

**A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS AMUL
PRODUCTS IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

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(Reg.No:161BA001)

Under the guidance of

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
[Re-accredited by NAAC with 'A' Grade 3.64 CGPA out of 4 (3rd Cycle)]
College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE REMUNERATION SYSTEM IN
TATA GROUP OF COMPANIES WITH SPECIAL REFERENCE
TO SARAVANAMPATTI, COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

A STUDY ON SALES PROMOTION ACTIVITIES OF AUTO MOBILES OF RAMINI MOTORS

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CONSUMER SATISFACTION TOWARDS AMWAY PRODUCT WITH
SPECIAL REFERENCE TO COIMBATORE**

Submitted to

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Coimbatore-641029

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON PERFORMANCE APPRAISAL SYSTEM OF TEXMO
COMPANY**

Submitted to

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Coimbatore-641029

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE RECRUITMENT AND SELECTION IN THE
STAR CONSTRUCTION INDUSTRY**

Submitted to

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Coimbatore-641029

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON QUALITY OF WORK LIFE BALANCE TOWARDS CRI
PUMPS PRIVATE LIMITED**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CUSTOMER EXPECTATION TOWARDS TVS
MOTOR BIKE WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE JOB SATISFACTION IN HINDUSTAN COMPUTER
LIMITED**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE SATISFACTION OF CAI MAHINDRA
PRIVATE LIMITED CODISSIA BRANCH, COIMBATORE**

Submitted to

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON STRESS MANAGEMENT AMONG IN
EMPLOYEES ABT MARUTI SERVICE CENTER SAIBABA
KOVIL BRANCH, COIMBATORE CITY**

Submitted to

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

A STUDY ON BUYING BEHAVIOUR ABOUT HP LAPTOP WITH SPECIAL REFERENCE TO COIMBATORE CITY

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY OF FINANCIAL STATEMENT
ANALYSIS AT BSNL**

Submitted to

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029

APRIL 2019

**A STUDY OF FINANCIAL PERFORMANCE OF
AXIS BANK, R.S PURAM BRANCH, COIMBATORE CITY**

Submitted to

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Coimbatore-641029

In partial fulfilment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

A STUDY ON CUSTOMER SATISFACTION TOWARDS S J B AUTOMOBILES (P) LTD. IN COIMBATORE CITY

Submitted to

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Coimbatore-641029

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE ATTITUDES TOWARDS
TAMILNADU TEA PLANTATION CORPORATION LIMITED
WITH SPECIAL REFERENCE TO NILGIRIS, COONOOOR**

Submitted to

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Coimbatore-641029

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

A STUDY ON FINANCIAL PERFORMANCE OF APPLE INC.

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Coimbatore-641029

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON FINANCIAL OVERVIEW OF ICICI BANK THUDIYALUR BRANCH,
COIMBATORE CITY**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE EXPECTATIONS IN SHRI KANNAN DEPARTMENTAL
STORE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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Coimbatore-641029

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE WELFARE MEASURES IN
STAR MOTORS WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

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COIMBATORE-641 029

APRIL 2019

**A STUDY ON EMPLOYEE RETENTION TOWARDS LAKSHMI MACHINE WORK
LIMITED WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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COIMBATORE-641 029.

APRIL 2019

**"A STUDY ON EMPLOYEE ABSENTEEISM IN SAKTHI GROUP OF COMPANIES
WITH SPECIAL REFERENCE TO COIMBATORE CITY"**

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON JOB ROTATION IN SYNDICATE BANK WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

Submitted to

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APRIL 2019

A STUDY ON THE PROCEDURE'S FOR TAKING BANK LOANS IN HDFC BANK

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COIMBATORE-641 029.

APRIL 2019

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PHONES
WITH SPECIAL REFERENCE TO COIMBATORE CITY"**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS PANTALOONS AND
FASHION & RETAIL LIMITED IN COIMBATORE CITY**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT WITH
SPECIAL REFERENCE TO M/S VKC PRIDE PVD LTD**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT TOWARDS
ABT MARUTI WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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COIMBATORE- 641 029.

APRIL 2019

**A STUDY ON TALENT MANAGEMENT HINDUSTAN UNLIEVER LIMITED
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ITC
PRIVATE LIMITED IN COIMBATORE CITY**

Submitted to

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APRIL 2019

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ORGANIC
PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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APRIL 2019

**A STUDY ON EMPLOYEES PERFORMANCE APPRAISAL SYSTEM
TOWARDS SRI RANGANATHAR INDUSTRIES, IN COIMBATORE CITY**

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**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

[Re-accredited by NAAC with 'A' Grade 3.64 CGPA out of 4 (3rd Cycle)]

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**"A STUDY ON EMPLOYEE'S TRAINING AND DEVELOPMENT
TOWARDS HCL WITH SPECIAL REFERENCE TO COIMBATORE
CITY"**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS VODAFONE
WITH SPECIAL REFERENCE TO COIMBATORE CITY ”**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE - 641029.

APRIL 2019

**A STUDY ON INVESTORS INVESTMENT ON STOCK MARKET WITH SPECIAL
REFERENCE IN ANNAMALAI CAPITAL PRIVATE LIMITED**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore - 641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE - 641 029.

APRIL 2019

**A STUDY ON FINANCIAL ANALYSIS OF MARUTI SUZUKI
INDIA LIMITED WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CONSUMER SATISFACTION TOWARDS
DELL LAPTOP WITH REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE WELFARE MEASURES WITH REFERENCE
TO STAR HEALTH AND ALLIED INSURANCE CO. LTD**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

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COIMBATORE-641 029.

APRIL 2019

A STUDY ON CUSTOMER SATISFACTION TOWARDS KITKAT WITH SPECIAL REFERENCE COIMBATORE CITY

Submitted to
Kongunadu Arts and Science College (Autonomous),
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Coimbatore-641029
In partial fulfillment
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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**A STUDY ON EMPLOYEE MOTIVATION IN COGNIZANT
WITH SPECIAL REFERENCE TO SARAVANAMPATTI
BRANCH, COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE- 641029.

APRIL 2019

**A STUDY ON USER SATISFACTION TOWARDS WHATSAPP WITH REFERENCE
TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF JAI BAJAJ,
COIMBATORE CITY**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiar University,
Coimbatore-641029
In partial fulfillment
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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON THE FINANCIAL PERFORMANCE OF TOYOTA MOTORS
CORPORATION WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**A STUDY ON LABOUR WELFARE MEASURES IN IT INDUSTRIES IN
COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM RC 200
WITH SPECIAL REFERENCE OF COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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- **COIMBATORE-641 029.**

APRIL 2019

**A STUDY ON CONSUMER AWARENESS TOWARDS (PALM LEAF)
PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CUSTOMER SATISFACTION TOWARDS DEBIT CARD
(ATM) WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON CONSUMER ATTITUDE TOWARDS FMCG (FAST MOVING
CONSUMER GOODS) PRODUCTS**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2019

**A STUDY ON BUYING BEHAVIOUR OF CONSUMER TOWARDS
VIVO V5 SMART PHONES WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University,

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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COIMBATORE-641 029.

APRIL 2019

**A STUDY ON HUMAN RESOURCE MANAGEMENT TOWARDS PRICOL
PVT.LTD WITH SPECIAL REFERENCE TO
PERIYANAIKANPALAYAM, COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfillment

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

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