

A Study on Customer Satisfaction for Amazon

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**"A STUDY ON MARKETING STRATEGY ON AMWAY
COMPANY WITH SPECIAL REFERENCES TO NILGIRIS"**

PROJECT REPORT

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

COLLEGE OF EXCELLENCE (UGC)
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KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

“A STUDY ON BLOOD BANK MANAGEMENT SYSTEM”

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**A STUDY ON PUBLIC PERCEPTION OF CASHLESS TRANSACTION IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

COLLEGE EVENT MANAGEMENT SYSTEM

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

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(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**“FACTORS INFLUENCING CUSTOMER THROUGH
ADVERTISEMENT(CONFECTIONERY PRODUCTS)”**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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Assistant Professor



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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

DECLARATION

We, declare that the project work, entitled“**FACTORS INFLUENCING CUSTOMER THROUGH ADVERTISEMENT(CONFECTIONERY PRODUCTS)**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done during the period of 2020-21 under the guidance **Mrs.T.DEEPIKA, M.Com(CA),, MBA., M.Phil., (SET) Assistant Professor**, Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Candidates

P.KAVIYA-(Reg.No:181CC206)

S.SATHANA SRI-(Reg.No:181CC207)

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D.KARTHIBAN-(Reg.No:181CC209)

CERTIFICATE

This is to certify that Project Work entitled “**FACTORS INFLUENCING CUSTOMER THROUGH ADVERTISEMENT(CONFECTIONERY PRODUCTS)**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with CA** is a record of original work done by during the period of their study in the Department of Commerce with CA , Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

We thank the Almighty, the light of our life for granting us the strength, courage and knowledge to complete this project successfully.

We indebted to **Dr.M.Aruchami,Msc.,B.T.,Ph.d.,FAZ.,FRES.,(Lond), President**,Kongunadu Arts and Science College, who has given us an opportunity to be students of the renowned institution and to undertake this project work. We express our sincere thanks to him.

We are grateful to **Dr.C.A.Vasuki, Msc.,Secretary and Director**,Kongunadu Arts and Science College, who extended great support to us for continuing our education and ensure success in all the academic endeavours.

We express our deep sense of gratitude to **Dr.M.LekeshmanaswamyM.Sc.,M.Phil.,Ph.D.,B.Ed.,Principal**, Kongunadu Arts and Science College,the person behind the curtain of all endeavors and granting us the permission to undertake this project work.

We record our sincere gratitude to **Dr.V.Chinnusamy,M.Sc., M.Phil.,D.H.Ed.,Ph.D.,Chief Executive Officer** for his strong support and encouragement to complete this work successfully.

We extend our thanks and gratitude to **Dr.T.Jayakumar,Ph.D Dean-School of Commerce** for his constant supervision and support for a project work.

We are extremely grateful to **Mr.T.Kumar,M.Com.,M.Phil.,PGDCA., Assistant Professor andHead**,Department of Commerce with CAwho has motivated and guided us by offering his constructive and innovative ideas to do the project work with tremendous encouragement.

We extend our special heartfelt thanks to our **Mrs.T.DEEPIKA, M.Com(CA)., MBA., M.Phil., (SET) Assistant Professor**, Department of Commerce with CA, we submit

our sincere thanks for her constant encouragement. We extend our special heartfelt thanks to our parents and friends for providing us continuous support and encouragement.

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ACKNOWLEDGEMENT

CONTENT

CREDIT CARD MANAGEMENT SYSTEM"

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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(Autonomous)

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Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

“CRIME FILE MANAGEMENT SYSTEM”

PROJECT REPORT

Submitted to

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COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

“A COMPARATIVE STUDY ON DIGITAL MARKETING AND DIRECT MARKETING WITH SPECIAL REFERENCE TO COIMBATORE”

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

COLLEGE OF EXCELLENCE (UGC)

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

DECLARATION

I declare that the project work, entitled “**A COMPARATIVE STUDY ON DIGITAL MARKETING AND DIRECT MARKETING WITH SPECIAL REFERENCE TO COIMBATORE**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done during the period of 2020-21 under the guidance of **Mr. T. KUMAR M.Com., M.Phil., PGDCA., Assistant Professor and Head,** Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Candidates

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CERTIFICATE

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Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

I am indebted to **Dr.M.Aruchami, Msc.,B.T.,Ph.d.,FAZ.,FRES.,(Lond), President**, Kongunadu Arts and Science College, who has given me an opportunity to be a student of the renowned institution and to undertake this project work. I express my sincere thanks to him.

