

**A STUDY ON BRAND SWITCHING BEHAVIOUR OF CONSUMER
TOWARDS BRANDED SHAMPOO
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

Submitted by

S. SUMITHA

(Reg.No: 201CM201)

Under the Guidance of

Dr. S. Poorni, M.Com., M.Phil., PhD

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

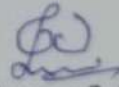
2022– 2023

DECLARATION

I, S.SUMITHA declare that the project work, entitled "A STUDY ON BRAND SWITCHING BEHAVIOUR OF CONSUMER TOWARDS BRANDED SHAMPOO" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Dr. S. Poorni, M.Com., M.Phil., PhD, Assistant Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Signature of the Candidate

(S. SUMITHA)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON BRAND SWITCHING BEHAVIOUR OF CONSUMER TOWARDS BRANDED SHAMPOO" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by S.SUMITHA during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Counter Signed

Head of the Department

Dr. S. SUMITHA, M.Com., M.Phil., Ph.D., P.D.C.A.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Signature of the Guide
POORNI, M.Com., M.Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Principal

PRINCIPAL
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

**A STUDY ON CUSTOMER PREFERENCE TOWARDS TAIYO FISH FOOD
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

BACHELOR OF COMMERCE

Submitted by

VEDHA VARSHINI V

(REG .NO :201CM202)

Under the Guidance of

Dr. S. Poorni, M. Com., M. Phil., PhD.

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022- 2023

DECLARATION

I, **VEDHA VARSHINI V** declare that the project work, entitled **A STUDY ON CUSTOMER PREFERENCE TOWARDS TAIYO FISH FOOD WITH SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. S. Poorni, M. Com., M. Phil., PhD., Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: **05.04.2023**


Signature of the Candidate
(VEDHA VARSHINI V)

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON CUSTOMER PREFERENCE TOWARDS TAIYO FISH FOOD WITH SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **VEDHA VARSHINI V** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



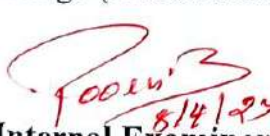

Head of the Department
Dr. S.UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

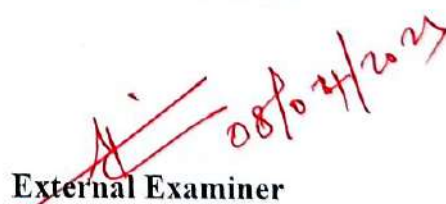

Signature of the Guide
S. POOJA, M.Com., M.Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029


Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGMENT

**A STUDY ON WORK LIFE BALANCE OF DAILY WAGE LABOURS 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

BACHELOR OF COMMERCE

Submitted by
BHUVANAVARSHINI A
(REG .NO :201CM203)

Under the Guidance of
Dr. S. Poorni, M. Com., M. Phil., PhD.
Assistant Professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

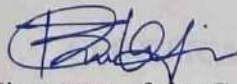
2022– 2023

DECLARATION

I, **BHUVANAVARSHINI A** declare that the project work, entitled **A STUDY ON WORK LIFE BALANCE OF DAILY WAGE LABOURS WITH SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. S. Poorni, M. Com., M. Phil., PhD., Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: **05.04.2023**



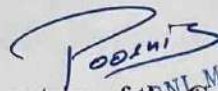
Signature of the Candidate
(**BHUVANAVARSHINI A**)

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON WORK LIFE BALANCE OF DAILY WAGE LABOURS WITH SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **BHUVANAVARSHINI A** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

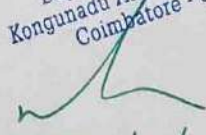
Date: 05/04/2023 .


