

A STUDY ON CUSTOMER OPINION ABOUT FOREIGN BANNED ITEMS USED IN
INDIA WITH SPECIAL REFERENCE TO 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

ANU ARCHANA.S

(Reg.No:171BA001)

Under the guidance of

Mrs.K.SUBASHINI., M.com.,M.Phil.,PGDCA

Associate professor



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

College of Excellence (UGC)

COIMBATORE-641 029.

MARCH 2020

**A COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR ON
COLGATE AND PEPSODENT**

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

VISHNUPRASATH.S

(Reg.No:171BA002)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA,

Associate professor.



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON TRAINING AND DEVELOPMENT OF
EMPLOYEES IN TEXMO INDUSTRIES,G.N.MILLS
ROAD,COIMBATORE**

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

S.MATHIVADANAM

(Reg.No:171BA003)

Under the guidance of

Mrs.K.SUBASHINI,M.Com., M.Phil., PGDCA

Associate professor



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

College of Excellence (UGC)

COIMBATORE-641 029

APRIL 2020

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
RELIANCE FRESH WITH SPECIAL REFERENCE TO
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

T.VEERA KUMAR

(Reg.No:171BA004)

Under the guidance of

Mrs.K.SUBASHINI,M.Com., M.Phil., PGDCA

Associate professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE-641 029

APRIL 2020

**A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM
DUKE 200 WITH SPECIAL REFERENCE TO 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

K.JEY KUMAR

(Reg.No:171BA006)

Under the guidance of

Mrs.K.SUBASHINI,M.Com., M.Phil., PGDCA

Associate professor



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

College of Excellence (UGC)

COIMBATORE-641 029

APRIL 2020

A STUDY OF FINANCIAL STATEMENT ANALYSIS OF WIPRO COMPANY

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore -641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

S.GAYATHRI

(Reg.No:171BA007)

Under the guidance of

Mrs.K.SUBASHINI, M.Com.M.Phil. PGDCA

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE-641029

APRIL-2020

**A STUDY ON MOTIVATIONAL APPROACHES OF SWIIGY EMPLOYEES IN
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

Submitted by

GOUTHAAM.R.P

(Reg.No:171BA008)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA,

Associate professor.



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRY
LIMITED**

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

T.HARI VIGNESH

(Reg.No:171BA009)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA,

Associate professor.



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON PERFORMANCE APPRAISAL OF
WINTELLEN TECHSTUDIO PRIVATE
LIMITED, THUDIYALUR, COIMBATORE**

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

R.HANSA

(Reg.No:171BA010)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA

Associate professor



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE-641 029

APRIL 2020

A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TATA MOTORS.

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

T. ARUNATHITHIYA

(Reg.No:171BA011)

Under the guidance of

Mrs. SUBASHINI, M.Com., M.Phil., PGDCA,

Associate professor.



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

A STUDY ON STRESS MANAGEMENT OF EMPLOYEES IN ROOTS GROUP OF COMPANY

Submitted to

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Affiliated to Bharathiyar University,

Coimbatore -641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

J.M.JAZIMA

(Reg.No:171BA012)

Under the guidance of

Mrs.K.SUBASHINI, M.Com. M.Phil. PGDCA

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

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COIMBATORE-641029

APRIL-2020

**A STUDY ON MARKETING STATERGY OF RELIANCE JIO TO INFLUENCE
CUSTOMER WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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Coimbatore-641029

In partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

KARMUGILAN.M

(Reg.No:171BA013)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA.,

Associate professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE-641 029.**

APRIL 2020

**A STUDY ON EMPLOYEE SATISFACTION IN MGS TEXTILE PVT
LTD, MANMANGALAM IN KARUR**

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

M.NAVEEN KUMAR

(Reg.No:171BA014)

Under the guidance of

Mrs.K.SUBASHINI, M.Com., M.Phil., PGDCA,

Associate professor.



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON BRAND LOYALTY TOWARDS MARUTHI SUZUKI SWIFT WITH
SPECIAL REFERENCE TO COIMBATORE**

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

P. HARI PRASATH

(Reg.No:171BA015)

Under the guidance of

Mrs. M. SANGEETHA, MBA.

Assistant professor and Head of the Department



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE-641029.**

APRIL 2020

STUDY ON IMPACT OF USAGE OF NON-PLASTIC PRODUCTS WITH THE SPECIAL REFERENCE TO COIMBATORE CITY.

