

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

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar 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. GOKUL KRISHNA

(Reg.No:191BA001)

Under the guidance of

MRS. GAYATHRI MANCHUBHASHINI J MBA., M.phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS RELIANCE
JIO WITH REFERENCE TO COIMBATORE CITY**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiyar University,
Coimbatore - 641029

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

Submitted by

MOULIKA S
(Reg.No:191BA002)

Under the guidance of
Mrs. J. GAYATHRI MANCHUBHASHINI MBA., Mphil., PGDCA.,
Assistant Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE
SHOPPING WITH SPECIAL REFERENCE IN COIBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar 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 DEVAN

(Reg.No:191BA003)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., MPhil., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**ASTUDY ON STUDENTS PERCEPTIONS TOWARDS ENTERPRENEURSHIP IN
COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATON WITH CA

Submitted by

R SOUNDARIYA

(Reg.No:191BA004)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M phil.,PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**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 Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

B.SANJAI

(Reg.No:191BA005)

Under the guidance of

Mrs.J. GAYATHRI MANCHUBHASHINI MBA.,Mphil.,PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**.A STUDY ON PHYSICAL STRENGTH ON FEMALE NCC
CADETS TOWARDS COLLEGE STUDENT WITH THE SPECIAL
REFENCE TO KONGUNADU ARTS AND SCIENCE COLLEGE**

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

SWATHY S

(Reg.No:191BA006)

Under the guidance of

Mrs.J.GAYATHRI MANCHUBHASHINI,MBA.,M.Phil.,PGDCA.,

Assistant professor



**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-641029

JUNE-2022

**A STUDY ON BRAND LOYALTY TOWARDS MG MOTORS
WITH SPECIAL REFERENCE TO COIMBATORE REGION**

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.R. AASATH RAHMAN

(Reg.No:191BA007)

Under the guidance of

Mrs. M. SANGEETHA MBA.,PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

A STUDY ON BUYER GRATIFICATION TOWARDS ONLINE PURCHASE USING MYNTRA WEBSITE

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. DHARSHINI

(Reg.No:191BA008)

Under the guidance of

Mrs. M. Sangeetha MBA., PGDCA.,

Assistant Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF ONLINE CLASSES TOWARDS COLLEGE STUDENTS
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar 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.TAMILSELVI

(Reg.No:191BA009)

Under the guidance of

Mrs. M.Sangeetha MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS YOUNGER
GENERATION WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

A.K.MADHUBALA

(Reg.No:191BA010)

Under the guidance of

Mrs. M. Sangeetha MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF SOCIAL & ECONOMIC BENEFITS OF
WORKERS IN CHAMRAJ TEA INDUSTRY SPECIAL REFERENCE
AT NILGIRIS**

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

L.PREETHA
(Reg.No:191BA011)

Under the guidance of



Mrs. M. Sangeetha MBA., PGDCA
Assistant Professor

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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGY OF
CONVERSE HIGH TOP SHOES SPECIAL REFERENCE TO COIMBATORE
CITY**

Submitted to

Kongunadu Arts and Science College
(Autonomous), Affiliated to Bharathiyar 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 ARAVIND

(Reg.No:191BA012)

Under the guidance of

Mrs. M. SANGEETHA MBA.,PGDCA.,
Associate Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON INVESTMENT BEHAVIOUR OF COLLEGE PROFESSORS 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

M SNEHA

(Reg.No:191BA013)

Under the guidance of

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

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

A STUDY ON IMPACT OF MICROFINANCE ON WOMEN EMPOWERMENT
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

N THENMOZHI

(Reg.No:191BA014)

Under the guidance of

Dr. S. PUNITHADEVI M.com., M.phil., MBA.,PGDCA., Ph.D.,

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**COMPARATIVE STUDY ON ONLINE SHOPPING Vs OFFLINE SHOPPING 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 POOJA

(Reg.No:191BA015)

Under the guidance of

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

Associate Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**STUDY ON BUYING BEHAVIOUR OF CONSUMER TOWARDS VIVO V9
SMART PHONES 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

M. MANJUSWARI

(Reg.No:191BA016)