Signature of the Guide
S. P. S. M. Com., M. Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed

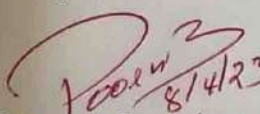


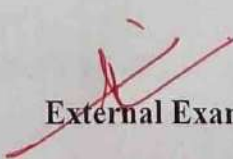

Head of the Department
Dr. S. V. A. M. Com., M. Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


5/4/23
Principal

PRINCIPAL,
Kongunadu Arts & Science College,
COIMBATORE

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


8/4/23
Internal Examiner


08/04/2023
External Examiner

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS TATA
FOOD PRODUCTS
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

Submitted by

N. ANITHA

(Reg.No: 201CM208)

Under the Guidance of

Dr. S. Kalpana Devi, MIB., M.Com., MBA., PhD.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

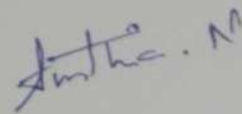
2022-2023

DECLARATION

I, N. ANITHA declare that the project work, entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS TATA FOOD PRODUCTS" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Dr. S. Kalpana Devi, MIB., M.Com., MBA., PhD., Assistant Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Signature of the Candidate

(N. ANITHA)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON BRAND CONSUMER BUYING BEHAVIOUR TOWARDS TATA FOOD PRODUCTS" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **N. ANITHA** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Counter Signed

Head of the Department

Dr. S. UNA, B.Com., M.P.N.T., Ph.D., GOCA.
Associate Professor and Head
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641029

Signature of the Guide

Mrs. S. KALPANA DEVI
MIB., M.Com., MBA., (Ph.D)
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641029

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY 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

Submitted by

SHATHI VINAYAKAM R K

(Reg.No: 201CM209)

Under the Guidance of

Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, SHATHI VINAYAKAM R K , declare that the project work, entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY IN COIMBATORE CITY", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D., Associate Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06 / 04 / 2023



Signature of the Candidate
(SHATHI VINAYAKAM R K)

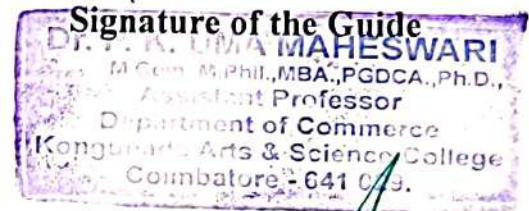
CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY IN COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of bachelor of Commerce is a record of original work done by SHATHI VINAYAKAM R K during the period of his study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06/04/2023

P.K.U.



Counter Signed

Head of the Department

Dr. S. N. M. A. M. Com., M. Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029



Principal 6/4/23

PRINCIPAL,
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

P.K.U.
Internal Examiner

External Examiner

A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL NETWORK 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
BACHELOR OF COMMERCE

Submitted by
AAKASH.N
(REG. NO: 201CM210)

Under the Guidance of
Dr. S. Uma , M.Com., M.Phil., Ph.D., PGDCA
Associate Professor and Head



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with “A⁺” Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST
MOVING CONSUMER GOODS, DURABLE GOODS (FURNITURE)
-AN EMPIRICAL STUDY**

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

Submitted by

AKIL KISHOR.A

(Reg.No: 201CM211)

Under the Guidance of

Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

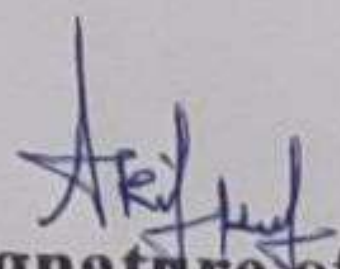
2022– 2023

DECLARATION

I, **AKIL KISHOR.A**, declare that the project work, entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS, DURABLE GOODS (FURNITURE) – AN EMPIRICAL STUDY**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D., Associate Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023

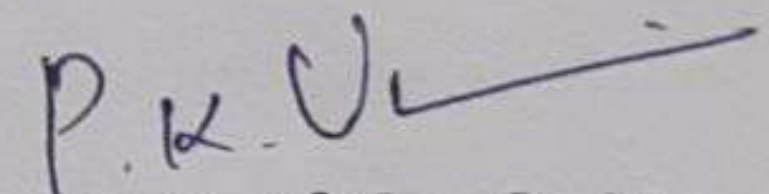

Signature of the Candidate
(AKIL KISHOR.A)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARD FAST MOVING CONSUMER GOODS, DURABLE GOODS (FURNITURE) – AN EMPIRICAL STUDY" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of original work done by **AKIL KISHOR.A** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023.