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

GAYATHIRI.R

(Reg.No:171BA016)

Under the guidance of

Mrs.Sangeetha,MBA.,

Assistant Professor



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

College of Excellence (UGC)

COIMBATORE-641029

APRIL 2020

**A STUDY ON IMPACT OF MOTIVATIONAL INCENTIVES ON
EMPLOYEE PERFORMANCE TOWARDS ASIAN FABRIXS PVT, LTD WITH
SPECIAL REFERENCE INMANMANGALAM BRANCH, KARUR**

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

V.SOWMIYA

(Reg.No:171BA017)

Under the guidance of

Mrs. M. sangeetha, MBA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE - 641022

APRIL – 2020

A STUDY ON EFFORT OF MARKETING STRATEGY TOWARDS WWE WITH SPECIAL REFERENCE TO 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

P. MOORTHY

(Reg.No:171BA018)

Under the guidance of

Mrs.M. Sangeetha, MBA. Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE - 641022

APRIL – 2020

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

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore -641029

In partial Fulfillment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

B.NAGAPRIYANKA

(Reg.No:171BA020)

Under the guidance of

Mrs. K.SUDHA M.COM, B.Ed, M.Phil, MBA.,

Assistant Professor



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

College of excellence (UGC)

COIMBATORE-641029

APRIL-2020

**A STUDY ON EMPLOYEES ATTITUDE TOWARDS AMAZON
COMPANY WITH SPECIAL REFERENCE TO 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

R.DHARANI

(Reg .No:171BA022)

Under the guidance of

Mrs. K. SUDHA M.COM., B.ED.,M.Phil.,MBA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

College of Excellence(UGC)

COIMBATORE-641029

APRIL-2020

**STUDY ON LABOUR WELFARE MEASURES OF IT COMPANY 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

Submitted by

M.SANDHIYA

(Reg.No:171BA023)

Under the guidance of

Mrs. K.SUDHA, M.Com.,B.Ed.,M.Phil.,MBA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE - 641022

APRIL – 2020

STUDY ON EMPLOYEE SATISFACTION TOWARDS INDIAN OIL PETROL BUNK 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

Submitted by

M. SARIKA

(Reg.No:171BA024)

Under the guidance of

Mrs.K.SUDHA. M.Com., B.E.D.,M.Phil.,, MBA.

Assistant Professor



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

College of Excellence (UGC)

COIMBATORE - 641029

APRIL – 2020

**A STUDY ON FINANCIAL ANALYSIS OF
ICICI BANK, G.N.MILLS BRANCH, 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

V.SNEHA

(Reg.No:171BA025)

Under the guidance of

Mrs. K.SUDHA M.Com., B.Ed., M.Phil., MBA.,

Assistant professor



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

College of Excellence (UGC)

COIMBATORE-641 029

APRIL 2020

**UDY ON EMPLOYEE RETENTION TOWARDS LAKSHMIMACHINE WORK
LIMITED WITH SPECIAL REFERANCE 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

Submitted by

B.MELKY RAJA

(Reg.No:171ba026)

Under the guidance of

Mrs.K.SUDHA,M.Com.,B.Ed.,M.Phil.,MBA

Assistantprofessor



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT
TOWARDS WIPRO COMPANY WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

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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

M.DIVYA

(Reg.No:171BA027)

Under the guidance of

Mrs. K. SUDHA, M.Com., B.Ed., M.Phil., MBA.,

Assistant Professor



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

College of Excellence (UGC)

COIMBATORE - 641029

APRIL – 2020

**A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM USERS IN
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

Submitted by

PAVITHRA DEVI.M

(Reg.No:171BA028)

Under the guidance of

MRS.K.SUDHA,M.com.,B.Ed.,M.Phil.,MBA.,

Assistant professor.



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

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COIMBATORE-641 029.

APRIL 2020

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

Submitted to

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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

Submitted by

S.VIMALRAJ

(Reg.No:171ba029)

Under the guidance of

Mrs.K.SUDHA,M.Com.,B.Ed.,M.Phil.,MBA

Assistant professor



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

A STUDY ON EMPLOYEE RECRUITMENT AND SELECTION IN STAR CONSTRUCTION

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore -641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

V.G.NAVEEN KUMAR

(Reg.No:171BA030)

Under the guidance of

Mrs. K.SUDHA M.COM, B.Ed, M.Phil, MBA.

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE-641029

APRIL-2020

**STUDY ON BUYING BEHAVIOUR OF CUSTOMER TOWARDS VIVO V5 SMART
PHONES 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

Submitted by

AARTHI.M

(Reg.No:171BA031)

Under the guidance of

MRS.K.SUDHA,M.com.,B.Ed.,M.Phil.,MBA.,

Assistant professor.



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

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COIMBATORE-641 029.