Under the guidance of

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

Assistant Professor and Head



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

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER PREFERENCE TOWARDS ROYAL
ENFIELD WITH SPECIAL REFERENCE TO METTUPALAYAM**

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

A KARAN AJAI

(Reg.No:191BA017)

Under the guidance of

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

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER PREFERENCE & SATISFACTION
TOWARDS AAVIN MILK AND ITS PRODUCTS 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

MAMUNDEESVARAN N

(Reg.No:191BA018)

Under the guidance of

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

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**STUDY ON COMPARITIVE STUDY BETWEEN D-MART AND BIG BAZAAR
SUPER MARKET**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINSTRATON WITH CA

Submitted by

G POORNIMA

(Reg.No:191BA019)

Under the guidance of

Mrs.M.Sangeetha MBA.,PGDC

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE-2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA
PRODUCTS WITH SPECIAL REFERENCE INCOIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

JANANI SRI PRIYA.P

(Reg.No:191BA020)

Under the guidance of

Mrs. M. Sangeetha MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON COMPARISON BETWEEN ONLINE EDUCATION AND OFFLINE
EDUCATION OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO
KONGUNADU ARTS AND SCIENCE COLLEGE IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar 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.PRADEEP

(Reg.No:191BA021)

Under the guidance of

Mrs. M.SANGEETHA MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER PERCEPTION AND
SATISFACTION TOWARDS MRF TYRES 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 MOHANA PRASANTH

(Reg.No:191BA022)

Under the guidance of

Mrs. M. Sangeetha MBA.,PGDCA.,

Assistant Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF ORGANIC PRODUCT TO WARDS RURAL AREA WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

A.DHARSHINITHA

(Reg.No:191BA023)

Under the guidance of

Mrs. M.Sangeetha MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON THE CONSUMER PREFERENCE TOWARDS AMAZON WITH
(SPECIAL REFERENCE TO COIMBATORE CITY)**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiyar 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 NIHENDARN

(Reg.No:191BA024)

Under the guidance of

Mrs. M. Sangeetha MBA., PGDCA

Associate Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF ONLINE LEARNING TOWARDS HIGHER
SECONDARY STUDENTS 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

G DIVYABHARATHI

(Reg.No:191BA025)

Under the guidance of

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

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON MARKETING STRATEGY TOWARDS “WHEY” PROTEIN
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

M KABIL

(Reg.No:191BA026)

Under the guidance of

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

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

A STUDY ON CONSUMER BEHAVIOUR TOWARDS E-BANKING SERVICE

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

B MEENAKSHI

(Reg.No:191BA027)

Under the guidance of

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

Assistant professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS PAYTM USERS 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

DINESH.S

(Reg.No:191BA028)

Under the guidance of

Dr. S. Punitha Devi M.com., M.phil., MBA., PGDCA., Ph.D

Assistant Professor & Head



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

A STUDY ON AWARENESS OF BABY PRODUCT AMONG CUSTOMER IN 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

A.DURGA

(Reg.No:191BA029)

Under the guidance of

Dr. S. PUNITHA DEVI M.COM., M.PHIL., MBA., PGDCA., PH.D.,

Assistant Professor & Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellent

COIMBATORE -641029

JUNE -2022

**A STUDY ON CLIENTS SATISFACTION OF ASIAN PAINTS 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

DARWIN KUMAR.K

(Reg.No:191BA030)

Under the guidance of

Dr. S. Punitha Devi M.com., M.phil., MBA., PGDCA., Ph.D

Assistant Professor & Head



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

College of excellence (UGC)

COIMBATORE -641029

JUNE 2022

**A 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 Bharathiyar 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. HARISH KANNA

(Reg.No:191BA031)

Under the guidance of

Dr. S. THULASIMANI, MBA., PhD.,NET.