I am grateful to **Dr.C.A.Vasuki, Msc., Secretary and Director**, Kongunadu Arts and Science College, who extended great support to me for continuing my education and ensure success in all the academic endeavours.

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I am extremely grateful to **Mr. T. Kumar M.com., M.Phil., PGDCA., Assistant Professor and Head**, Department of Commerce with CA, who has motivated and guided me by offering his constructive and innovative ideas to do the project work with tremendous encouragement.

I extend my special heartfelt thanks to my guide **Mr. T. Kumar M.com., M.Phil., PGDCA., Assistant Professor and Head,** Department of Commerce with CA, I submit my sincere thanks for her constant encouragement.

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PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

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**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
KONGUNADU ARTS AND SCIENCE
COLLEGE**

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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

"ERP - SYSTEM FOR INSTITUTES"

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
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Re-accredited by NAAC with 'A+' Grade (4th Cycle)
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Tamilnadu, India

MARCH-2021

“FEEDBACK MANAGEMENT SYSTEM”

PROJECT REPORT

Submitted to

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**“A STUDY ON MARKETING STRATEGY WITH REFERENCE TO
FLIPKART”
PROJECT REPORT**

Submitted to
KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS FMCG
PRODUCT IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

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Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**A STUDY ON IMPACT OF GST SYSTEM TO RETAILERS WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
COLLEGE OF EXCELLENCE (UGC)**

**Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India**

Submitted by

**YASOTHA.R (Reg No: 181CC213)
GOKUL.R (Reg No: 181CC216)
HARSHAVARTHINI.S (Reg No: 181CC223)
RAJESHKUMAR.C.R (Reg No: 181CC238)**

Under the Guidance of

Dr. A.Priya., M.Com., M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

COLLEGE OF EXCELLENCE (UGC)

**Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India**

MARCH-2021

DECLARATION

We declare that the project work, entitled “ **A STUDY ON IMPACT OF GST SYSTEM TO RETAILERS WITH SPECIAL REFERENCE TO COIMBATORE CITY**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done during the period of 2020-21 under the guidance of **Dr. A.Priya., M.Com., M.Phil., MBA., PGDCA., Ph.D. Assistant Professor** Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore
Date:

Signature of the Candidates

YASOTHA.R (Reg No: 181CC213)

GOKUL.R (Reg No: 181CC216)

HARSHAVARTHINI.S (Reg No: 181CC223)

RAJESHKUMAR.C.R (Reg No: 181CC238)

CERTIFICATE

This is to certify that Project Work entitled “ **A STUDY ON IMPACT OF GST SYSTEM TO RETAILERS WITH SPECIAL REFERENCE TO COIMBATORE CITY**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with CA** is a record of original work done by during the period of his study in the Department of Commerce with CA , Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner

External Examiner

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M.Com., M.Phil., MBA., PGDCA., Ph.D. Assistant Professor,
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A Study on Customer Satisfaction towards Herbal Products

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

"HOSPITAL MANAGEMENT SYSTEM"

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

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(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH 2021

**"A STUDY ON RATIO ANALYSIS OF SRI RAMAKRISHNA MILLS
COIMBATORE LTD "**

PROJECT REPORT

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

**COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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Coimbatore – 641 029, Tamilnadu, India**

MARCH-2021

"FEEDBACK MANAGEMENT SYSTEM"

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

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Re-accredited by NAAC with 'A+' Grade (4th Cycle)

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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ
PULSAR "**

PROJECT REPORT

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

E-LEARNING MANAGEMENT SYSTEM

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**" LEAVE APPLICATION MANAGEMENT"
PROJECT REPORT**

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

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KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

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Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

ATTENDANCE REPORT SYSTEM

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

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(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

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Coinbatore - 641 029, Tamilnadu, India

