

STUDY ON COMPARATIVE FINANCIAL PERFORMANCE OF SBI AND ICICI BANK

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

Submitted by

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Associate Professor & HoD



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

[Re-accredited by NAAC with “A+” Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS E-VEHICLES IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

FINANCIAL PERFORMANCE OF PRICOL LIMITED, COIMBATORE

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



FINANCIAL PERFORMANCE OF STATE BANK OF INDIA (SBI)

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

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College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL – 2023

**A STUDY ON CUSTOMER SATISFACTION ON STAR
HEALTH INSURANCE WITH REFERENCE TO
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu arts and science college
(Autonomous)

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In partial fulfilment of the requirement for the
Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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**DEPARTMENT OF COMMERCE WITH BANKING AND
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College of Excellence (UGC)

COIMBATORE-641029

APRIL-2023

“A STUDY ON FINANCIAL RATIO ANALYSIS OF TATA MOTORS”

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

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(UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023



**A STUDY ON PROFITABILITY ANALYSIS OF INDIAN OIL CORPORATION
LIMITED**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

A STUDY ON SERVICE QUALITY OF SBI PRODUCTS

PROJECT REPORT

Submitted to

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

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

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

[Re-accredited by NAAC with 'A+' Grade (4th cycle)]

College of Excellence (UGC)

COIMBATORE - 641029,

APRIL - 2023

**“A COMPARATIVE STUDY SERVICE QUALITY OF SBI AND
ICICI CREDIT CARD”**

PROJECT REPORT

Submitted to
Kongunadu arts and science college (Autonomous) Affiliated to Bharathiar
University, Coimbatore

In partial fulfillment of the requirement for the Degree of
**BACHELOR OF COMMERCE WITH BANKING AND
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**DEPARTMENT OF COMMERCE WITH BANKING AND
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(AUTONOMOUS)**

[Re-accredited by NAAC with “A+” Grade (4th Cycle)] College of
Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

A STUDY ON SERVICE EFFECTIVENESS ON HDFC BANK ATM SERVICES

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with 'A+' Grade (4th cycle)]

College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



**COIMPARATIVE STUDY OF SERVICES QUALITY OF SBI & ICICI
DEBIT CARD**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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

[Re-accredited by NAAC with 'A+' Grade (4th cycle)]

College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



**A STUDY ON CUSTOMER SATISFICATION TOWARDS E-BANKING
SERVICE**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with 'A+' Grade (4th cycle)]

College of Excellence (UGC)

COIMBATORE – 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ICICI BANK
DEBIT CARD 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 requirement for the award of the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with „A+“ Grade (4th cycle)]College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



**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 requirement for the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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

[Re-accredited by NAAC with "A+" Grade (4th Cycle)] College of Excellence
(UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023



A STUDY ON CONSUMER SATISFACTION ON ASIAN PAINTS

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL - 2023



CUSTOMER SATISFACTION OF AAVIN MILK PRODUCT

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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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

APRIL - 2023



**A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL
PAYMENTS WITH REFERENCE TO PRIVATE BANK**

PROJECTREPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement 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 (4th cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMILNADU, INDIA

APRIL -2023



A STUDY ON AWARENESS, AND IMPACT OF MEDICLAIM WITH SPECIAL REFERENCE TO STAR HEALTH INSURANCE

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

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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

APRIL-2023



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

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**Submitted in partial fulfilment of the requirement for the Award of the
Degree of Bachelor of Commerce with Banking and Insurance**



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

**[Re-accredited By NAAC with "A" Grade (4th Cycle)] [College of
Excellence (UGC)]**

COIMBATORE-641029 2022-2023

**A STUDY ON DIFFERENT POST OFFICE SAVINGS SCHEMES
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 requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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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

APRIL - 2023

A STUDY ON FINANCIAL PERFORMANCE OF NABARD IN INDIA
PROJECT REPORT

Submitted to
Kongunadu Arts and Science College (Autonomous)
Affiliated to Bharathiar University, Coimbatore
In partial fulfillment of the requirement for the award of the Degree of
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College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



**A STUDY ON BRAND EQUITY PERFORMANCE IN INDIA
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiyar University, Coimbatore

In partial fulfillment of the requirement 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

APRIL - 2023

**A STUDY ON FINANCIAL PERFORMANCE OF
ULTRATECH CEMENT LTD
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

THE STUDY OF FINANCIAL PERFORMANCE OF ASHOK LEYLAND

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
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College of Excellence (UGC)

COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON PROFITABILITY ANALYSIS OF MAHINDRA AND
MAHINDRA LTD**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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**DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE
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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL - 2023



**A STUDY ON FINANCIAL ANALYSIS OF MARUTI SUZUKI
INDIAN LIMITED COMPANY PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