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON VISITERS SATISFACTION ABOUT PROZONE MALL IN
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.V. HARSHA VARDHINI
(Reg.No:191BA032)

Under the guidance of
Dr. S. THULASIMANI, MBA., PhD.,NET.,
Assistant Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF MARUTI
SUZUKI**

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. BALA MUGUNTHAN

(Reg.No:191BA033)

Under the guidance of

Dr. S. THULASIMANI, MBA., PhD.,NET.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA R15 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

S.INDRA KUMAR

(Reg.No:191BA034)

Under the guidance of

Dr. S. THULASIMANI MBA., Ph.D., NET
Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE-2022

**A STUDY ON AWARENESS AND PERCEPTION LEVEL TOWARDS SHARE
TRADING 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

C SRIMATHI

(Reg.No:191BA035)

Under the guidance of

Dr. S. THULASIMANI MBA., M.Phil., PGDCA., NET., Ph.D.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY OF CONSUMERS PERCEPTION OVER MARKETING OF RELIANCE
RETAIL STORE 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.HARISH

(Reg.No:191BA036)

Under the guidance of

Dr. S. THULASIMANI MBA., M.phil., PGDCA., Phd., NET.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RELIANCE
DEPARTMENTAL STORE WITH SPECIAL REFERENCE THUDIYALUR TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar 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 ANANDHI

(Reg.No:191BA037)

Under the guidance of

MRS. GAYATHRI MANCHUBHASHINI J MBA., M.phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER PREFERENCE TOWARDS DIGITAL SINGLE LENS
REFLEX CAMERA(DSLR) IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

RANJITH M

(Reg.No:191BA038)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., Mphil.,PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS HP
INC WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar 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. SARATH SURENDER

(Reg.No:191BA039)

Under the guidance of

Mrs.J. GAYATHRI MANCHUBASHINI MBA., Mphil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER PERCEPTION TOWARDS SAMSUNG
MOBILE 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

V. KAVIYA

(Reg.No:191BA040)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI, MBA., M.Phil., PGDCA.,

Assistant professor



**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 - 641029

JUNE - 2022

**A STUDY ON CUSTOMER PERCEPTION ON DIGITAL MARKETING AGENCY
TOWARDS WEBNOX TECHNOLOGY COIMBATORE**

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

R. VINDHIYA

(Reg.No:191BA041)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI, MBA., M.Phil., PGDCA.,

Assistant professor



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 - 641029

JUNE - 2022

**A STUDY ON FINANCIAL POSITION & PERFORMANCE ANALYSIS
OF ITC LIMITED IN COIMBATORE**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiyar 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 KIRUTHIKA
(Reg.No:191BA043)

Under the guidance of
Dr. S. RAMKUMAR M.Com.,M.Phil.,NET.,MBA.,PGDCA.,Ph.D.,
Associate Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**STUDY ON CONSUMER BEHAVIOUR TOWARDS AMUL PRODUCTS WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

A.REVATHI

(Reg.No:191BA044)

Under the guidance of

Dr. S. Ramkumar MBA., M.Com., M.Phil., PGDCA., PH.D., NET

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER BEHAVIOUR AND FEEDBACK TOWARDS NESTLE
PRODUCTS**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar 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.HARINI

(Reg.No:191BA045)

Under the guidance of

Dr. S. Ramkumar MBA., M.Com., M.Phil., PGDCA., PH.D., NET

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CUSTOMER SATISFACTION TO WORDS COSMETIC PRODUCTS
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

S.PECHIYAMMAL

(Reg.No:191BA046)

Under the guidance of

Dr. S.Ramkumar MBA.,M.Com.,M.Phil.,PGDCA.,Ph.D.,NET.,

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON MOTIVATIONAL APPROACH OF ZOMOTA EMPLOYEES WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiyar University,

Coimbatore - 641029

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

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

C.SAGAR

(Reg.No:191BA047)

Under the guidance of

Dr. S. RAMKUMAR., MBA., M.COM., M.Phil., PGDCA., PhD., NET

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

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

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar 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.KAMALESH

(Reg.No:191BA048)

Under the guidance of

Dr. S. RAMKUMAR., MBA.,M.COM.,M.Phil.,PGDCA.,PhD.,NET

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON EMPLOYEE SATISFACTION IN POTHYS SILKS
AT 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