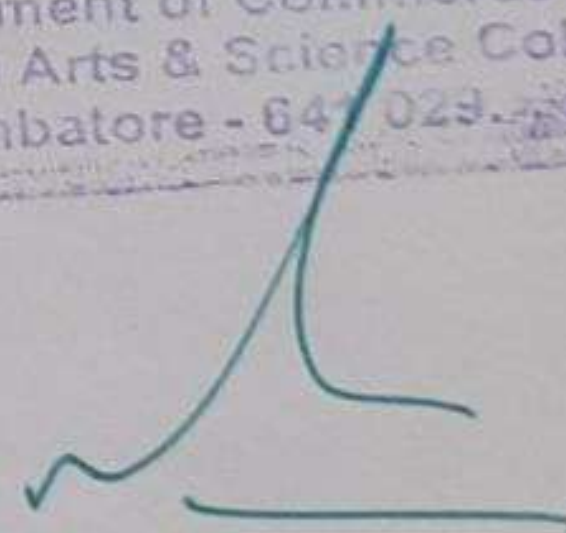

Signature of the Guide

Dr. P. K. UMA MAHESWARI
M.Com., M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029.

Counter Signed


Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

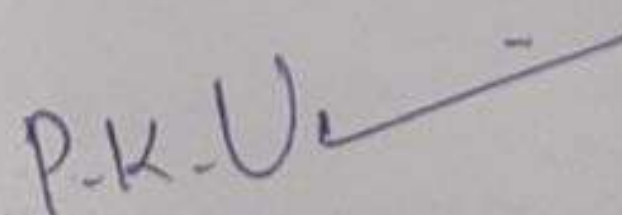


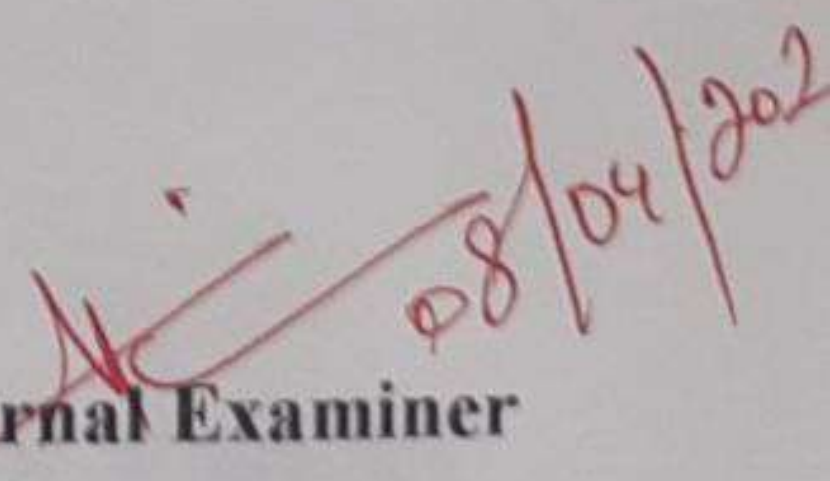

Principal

5/4/23

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner


External Examiner

A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILE

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

Submitted by

KEERTHANA.P

(Reg.No: 201CM212)

Under the Guidance of

Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

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

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, **KEERTHANA**, declare that the project work, entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILE**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D., Associate Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 8/4/23

P. Keerthana
Signature of the Candidate
(KEERTHANA.P)

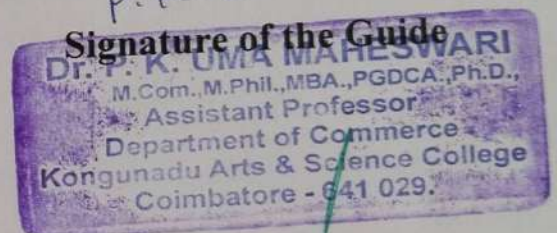
CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARD VIVO MOBILE" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **KEERTHANA.P** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 6/4/23.

