

**A STUDY ON CONSUMER PERCEIVED RISK ON ONLINE SHOPPING  
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 WITH BANKING AND INSURANCE**

Submitted by

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE  
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**

**JUNE-2022**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL  
NETWORK WITH SPECIAL REFERENCE TO POLLACHI TOWN”**

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  
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**College of Excellence (UGC)**

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

**JUNE-2022**

# **A STUDY ON E-BANKING SERVICE OF PRIVATE SECTOR BANK**

## **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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMERS AWARENESS AND LEVEL OF  
SATISFACTION TOWARDS DIGITAL PAYMENT METHODS**

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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN  
PRODUCTS**

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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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON WORKING CAPITAL MANAGEMENT OF  
SARAN KNITS - TRIPUR**

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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON ADVERTISING STRATEGIES OF FLIPKART AND THEIR  
EFFECT ON STUDENTS WITH REFERENCE TO COIMBATORE CITY**

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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

# **THE STUDY OF CUSTOMERS SATISFACTION TOWARDS MRF TYRES**

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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**[Re-accredited by NAAC with 'A' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**June – 2022**



**A STUDY ON CUSTOMER BEHAVIOUR TOWARDS EDUCATIONAL  
LOAN WITH SPECIAL REFERENCE TO CANARA BANK IN  
COIMBATORE**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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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**

**JUNE-2022**

# **FINANCIAL STATEMENT ANALYSIS OF TATA MOTORS LIMITED**

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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS GENERAL  
INSURANCE IN TAMIL NADU**

**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  
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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON PRODUCT PORTFOLIO OF BIRLA SUN LIFE  
INSURANCE IN COIMBATORE CITY**

**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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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**DECLARATION**



**A STUDY ON CONSUMER BEHAVIOUR TOWARDS HEALTH  
INSURANCE WITH THE SPECIAL REFERENCE TO COIMBATORE  
CITY**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON FINANCIAL PERFORMANCE OF KARUR VYSYA BANK  
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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**College of Excellence (UGC)**

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

**JUNE-2022**

**DECLARATION**

**A STUDY ON ATM SERVICE QUALITY PROVIDED BY PUBLIC  
SECTOR BANK**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER PERCEPTIO TOWARDS TITAN PRODUCTS  
IN COIMBATORE  
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**

**JUNE-2022**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI WITH  
SPECIAL REFERENCE TO NEXA CAR IN COIMBATORE CITY**

**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 WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE KTM  
BIKES IN COIMBATORE**

**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 WITH BANKING AND INSURANCE**

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

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION ON FASTRACK WATCHES  
AT 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  
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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER PERCEPTION TOWARDS MOTOR  
VEHICLE INSURANCE**

**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  
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College of Excellence (UGC)

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

**JUNE-2022**



**A STUDY ON THE CUSTOMER PREFERENCE BETWEEN  
AMAZON WITH SPECIAL REFERENCE TO COIMBATORE CITY  
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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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**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

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College of Excellence (UGC)

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

**JUNE-2022**

**A STUDY ON E - BANKING PRACTICES AMONG THE PUBLIC IN  
COIMBATORE CITY**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CONSUMER'S SATISFACTION TOWARD AMUL  
ICECREAM 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  
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**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS LIC PRODUCTS  
AND SERVICES AT 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  
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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON EFFECTIVENESS OF EVEN MARKETING IN  
ANAAMALAIS TOYOTA**

**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  
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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ASIAN PAINTS IN  
COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

**JUNE-2022**

**A STUDY ON PERFORMANCE OF STEEL AUTHORITY OF INDIA  
LIMITED**

**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  
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**College of Excellence (UGC)**

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

**JUNE - 2022**



**A STUDY ON PERCEPTION TOWARDS SOCIAL MEDIA USER WITH  
SPECIAL REFERENCE TO COIMBATORE CITY**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE  
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**

**JUNE-2022**

**A STUDY OF CUSTOMER SATISFACTION OF REDMI PHONES**  
**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 WITH BANKING AND INSURANCE**

Submitted by

**VIGNESHVARAN.C**

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE**  
**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**PROJECT REPORT**

Submitted to

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE**

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**College of Excellence (UGC)**

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

**JUNE-2022**

**PROJECT REPORT**

Submitted to

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

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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CRYPTOCURRENCY AND ITS PREFERENCE IN  
COIMBATORE**