APRIL 2020

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF
JAI BAJAJCOIMBATORE 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

Submitted by
S. MANI KANDAN
(Reg.No:171BA032)
Under the guidance of
Mrs. K. SUDHA,M.com.,B.ED.,M.Phil.,MBA.
Assistant professor.



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

**A STUDY ON CUSTOMER SATISFACTION OF HERO HONDA WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

Submitted to
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Affiliated to Bharathiyar University,
Coimbatore -641029

In partial Fulfillment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by
NISHON YAARED.J
(Reg.No:171BA033)

Under the guidance of
Dr.S.PUNITHADEVI M.COM., M.Phill., PGDCA., MBA., PhD.,
Associate Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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Submitted by
NISHON YAARED.J
(Reg.No:171BA033)

Under the guidance of
Dr.S.PUNITHADEVI M.COM., M.Phill., PGDCA., MBA., PhD.,
Associate Professor



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(AUTONOMOUS)
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COIMBATORE-641029

APRIL-2020

**A STUDY ON FINANCIAL ANALYSIS OF HONDA MOTOR
COMPANY LIMITED WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

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Affiliated to Bharathiar University,

Coimbatore – 641029

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of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

R.NALINI

(Reg.No:171BA034)

Under the guidance of

Mrs. K. SUDHA, M.Com., B.Ed., M.Phil., MBA.,

Assistant Professor



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE - 641029

APRIL – 2020

**A STUDY ON THE IMPACT OF THE IMPLEMENTATION OF FASTAG
IN TOLL PLAZA TOWARDS TRAVELLER WITH SPECIAL
REFERENCE IN L&T TOLL PLAZA IN MADUKKARAI**

Submitted to

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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

J. AROCKIYA GURUSHIYA

(Reg.No:171BA035)

Under the guidance of

Mrs. M. Sangeetha, MBA.,

Assistant Professor



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

College of Excellence (UGC)

COIMBATORE - 641029

APRIL – 2020

**TO STUDY ON CINSUMER BEHAVIOR TOWARDS DIGITAL
SINGLELENS REFLEX (DSLR) CAMERA WITH SPECIAL REFERENCE
TO COIMBAORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SRIHARI.P

(Reg.No:171BA037)

Under the guidance of

Mrs. M. SANGEETHA, MBA.

Assistant Professor



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

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COIMBATORE-641029

APRIL 2020

A STUDY ON EMPLOYEE RECUTITMENT AND SELECTION WITH THE SPECIAL REFERENCE TO CRS COMPANY IN COIMBATORE CITY

Submitted to

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Affiliated to Bharathiyar University,

Coimbatore -641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

A. VIGNESHWARI

(Reg.No:171BA039)

Under the guidance of

Mrs. M. SANGEETHA, MBA.

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE-641029

APRIL-2020

**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING
BEHAVIOUR TOWARDS COIMBATORE CITY**

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

Submitted by

D.INSTIN LAMUEL

(Reg.No:171BA040)

Under the guidance of

Mrs. M.SANGEETHA,MBA.,

Assistant professor.



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

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2020

A STUDY ON BEHAVIOUR PATTERN OF CONSUMERS WITH REFERENCE TO SHOPPING MALLS IN COIMBATORE CITY

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore - 641029

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of the requirements for the award of the degree of

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Submitted by

PRIYA. T

(Reg.No: 171BA041)

Under the guidance of

Mrs. M. SANGEETHA, MBA.

Assistant professor



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE - 641029

APRIL 2020

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

Submitted to

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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

SACHIN . S

(Reg.No:171BA044)

Under the guidance of

DR.SPUNITHADEVI, M.Com., M.Phil., PGDCA., MBA.,PhD.,

Assistant professor and Head of the Department



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
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APRIL 2020

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

Submitted to

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of the requirements for the award of the degree of

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Submitted by

V. SANDHIYA

(Reg.No:171BA045)

Under the guidance of

Mrs. M.SANGEETHA, MBA.,

Assistant Professor



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COIMBATORE - 641029

APRIL – 2020

**A STUDY ON THE IMPACT OF DIGITAL ADVERTISEMENT
TOWARD SOCIAL MEDIA WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

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Coimbatore-641029

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of the requirement for the award of the degree of

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Submitted to

A.PREETHI

(Reg.No: 171BA046)

Under the guidance of

Mrs.M.Sangeetha, MBA,

Assistance professor



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COIMBATORE-641029

APRIL 2020

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS KANNAN
DEPARTMENTAL STORE WITH SPECIAL REFERENCE TO RAM NAGAR,
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
ABISHEK . P
(Reg.No:171BA048)
Under the guidance of
Mrs.M. SANGEETHA., MBA
Assistant professor



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COIMBATORE-641 029.