Signature of the Guide



Counter Signed



Head of the Department
Dr. S. U. M. A., M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

P.K.U.
Internal Examiner

08/04/2023
External Examiner

**A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE 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

BACHELOR OF COMMERCE

Submitted by

M.MUGESH

(Reg.No: 201CM213)

Under the Guidance of

Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

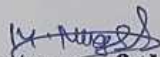
2022– 2023

DECLARATION

I, M.MUGESH, declare that the project work, entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE WITH SPECIAL REFERENCE TO COIMBATORE CITY", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Dr.P.K.Uma Maheswari, M.Com., M.Phil., MBA., PGDCA., Ph.D., Associate Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06, 04, 2023


Signature of the Candidate
(M.MUGESH)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE WITH SPECIAL REFERENCE TO COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **M.MUGESH** during the period of his study in the **Department of Commerce**, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06/04/2023

P.K.U.
Signature of the Guide
M.Com., M.Phil., MBA., PGDCA., Ph.D.
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029.

Counter Signed

[Signature]
Head of the Department
Dr.S.UMA, M.Com., M.Phil., Ph.D., PGDCA.
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029



[Signature]
6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

P.K.U.
Internal Examiner

[Signature] 08/04/2023
External Examiner

**A STUDY ON CUSTOMER SATISFACTION TOWARDS WILDCARIFT
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

Submitted by

JEYADURGADEVI K

(Reg.No: 171CM028)

Under the Guidance of

Mrs. S. Kalpanadevi MIB., M.com., MBA

Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

MARCH – 2020

**A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN PAINTS
LIMITED WITH REFERENCE TO 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

Submitted by
G PRADEEPA
(Reg.No: 201CM216)

Under the Guidance of
Dr. S.AMUDHA, M.Com., M.Phil., Ph.D., SET., PGDCA
Associate Professor

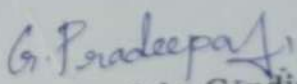


DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4th Cycle)] College
of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

DECLARATION

I, G PRADEEPA declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN PAINTS WITH REFERENCE TO COIMBATORE**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of **Dr. S.AMUDHA, M.Com., M.Phil., Ph.D., SET., PGDCA Associate Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore Date: 05/04/2023


Signature of the Candidate
G PRADEEPA

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN PAINTS WITH REFERENCE TO COIMBATORE" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of bachelor of Commerce is a record of original work done by G PRADEEPA during the period of his/her study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Counter Signed

Head of the Department

Dr. S. UMA M. Phil., M. Ed., PGDCA.
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Signature of the Guide
Dr. S. AMUDHA

M.Com., M.Phil., SET., Ph.D., PGDCA
Associate Professor of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

8.4.23

External Examiner

08/04/2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS E-ROYCE
MOTORS INDIA LIMITED WITH REFERENCE TO 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

Submitted by

C GURUPRASAD

(Reg.No: 201CM218)

Under the Guidance of

Dr. S.AMUDHA, M.Com., M.Phil., Ph.D., SET., PGDCA

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

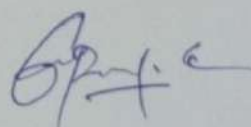
2022– 2023

DECLARATION

I, C GURU PRASAD declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS E-ROYCE MOTORS INDIA LTD WITH REFERANCE TO COIMBATORE**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of **Dr. S.AMUDHA, M.Com., M.Phil., Ph.D., SET., PGDCA Associate Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Signature of the Candidate

C GURUPRASAD

CERTIFICATE

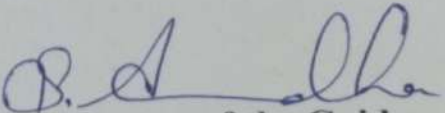
This is to certify that Project work entitled “A STUDY ON CONSUMER SATISFACTION TOWARDS E-ROYCE MOTORS INDIA LIMITED WITH REFERENCE TO COIMBATORE” submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **C GURUPRASAD** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

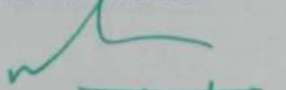
Date: 05/04/2023



Counter Signed

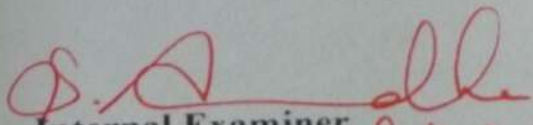

Signature of the Guide
Dr. S. AMUDHA
M.Com., M.Phil., SET., Ph.D., PGDCA
Associate Professor of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