APRIL - 2023

**AN ANALYSIS TOWARDS LIVING STANDARD OF MATCH BOX
COMPANY EMPLOYEES AT TENKASI DISTRICT**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

APRIL - 2023



A STUDY ON FINACIAL PERFORMANCE OF TATA MOTORS
LIMITED

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College

(Autonomous) Affiliated to Bharathiar

University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with „A+“ Grade (4th cycle)]College of Excellence (

UGC)COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON THE PROBLEMS FACED BY UNIFIED PAYMENT (UPI)
USERS IN COIMBATORE**

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

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

SUBMITTED BY

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**Submitted in partial fulfilment of the requirement for the Award of the
Degree of Bachelor of Commerce with Banking and Insurance**



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

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COIMBATORE-641029 2022-2023

**A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF
SBI AND HDFC BANK
PROJECT REPORT**

Submitted to

Kongunadu arts and science college (Autonomous)

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In partial fulfillment of the requirement for the Degree of

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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

APRIL-2023



**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY
AND PHONE PE WITH REFERENCE TO COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu arts and science college (Autonomous)

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In partial fulfillment of the requirement for the Degree of

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

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023



FINANCIAL ANALYSIS OF KIA MOTORS

SUBMITTED BY

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**Submitted in partial fulfilment of the requirement for the Award of the
Degree of Bachelor of Commerce with Banking
and Insurance**



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

**[Re-accredited By NAAC with "A" Grade (4th Cycle)] [College of
Excellence (UGC)]**

COIMBATORE-641029 2022-2023

**A STUDY ON AWARENESS, EFFECTIVENESS AND SATISFACTION OF
INFORMATION TECHNOLOGY IN BANKING 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 requirement for the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-accredited by NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023



**A STUDY OF CUSTOMER PREFERENCE ON COUPON CODE BASED
PROMOTIONAL ACTIVITIES IN VARIOUS FIELDS**

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the Degree of

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

CONSUMER SATISFACTION TOWARDS NESTLE

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Excellence (UGC)]**

COIMBATORE-641029 2022-2023

**PERFORMANCE EVALUATION OF SELECTED
SCHEMES OF MUTUAL FUND IN INDIA
PROJECT REPORT**

Submitted to
Kongunadu arts and science college (Autonomous)
Affiliated to Bharathiar University, Coimbatore
In partial fulfillment of the requirement for the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

**A STUDY ON THE CUSTOMER – BUYING BEHAVIOR
OF HDFC STANDARD LIFE INSURANCE**

PROJECT REPORT

Submitted to
Kongunadu Arts and Science College
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(UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

**A STUDY ON CASH LESS TRANSANTION IN RURAL AREAS OF THE
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar Univercity, Coimbatore

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO 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 requirement for the Degree of

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS HCL 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 requirement for the Degree of

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL-2023



A STUDY ON REVERSE MORTGAGE LOAN SCHEME.

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD
BIKES**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

APRIL - 2023

A SYUDY ON CUSTOMER SATISFACTION ON E- BANKING

SERVICES PROVIDE BY BANKS

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A SYUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS HDFC
STANDARD LIFE INSURANCE COMPANY LTD WITH REFERENCE TO
COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE - 641029, TAMIL NADU, INDIA**

APRIL - 2023

**A STUDY ON MARKETTING STRATERGY OF ONE PLUS AND ITS EFFECTS
ON CONSUMERS OF COIMBATORE REGION**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON FINANCIAL POSITION & PERFORMANCE
ANALYSIS OF ITC LIMITED 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
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

April – 2023



**A STUDY ON ADVERTISING AND SALES PROMOTION TECHNIQUES
USED BY RETAIL BUSINESS IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

A STUDY ON FINANCIAL PERFORMANCE OF CANARA BANK

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON INVESTMENT BEHAVIOR OF SALARIED
EMPLOYEES IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirement for the award of the Degree of
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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HDFC BANK, COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirement for the award of the Degree of
BACHELOR OF COMMERCE WITH BANKING AND INSURANCE

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023



INVESTORS PREFERENCE TOWARD'S POST OFFICE SAVING SCHEMES

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirement for the award of the Degree of
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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION TOWARDS
VODAFONE IDEA AND AIRTEL NETWORK**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE - 641029, TAMIL NADU, INDIA

APRIL - 2023

**A STUDY ON INVESTMENT PATTERN AND RISK PERCEPTION OF
SCHOOL TEACHERS WITH SPECIAL REFERENCE TO NILGIRI
DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE - 641029, TAMIL NADU, INDIA**

APRIL - 2023

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

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirement for the award of the Degree of
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COIMBATORE - 641029, TAMIL NADU, INDIA**

APRIL - 2023

A STUDY ON FINANCIAL ANALYSIS OF WIPRO

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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APRIL-2023

