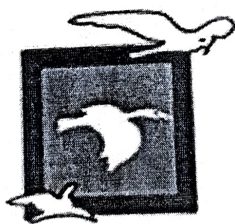
CB18C63376

CB18C63377

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 Sajjal I
Mohamed Shafith .S
Mohamed sifan . S
Mohameed Usmankani S
Mohamed Yasin J

CB18C63373
CB18C63375
CB18C63376
CB18C63377
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

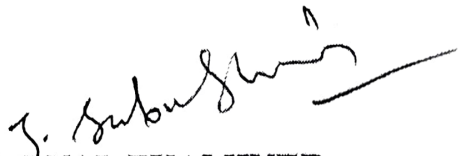
V.B.PRABAKARAN,

M.Com,M.BA.,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