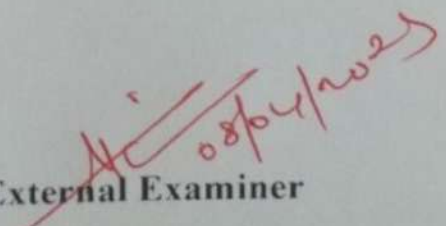

Head of the Department
Dr. S. AMUDHA, M.Phil., SET., Ph.D., PGDCA
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner **0.4.23**


External Examiner

**A STUDY ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI INDIA
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
BACHELOR OF COMMERCE

Submitted by
VISHWA.A
(Reg. No: 201CM219)

Under the Guidance of
Ms. S. SARANYA, M.Com., M. Phil.,
Assistant professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

DECLARATION

I, VISHWA.A declare that the project work, entitled “ A STUDY ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI INDIA LIMITED”, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Ms. S. SARANYA, M.Com., M.Phil., in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/04/2023


Signature of the Candidate
(VISHWA.A)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI INDIA LIMITED" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **VISHIWA.A** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 03/04/2023

S. Sava 03/04/2023
Signature of the Guide

Counter Signed



Head of the Department

[Signature]
Dr. S. UNPA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

[Signature]
31/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

S. Sava
Internal Examiner

[Signature] 08/04/2023
External Examiner

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

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

Submitted by

AJITH.M

(Reg No:201CM220)

Under the Guidance of

Ms.S.Saranya, M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022- 2023

DECLARATION

I, **AJITH.M** declare that the project work, entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS GREEN PRODUCTS**”, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Ms.S.Saranya, M.Com., M.Phil., Assistant Professor** Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06.04.2023



Signature of the Candidate

(AJITH.M)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS GREEN PRODUCTS" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **AJITH.M** during the period of her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 06.04.2023

S. Sarala 6/4/23
Signature of the Guide

[Signature]
Head of the Department
Dr.S.UMA M.Com., M.Phil., Ph.D.PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter-Signed



[Signature]
6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

S. Sarala
Internal Examiner

[Signature]
External Examiner

**A STUDY ON CUSTOMER SATISFACTION TOWARDS 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

Submitted by

HARSHINI.M

(Reg.No: 201CM223)

Under the Guidance of

Miss.S.Saranya, M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)] College

of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, **HARSHINNI.M** declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Ms.S.Saranya, M.Com., M.Phil., Assistant Professor** Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5.4.2023

M. Harshini

Signature of the Candidate

(**HARSHINNI.M**)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **HARSHINLM** during the period of her study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place : Coimbatore

Date : 5.4.2023



Counter Signed

Head of the Department

Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

S. Saraf 5/4/23
Signature of the Guide

5/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 8.4.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

S. Saraf
Internal Examiner

8/4/2023
External Examiner

**A STUDY ON EMPLOYEES PERFORMANCE APPRAISAL AND
BONUS PAYMENTS WITH REFERENCE TO AADHI MARUTHI
PVT LTD**

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

Submitted by

DHANUSH.P

(Reg.No: 201CM224)

Under the Guidance of

Miss.S.SARANYA, M.Com., M.Phil.,
Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

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

COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

A STUDY ON FINANCIAL PERFORMANCE TOWARDS INDIAN OIL CORPORATION 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

BACHELOR OF COMMERCE

Submitted by

KARANRAGHUL R

(Reg.No: 201CM226)

Under the Guidance of

Mr. S. Arumugaraj, M.Com., NET.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

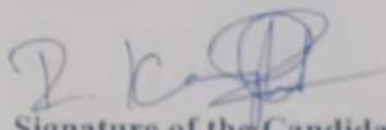
2022-2023

DECLARATION

I, **KARANRAGHUL R**, declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE TOWARDS INDIAN OIL CORPORATION LIMITED**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Mr. S. Arumugaraj, M.Com., NET., Assistant professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Signature of the Candidate

(KARANRAGHUL R)

CERTIFICATE

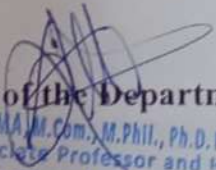
This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE TOWARDS INDIAN OIL CORPORATION LIMITED" submitted to Kongunadu Arts and Science College (Autonomous) Affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of original work done by **KARANRAGHUL R** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

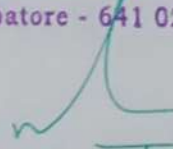
Date: 05/04/2023


Signature of the Guide
Mr. S. ARUMUGARAJ, M.Com., NET.,
Assistant Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029.