T. AJITHA
(Reg.No:191BA049)

Under the guidance of
Dr. S. RAMKUMAR MBA., M.Com., M.Phil., PGDCA., Ph.D., NET.,
Associate Professor



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

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF
KOTAK MAHINDRA LIFE INSURANCE COMPANY LIMITED ”**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar 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 GAYATHRI

(Reg.No:191BA051)

Under the guidance of

Dr.S. RAMKUMAR, MBA., M.com., M.phil., PGDCA., Ph.D., NET.,

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS
COTTAGE INDUSTRY PRODUCTS 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

S. MONISHA
(Reg.No:191BA052)

Under the guidance of

Dr. S. RAMKUMAR, MBA., M.Com., M.Phil., PGDCA., Ph.D., Net.,
Associate Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
College of Excellence (UGC)
COIMBATORE - 641029**

JUNE -2022

**COMPARATIVE STUDY ON GOOGLEPAY AND PAYTM WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiyar 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 SARANYA

(Reg.No:191BA053)

Under the guidance of

Dr. S.Ramkumar M.Com., M.Phil., NET., MBA., PGDCA.,Ph.D.,

Associate Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON IMPACT OF USAGE OF THE BIODEGRADABLE
PRODUCTS 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. SUGANESH
(Reg.No:191BA054)

Under the guidance of
Dr. S. RAMKUMAR MBA., M.Com., M.Phil., PGDCA., Ph.D., NET.,
Associate Professor



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

College of excellence (UGC)
COIMBATORE - 641029

JUNE - 2022

A STUDY ON URBANIZATION IMPACT OF AGRICULTURE WITH REFERENCE OF 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

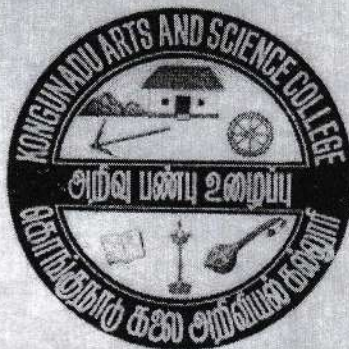
SRINISHA.S

(Reg.No:191BA055)

Under the guidance of

Dr. S. THULASIMANI, MBA., Ph D., NET.,

Assistant Professor.



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

College of Excellence(UGC)

COIMBATORE-641029.

JUNE2022

**A STUDY ON BRAND PREFERENCE TOWARDS DAIRY
PRODUCT 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

PRITHIKSHA.A

(Reg.No:191BA056)

Under the guidance of

Dr.S.THULASIMANI MBA.,M . Phil.,PGDCA.,NET.,PhD.,

Assistant professor.



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

College of Excellence(UGC)

COIMBATORE-641 029.

JUNE 2022

**A STUDY ON AWARENESS ABOUT LIFE INSURANCE POLICY TO
COLLEGE STUDENTS WITH A SPECIAL REFERANCE 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.NIVETHA

(Reg.No:191BA057)

Under the guidance of

Dr. S. THULASIMANI Phd NET MBA.,M.phil.,PGDCA.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**A STUDY ON ANALYSING THE LEVEL OF AWARENESS ABOUT THE
ELECTRONIC CLEARING SERVICES (ECS) IN LIC 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

S.JAYAVARSHENI

(Reg.No:191BA058)

Under the guidance of

Dr. S. THULASIMANI MBA.,M.phil.,PGDCA.,Phd.,NET.,

Assistant Professor



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

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022

**"A STUDY ON EMPLOYEES BEHAVIOUR IN AMAZON COMPANY WITH
SPECIAL REFERENCE TO INDIA"**

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

ADITYA SINGH

(Reg.No:191BA059)

Under the guidance of

Dr. S. THULASIMANI MBA., M.Phil., PGDCA., NET., Ph.D.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of excellence (UGC)

COIMBATORE -641029

JUNE -2022

A STUDY ON MARKETING STRATEGIES OF TATA GROUP

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

SONIA DAS S

(Reg.No:191BA060)

Under the guidance of

Dr. S. THULASIMANI MBA.,M.Phil., PGDCA.,NET.,Ph.D.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

College of Excellence (UGC)

COIMBATORE -641029

JUNE -2022