MARCH-2021

**"A STUDY ON MARKETING STRATEGY ON AMWAY COMPANY
WITH SPECIAL REFERENCE TO NILGIRIS"**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

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(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**"A STUDY ON RAPIDO"
PROJECT REPORT**

Submitted to
KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore - 641 029, Tamilnadu, India

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore - 641 029, Tamilnadu, India

MARCH-2021

COLLEGE EVENT MANAGEMENT SYSTEM

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS LG
PRODUCTS IN COIMBATORE CITY”
PROJECT REPORT**

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

**“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
MOBILE PHONE THROUGH ONLINE WITH SPECIAL REFERENCE
TO COIMBATORE CITY”**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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SWETHA.G (181CC062)

Under the Guidance of

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Assistant Professor



Estd 1973

**DEPARTMENT OF COMMERCE WITH COMPUTER
APPLICATIONS**

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with ‘A+’ Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

DECLARATION

I, declare that the project work, entitled **“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONE THROUGH ONLINE WITH SPECIAL REFERENCE TO COIMBATORE CITY”** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done during the period of 2020-21 under the guidance of **Mrs.T.DEEPIKA M.Com(CA)., MBA., M.Phil.,(Set)** Assistant Professor, Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Candidates

(ANGELIN SOFYHA.J

181CC004)

(VARSHAMAN.L.C

181CC023)

(POOJA SAMPATH

181CC057)

(SWETHA.G 181CC062

CERTIFICATE

This is to certify that Project Work entitled **“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONE THROUGH ONLINE WITH SPECIAL REFERENCE TO COIMBATORE CITY”** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with CA** is a record of original work done by during the period of her study in the Department of Commerce with CA , Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

I am indebted to **Dr.M.Aruchami, Msc.,B.T.,Ph.d.,FAZ.,FRES.,(Lond), President**, Kongunadu Arts and Science College, who has given me an opportunity to be a student of the renowned institution and to undertake this project work. I express my sincere thanks to him.

I am grateful to **Dr.C.A.Vasuki, Msc., Secretary and Director**, Kongunadu Arts and Science College, who extended great support to me for continuing my education and ensure success in all the academic endeavours.

I express my deep sense of gratitude to **Dr.M.Lekeshmanaswamy M.Sc.,M.Phil.,Ph.D.,B.Ed., Principal**, Kongunadu Arts and Science College, the person behind the curtain of all endeavors and granting me the permission to undertake this project work.

I record my sincere gratitude to **Dr.V.Chinnusamy, M.Sc., M.Phil., D.H.Ed., Ph.D., Chief Executive Officer** for his strong support and encouragement to complete this work successfully.

I extend my thanks and gratitude to **Dr.T.Jayakumar, Ph.D Dean-School of Commerce** for his constant supervision and support for a project work. I am extremely grateful to **Mr.T.Kumar, M.Com., M.Phil., PGDCA., Assistant Professor and Head**, Department of Commerce with CA who has motivated and guided me by offering his constructive and innovative ideas to do the project work with tremendous encouragement.

I extend my special heartfelt thanks to my guide **Mrs.T.DEEPIKA M.Com(CA)., MBA., M.Phil.,(Set) Assistant Professor,** Department of Commerce with CA, I submit my sincere thanks for her constant encouragement.

I extend my special heartfelt thanks to my parents and my friends for providing me continuous support and encouragement.

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS NESTLE
PRODUCTS”**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
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Estd 1973

**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
KONGUNADU ARTS AND SCIENCE COLLEGE**

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

A STUDY ON RAPIDO PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

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Estd 1973

**DEPARTMENT OF COMMERCE WITH COMPUTER
APPLICATIONS**

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

***RATIO ANALYSIS OF SRI RAMAKRISHNA MILLS (COIMBATORE) LTD**

PROJECT REPORT

Submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

**COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India**

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Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
SAMSUNG REFRIGERATOR ”**

PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)COLLEGE OF EXCELLENCE(UGC)

Re-accredited by NAAC with ‘A+’ Grade (4thCycle)

Coimbatore – 641 029, Tamilnadu, India

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Under the Guidance of

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Assistant professor



Estd 1973

**DEPARTMENT OF COMMERCE WITH COMPUTER
APPLICATIONS KONGUNADU ARTS AND SCIENCE
COLLEGE**

(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India
MARCH-2021

DECLARATION

We, declare that the project work, entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG REFRIGERATOR**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done by **M.PRAVEEN KUMAR, T.ROSHINI, S.BARGAVI** and **P.KOWSALYA** during the period of 2020-21 under the guidance of **Mrs. B. PRADEEPA.,MBA., Assistant Professor**, Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Candidates

- 1.
- 2.
- 3.
- 4.