Counter Signed

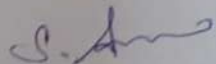

Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029



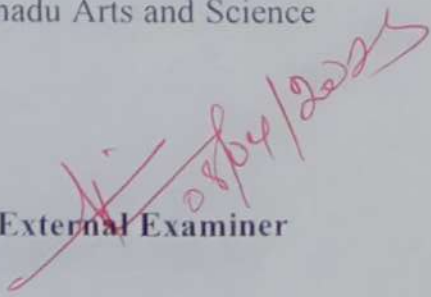

Principal

PRINCIPAL
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner

(S. ARUMUGARAJ)


External Examiner

A STUDY ON FINANCIAL PERFORMNACE OF INFOSYS 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
BACHELOR OF COMMERCE

Submitted by
ARAVIND R
(Reg.No: 201CM230)
Under the guidance of
Mr. S.Arumugaraj, M.Com.,NET.,
Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE
KONGUNÁDU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited By NAAC with “A+” Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

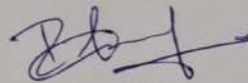
2022-2023

DECLARATION

I, **ARAVIND R**, declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF INFOSYS LIMITED**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfilment of the requirement for the Degree of Bachelor of Commerce is a record of original work done during the period of 2022-2023 under the Guidance of **Mr.S.Arumugaraj,M.Com.,NET., Assistant Professor, Department of Commerce**, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023.



Signature of the candidate
(ARAVIND R)

CERTIFICATE

CERTIFICATE

This is to certify that project work entitled “A STUDY ON FINANCIAL PERFORMANCE OF INFOSYS LIMITED” submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of the original work done by **ARAVIND R** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

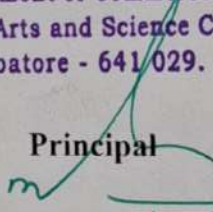
Date: 05/04/2023

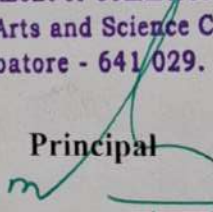

Signature of the Guide
Mr. S. ARUMUGARAJ, M.Com., NET.,
Assistant Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029.

Counter Signed




Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

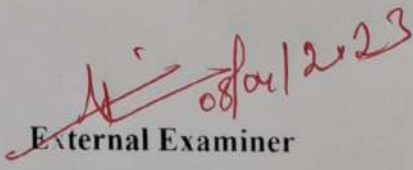

Principal


5/4/23
PRINCIPAL
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the viva voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner

(S. ARUMUGARAJ)


08/04/2023
External Examiner

**A STUDY ON CONSUMER SATISFACTION TOWARDS V-GUARD SOLAR
WATER HEATER 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

Submitted by

RATHIPRIYA J

(Reg.No: 201CM231)

Under the Guidance of

Mrs. M. JESHI M.Com., M.Phil., PGDCA.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

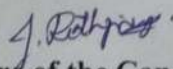
2022- 2023

DECLARATION

I, **RATHIPRIYA J** declare that the project work, entitled “**A STUDY ON CONSUMER SATISFACTION TOWARDS V-GUARD SOLAR WATER HEATER WITH REFERENCE TO COIMBATORE CITY**”, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Mrs. M. JESHI M.Com., M.Phil., PGDCA., Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5/4/2023


Signature of the Candidate

RATHIPRIYA J

CERTIFICATE

This is to certify that Project work entitled “A STUDY ON CONSUMER SATISFACTION TOWARDS V-GUARD SOLAR WATER HEATER WITH REFERENCE TO COIMBATORE CITY”, submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **RATHIPRIYA J** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5/4/2023



Counter Signed

Head of the Department

Dr. S. Uma, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Signature of the Guide
Dr. J. S. Ravi, M.Com., M.Phil.,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts and Science College
Coimbatore - 641 029

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 8.4.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.