**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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**[Re-accredited by NAAC with 'A<sup>+</sup>' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CONSUMERS'S ATTITUDE TOWARDS MYNTRA IN  
DIGITAL MARKETING WITH REFERENCE TO COIMBATORE CITY**

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

**College of Excellence (UGC)**

**COIMBATORRE-641029, TAMIL NADU, INDIA**

**MAY-2022**

**A STUDY ON INDIAN STOCK MARKET: NSE AND BSE**

**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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**[Re-accredited by NAAC with 'A++' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**A JOB SATISFACTION OF EMPLOYEES IN BLUE BREEZE ENTERPRISE**

**TIRUPUR**

**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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**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**

**JUNE-2022**



**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)

Affiliated to Bharathiar University, Coimbatore

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

**JUNE-2022**

**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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**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**

**JUNE-2022**

**A STUDY ON FINANCIAL CONSISTENCY OF INTEGRATED PACLINE  
INDIA PRIVATE LIMITED. COIMBATORE**

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

**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

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

**JUNE-2022**

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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)**



**A STUDY ON CUSTOMER PERCEPTION OF ELECTRONIC FOOD  
ORDERING**

**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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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON STRESS MANAGEMENT OF SWIGGY EMPLOYEES AT  
COIMBATORE**

**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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**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**

**JUNE-2022**

**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS YAMAHA  
BIKES AT COIMBATORE CITY**

**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 WITH BANKING AND INSURANCE**

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**(Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle))**

**College of Excellence (UGC)**

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

**JUNE-2022**

**CUSTOMERS SATISFACTION TOWARD RELIANCE JIO SIM WITH  
SPECIAL REFERENCE TO COIMBATORE CITY**

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

**College of Excellence (UGC)**

**COIMBATORRE-641029, TAMIL NADU, INDIA**

**MAY-2022**



**A STUDY ON INVESTORS AND CUSTOMERS PERCEPTION ON  
MUTUAL FUND**

**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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**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**

**JUNE-2022**

**A STUDY OF CONSUMER SATISFACTION TOWARDS ON FMCG  
PERSONAL CARE PRODUCT OF HUL COMPANY WITH REFERENCE  
TO COIMBATORE CITY**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFICATION TOWARDS HONDA DIO  
SCOOTER**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON STUDENTS PREFERENCE TOWARDS E-LEARNING  
SERVICES**

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

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**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CUSTOMER SATISFATION TOWARDS HONDA SHINE**  
**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  
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[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]

**College of Excellence (UGC)**

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

**JUNE-2022**

**CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING WITH  
SPECIAL REFERENCE TO COIMBATORE DISTRICT**

**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 WITH BANKING AND INSURANCE**

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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**AWARENESS LEVEL OF PERSONAL BANKING PRODUCTS OF SBI  
BANK**

**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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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION AND PROBLEMS FACED  
ON INTERNET BANKING WITH REFERENCE TO LAKSHMI VILAS  
BANK IN COIMBATORE**

**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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**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS  
DEBIT CARD SERVICES WITH SPECIAL REFERENCE TO  
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

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE  
PAY AND PHONEPE**

**PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

**JUNE-2022**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILK TO  
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  
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[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]

**College of Excellence (UGC)**

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

**JUNE-2022**

# **ANALYSING AND INTERPRETATION OF DIRECT AND DIGITAL MARKETING**

## **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 WITH BANKING AND INSURANCE**

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**[Re-accredited by NAAC with 'A+' Grade (4<sup>th</sup> Cycle)]**

**College of Excellence (UGC)**

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

**JUNE-2022**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET  
BANKING (WITH SPECIAL REFERENCE ICICI BANK)  
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  
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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**

**JUNE-2022**

**TO STUDY ON CONSUMER SATISFACTION TOWARDS ROYAL  
ENFIELD WITH REFERENCE TO COIMBATORE CITY**

**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 WITH BANKING AND INSURANCE**

Submitted by

**JANAKI. A**

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Under the Guidance of

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**College of Excellence (UGC)**

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

**JUNE-2022**

**A STUDY ON WORKING CAPITAL MANAGEMENT ELGI RUBBER  
COMPANY LIMITED**

**PROJECT REPORT**

Submitted to

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**JUNE, 2022**

**A STUDY ON CUSTOMER STAISFACTION TOWARDS MARUTHI  
SUZUKI (WITH SPECIAL REFERENCE OF MANAGING)  
PROJECT REPORT**

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**JUNE-2022**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS HYUNDAI CARS**  
**PROJECT REPORT**

Submitted to

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