CERTIFICATE

This is to certify that Project Work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG REFRIGERATOR**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with CA** is a record of original work done by **M.PRAVEEN KUMAR, T.ROSHINI, S.BARGAVI and P.KOWSALYA** during the period of her study in the Department of Commerce with CA , Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner External Examiner

ACKNOWLEDGEMENT

We thank the almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

We indebted to **Dr.M.Aruchami, Msc.,B.T.,Ph.d.,FAZ.,FRES.,(Lond), President**, Kongunadu Arts and Science College, who has given us an opportunity to be a student of the renowned institution and to undertake this project work. We express our sincere thanks to him.

We are grateful to **Dr.C.A.Vasuki, Msc., Secretary and Director**, Kongunadu Arts and Science College, who extended great support to us for continuing our education and ensure success in all the academic endeavours.

We express our deep sense of gratitude to **Dr.M.Lekeshmanaswamy M.Sc.,M.Phil.,Ph.D.,B.Ed., Principal**, Kongunadu Arts and Science College, the person behind the curtain of all endeavors and granting us the permission to undertake this project work.

We record our sincere gratitude to **Dr.V.Chinnusamy, M.Sc., M.Phil., D.H.Ed., Ph.D., Chief Executive Officer** for his strong support and encouragement to complete this work successfully.

We extend my thanks and gratitude to **Dr.T.Jayakumar, Ph.D Dean-School of Commerce** for his constant supervision and support for a project work. We are extremely grateful to **Mr.T.Kumar, M.Com., M.Phil., PGDCA., Assistant Professor and Head**, Department of Commerce with CA who has motivated and guided us by offering his constructive and innovative ideas to do the project work with tremendous encouragement.

We extend my special heartfelt thanks to my guide

Mrs.S.PRADEEPA.,MBA., Assistant Professor, Department of Commerce with
CA, for her constant encouragement.

**M.PRAVEEN KUMAR, T.ROSHINI,
S.BARGAVI, P.KOWSALYA**

VENDING MANAGEMENT SYSTEM PROJECT REPORT

Submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)
COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

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Estd 1973

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

COLLEGE OF EXCELLENCE (UGC)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
Coimbatore – 641 029, Tamilnadu, India

MARCH-2021

DECLARATION

We, declare that the project work, entitled “**VENDING MANAGEMENT SYSTEM**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the **Degree of Bachelor of Commerce with CA** is a record of original work done during the period of 2020-21 under the guidance of **Mr. T. KUMAR** M.Com., M.Phil., PGDCA., Assistant Professor and Head, Department of Commerce with CA, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Candidates

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This is to certify that Project Work entitled “**VENDING MANAGEMENT SYSTEM**” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce with CA** is a record of original work done by during the period of their study in the Department of Commerce with CA , Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the Viva Voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641 029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

We thank the Almighty, the light of our life for granting us the strength, courage and knowledge to complete this project successfully.

We indebted to **Dr.M.Aruchami, Msc.,B.T.,Ph.d.,FAZ.,FRES.,(Lond), President**, Kongunadu Arts and Science College, who has given us an opportunity to be students of the renowned institution and to undertake this project work. We express our sincere thanks to him.

We are grateful to **Dr.C.A.Vasuki, Msc., Secretary and Director**, Kongunadu Arts and Science College, who extended great support to us for continuing our education and ensure success in all the academic endeavours.

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- 1. MANOJ.D (181CC007)**
- 2. GOKUL.M (181CC016)**
- 3. GUHAN.S (181CC017)**
- 4. SUNDAR.S (181CC020)**

DECLARATION

CERTIFICATE

ACKNOWLEDGEMENT

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