

# **A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES AT TEACH MAHINDRA IN CHENNAI**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

## **BACHELOR OF COMMERCE**

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**DEPARTMENT OF COMMERCE**

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

[RE-ACCREDITED BY NAAC WITH “A+” GRADE (4<sup>TH</sup> CYCLE)]

COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A COMPARATIVE STUDY ON FINANCIAL ANALYSIS OF  
AUTOMOBILE INDUSTRIES BETWEEN TATA MOTORS AND  
HYUNDAI MOTORS**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS CREDIT CARDS  
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON FINANCIAL ANALYSIS OF TEXMO COMPANY**  
**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ABOUT THE CONSUMER SATISFICATION TOWARDS HERO MOTORCORPS**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER PREFERENCES TOWARDS SET TOP BOX IN COIMBATORE CITY**

## **PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA DIO  
WITH SEPCIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON EMPLOYEES'S PERCEPTION TOWARDS THE HR  
PRACTICE INVOLVED AT PRICOL LTD**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON MARKETING STRATEGY OF HYDRAULIC PRODUCTS (DEALERSHIP BASES)**

## **PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **COMPARATIVE STUDY ON CUSTOMER SERVICE SATISFACTION LEVEL OF MAHINDRA AND HYUNDAI**

## **PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CONSUMER AWARENESS TOWARDS IN – GAME ADVERTISEMENT**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING AND DELIVERY SERVICES**

## **PROJECT REPORT**

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**CUSTOMER SATISFACTION ON YAMAHA TWO WHEELERS WITH  
SPECIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**MARCH-2020**

# **A STUDY ON WORK – LIFE BALANCE MANAGEMENT OF AUTO DRIVERS IN COIMBATORE CITY**

## **PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA FASCION WITH SPECIAL REFERENCE TO COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON FINANCIAL PERFORMANCE OF PRICOL LIMITED**  
**PROJECT REPORT**

Submitted to

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**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS WHATS APP  
WITH REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS PARLE PRODUCTS IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON FINANCIAL PERFORMANCE OF CHAMBALA TEA  
FACTORY PVT.LTD. GUDALUR**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

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**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS IN SREE  
ANNAPOORNA SREE GOWRISHANKAR HOTELS WITH SPECIAL  
REFERENCE IN COIMBATORE CITY**

**PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON COST STRUCTURE ANALYSIS OF LAKSHMI MACHINE WORKS LTD**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON THE EFFECT OF ADVERTISEMENT ON CONSUMER  
BRAND PREFERENCE IN COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ PULSAR  
IN COIMBATORE CITY**

**PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS REDMI MOBILE PHONE IN COIMBATORE CITY**

## **PROJECT REPORT**

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON STRESS MANAGEMENT AMONG STAFF WORKING IN  
LIBRARY AND INFORMATION CENTER WITH SPECIAL REFERENCE  
TO SELECTED COLLEGE IN COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **CONSUMER SATISFACTION OF WILDERAFT PRODUCT**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION  
TOWARDS ORGANIC FOOD PRODUCTS**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON THE EMPLOYEES PERCEPTION TOWARDS  
ELECTRONIC COMPANIES IN COIMBATORE CITY**

**PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON FINANCIAL PERFORMANCE OF MICROFINANCE IN COIMBATORE CITY**

## **PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG MOBILE IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

## **BACHELOR OF COMMERCE**

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

[RE-ACCREDITED BY NAAC WITH “A+” GRADE (4<sup>TH</sup> CYCLE)]

COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **CONSUMER SATISFACTION TOWARDS AVIN PRODUCTS IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS DABUR PRODUCT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**LG PRODUCT**  
**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON IMPACT OF DEMONETIZATION – AN EMPIRICAL STUDY**

## **PROJECT REPORT**

Submitted to

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFICATION OF TOYOTA CAR WITH  
SPECIAL REFERENCE TO TOYOTA**

**PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS ADIDAS IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS WOODLAND SHOES**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS SHANTHI  
SOCIAL SERVICE WITH SPEICAL REFERENCE TO COIMBATORE  
CITY**

**PROJECT REPORT**

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON EMPLOYEE DIETING BEHAVIOR AND ITS IMPACT ON  
THEIR WORFORCE WITH SPECIAL REFERENCE TO EMPLOYEES  
WORKING AWAY FROM HOME WITHIN COIMBATORE DISTRICT**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS BRAND LOYALT OF RAMRAJ MENS OUTFITS IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **CONSUMER SATISFACTION TOWARD HYNDAI**

## **PROJECT REPORT**

Submitted to

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON RESPONDENTS PREFERENCE TOWARDS SELECTED DIET FOODS IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A CONSUMER SATISFACTION TOWARDS CADBURY OREO BISCUITS**

## **PROJECT REPORT**

Submitted to

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFICATION TOWARDS RELIANCE JIO IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM MACHINE  
USERS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CONSUMER PREFERENCE TOWARDS NIKE SHOES  
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM BIKE**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**TO STUDY ABOUT THE CONSUMER SATISFACTION OF ROYAL  
ENFILED**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CONSUMER SATISFACTION TOWARDS HIMALAYA PRODUCT IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY OF CUSTOMER SATISFICATION OF LIFE INSURANCE POLICY IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COLLEGE OF EXCELLENCE (UGC)

**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON EMPLOYEES SATISFACTION TOWARD BANKING IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON FIXED ASSETS MANAGEMENT AT KESORAM CEMENT LIMITED**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARD PIZZA HUT  
WITH REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

**A STUDY ON CUSTOMER SATISFACTION TOWARD CREDIT CARD  
PROVIDED BY SBI WITH SPECIAL REFERENCE TO COIMBATORE  
CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON EMPLOYEES SATISFACTION OF INFOSYS AT CHENNAI**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**COIMBATORE-641029, TAMIL NADU, INDIA**

**MARCH-2020**

# **A STUDY ON CONSUMER SATISFACTION TOWARDS MALL IN COIMBATORE CITY**

## **PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**MARCH-2020**