Internal Examiner

External Examiner

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL
SERVICE PROVIDER 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

Submitted by
DASAN B
(Reg.No: 201CM235)

Under the Guidance of
Mrs .M. JESHI, M.Com., M.Phil., PGDCA.,
Assistant Professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]
College of Excellence (UGC) **COIMBATORE-641029,**
TAMIL NADU, INDIA

2022-2023

DECLARATION

I, **DASAN.B** declare that the project work, entitled "**A STUDY OF CUSTOMER SATISFACTION TOWARDS AIRTEL SERVICE PROVIDER IN COIMBATORE CITY**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiyar University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce is a record of original work done during the period of 2022-2023 under the Guidance of **Mrs.M.JESHI,M.com.,M.phil.,PGDCA., Assistant professor** in Department of Commerce,Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place:Coimbatore

Date: 05/04/2023

B. Dasan

Signature of the candidate

(DASAN B)

CERTIFICATE

This is to certify that project work entitled "**A STUDY OF CUSTOMER SATISFACTION TOWARDS AIRTEL SERVICE PROVIDER IN COIMBATORE CITY**" submitted to Kongunadu Arts And Science College (Autonomous), Affiliated to Bharathiyar University in partial fulfillment of the award of the Degree of Bachelor of Commerce is a record of the original work done by **DASAN .B** during the period of his study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Counter Signed

Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Submitted for the viva voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

M. JESHI, M.Com., M.Phil.,
Assistant Professor
Dept. Signature of the Guide
Kongunadu Arts and Science College
Coimbatore - 641 029

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

External Examiner

**A STUDY OF CUSTOMER SATISFACTION ON PIZZA HUT
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

Submitted by

R.ANISHA

(Reg.No. 201CM236)

Under the Guidance of

K.MYILSWAMY, M.Com. (CA)., M.Phil.,MBA., PGDCA.,

ASSISTANT PROFESSOR



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, R. ANISHA declare that The project work, entitled " A STUDY OF CUSTOMER SATISFACTION ON PIZZA" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of K. MYILSWAMY, M.COM(CA), M.Phil., MBA., PGDCA., Assistant Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: *5.04.2023*

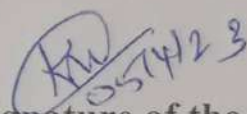
R. Anisha.
Signature of the Candidate
(R. ANISHA)

CERTIFICATE

This is to certify that Project work entitled " A STUDY OF CUSTOMER SATISFACTION ON PIZZA HUT" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by R.ANISHA during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5-04-2023


Signature of the Guide

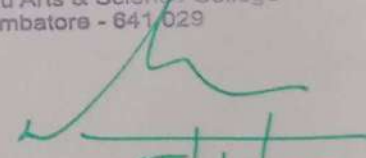
K. MYILSWAMY
M.Com(CA), M.Phil., MBA., PGDCA.,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed



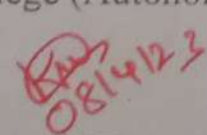

Head of the Department

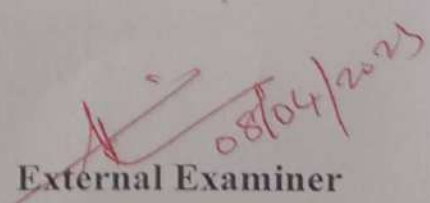
Dr.S.UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

A STUDY OF CUSTOMER SATISFACTION ON PIZZA HUT
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

Submitted by

R.ANISHA

(Reg.No. 201CM236)

Under the Guidance of

K.MYILSWAMY, M.Com. (CA), M.Phil., MBA., PGDCA.,

ASSISTANT PROFESSOR



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, R. ANISHA declare that The project work, entitled " A STUDY OF CUSTOMER SATISFACTION ON PIZZA" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of K. MYILSWAMY, M.COM(CA), M.Phil., MBA., PGDCA., Assistant Professor in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: *5.04.2023*