MARCH 2020

**A STUDY ON IMPACT OF GOVERNMENT AGRICULTURE SCHEMES
TOWARDS FARMERS WITH SPECIAL REFERENCE ON
DINDUGAL CITY**

Submitted to

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Coimbatore – 641029

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of the requirements for the award of the degree of

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Submitted by

K.SELVA KARTHI

(Reg.No:171BA049)

Under the guidance of

Mrs. M. Sangeetha, MBA.,

Assistant Professor



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COIMBATORE - 641022

APRIL – 2020

**A STUDY ON ONLINE PAYMENT SYSTEM TOWARDS GOOGLE PAY WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

of the requirements for the award of the degree of

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Submitted by

KOWSALYA.T

(Reg.No:171BA050)

Under the guidance of

MRS.M.SAGEETHA MBA.,

Assistant professor.



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE-641 029.

APRIL 2020

**A STUDY ON PERFORMANCE APPRAISAL SYSTEM OF PRICOL COMPANY WITH
SPECIAL REFERENCE TO PERIYANAIYAKAN PALAYAM-COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

MERCY ANJEL.T

(Reg.No:171BA051)

Under the guidance of

DR.SPUNITHADEVI, M.Com., M.Phil., PGDCA., MBA.,PhD.,

Assistant professor and Head of the Department



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE-641 029.**

APRIL 2020

A STUDY ON DEALERS SATISFACTION TOWARDS MILMA MILK WITH SPECIAL REFERENCE TO ATTAPADI CITY

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

Submitted by

HARISHKUMAR.R

(Reg.No: 171BA052)

Under the guidance of

Dr. S. PUNITHADEVI M.Com, M. Phil, PGDCA, MBA., Ph. D.,

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE - 641029

APRIL 2020

A STUDY ON CONSUMER BEHAVIOUR TOWARDS PURCHASE OF GREEN PRODUCT IN COIMBATORE CITY

Submitted to

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Coimbatore - 641029

In partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

INDHUMATHI.R

(Reg. No: 171BA053)

Under the guidance of

Dr. S. PUNITHADEVI M.Com., M. Phil., PGDCA., MBA., Ph.D.,

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
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COIMBATORE - 641029

APRIL 2020

**A STUDY ON TALENT MANAGEMENT IN IONIDEA ENTERPRISE PRIVATE
LIMITED WITH SPECIAL REFERENCE TO BANGALORE CITY**

Submitted to
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Coimbatore -641029

In partial Fulfillment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

S.SUJITHA
(Reg.No:171BA054)

Under the guidance of
Dr.S.PUNITHADEVI M.COM., M.Phill., PGDCA., MBA., PhD.,
Associate Professor



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

College of excellence (UGC)
COIMBATORE-641029

APRIL-2020

**A STUDY THE PERCEPTION ABOUT SOCIAL MEDIA USERS WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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Coimbatore-641029

In partial fulfillment

Of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted

VIGNESH.V

(Reg.No:171BA055)

Under the guidance of

Dr.S.PUNITHADEVI M.Com., M.Phill., PGDCA., MBA., PhD.,

Assistant professor and head of the department



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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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COIMBATORE-641029

MARCH 2020

A STUDY OF FINANCIAL STATEMENT ANALYSIS OF ITC COMPANY

Submitted to

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Coimbatore -641029

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BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

M.GOKUL

(Reg.No:171BA056)

Under the guidance of

Dr. PUNITHA DEVI, M.Com. M.Phil. PGDCA., MBA.

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

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COIMBATORE-641029

APRIL-2020

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

Submitted to

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Coimbatore-641029

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of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

S.SUBBULAKSHMI

(Reg.No:171BA058)

Under the guidance of

Dr.S.PunithaDevi,M.Com., M.Phil., PGDCA., MBA., PhD.,

Assistance professor Head of the Department



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APRIL 2020

A STUDY ON IMPACT OF SELF SERVICE SYSTEM IN SUPERMARKET WITH SPECIAL REFERENCE TO POLLACHI

Submitted to

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Coimbatore - 641029

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Submitted by

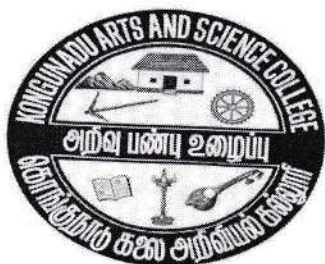
JESY PRITTA. G

(Reg.No: 171BA059)

Under the guidance of

DR. S. PUNITHADEVI M.COM, M. PHIL, PGDCA, MBA., Ph. D.,

Assistant professor



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

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