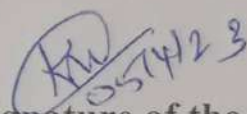
R. Anisha.
Signature of the Candidate
(R. ANISHA)

CERTIFICATE

This is to certify that Project work entitled " A STUDY OF CUSTOMER SATISFACTION ON PIZZA HUT" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by R.ANISHA during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5-04-2023


Signature of the Guide

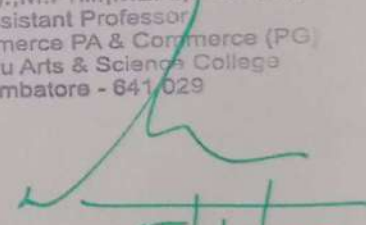
K. MYILSWAMY
M.Com(CA), M.Phil., MBA., PGDCA.,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed



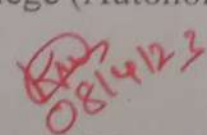

Head of the Department

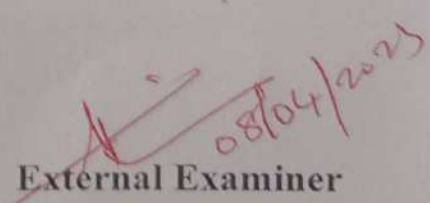
Dr.S.UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

**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

Submitted by

DINESH H

(Reg.No: 201CM239)

Under the Guidance of

K. MYILSWAMY M.Com(CA)., M.Phil., MBA., PGDCA.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, **DINESH H** declare that the project work, entitled “**A STUDY ON FINANCIAL POSITION & PERFORMANCE ANALYSIS OF ITC LIMITED COMPANY IN COIMBATORE**” submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **K.MYILSWAMY M.Com., M.Phil., MBA., PGDCA., ASSISTANT Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04. 2023



Signature of the Candidate

DINESH H

CERTIFICATE

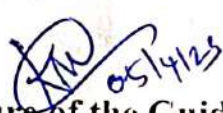
This is to certify that Project work entitled "A STUDY ON FINANCIAL POSITION & PERFORMANCE ANALYSIS OF ITC LIMITED COMPANY IN COIMBATORE" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of bachelor of Commerce is a record of original work done DINESH H during the period of his/her study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

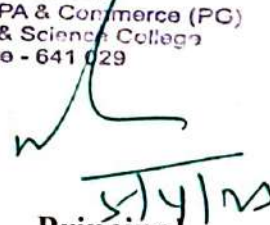
Date: 05/04/2023




Head of the Department
B.A., B.Com., M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Signature of the Guide

K. MYILSWAMY
M.Com(CA), M.Phil., MBA., PGDCA.,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts & Science College
Coimbatore - 641 029


Principal
Principal
Kongunadu Arts and Science College
COIMBATORE - 641 029.

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

A STUDY ON FINANCIAL PERFORMANCE OF ACCENTURE
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

Submitted by
PAVITHRAN J
(Reg.No: 201CM240)

Under the Guidance of
Mr.K.MYILSWAMY M.Com(CA), M.Phil., MBA., PGDCA.,
Assistant Professor



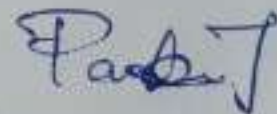
DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

DECLARATION

I, **PAVITHRAN J** declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF ACCENTURE**, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Mr.K.MYILSWAMY, M.Com(CA), M.Phil., MBA., PGDCA., Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Signature of the Candidate

(PAVITHRAN J)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF ACCENTURE" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of original work done by **PAVITHRAN J** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



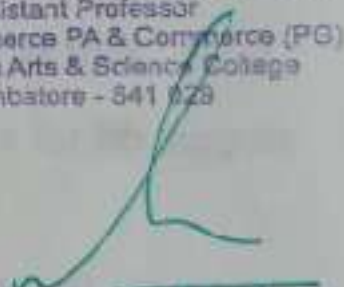
Signature of the Guide

R. MYILSWAMY
M.Com(CA), M.Phil., MBA, PGDCA.,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed

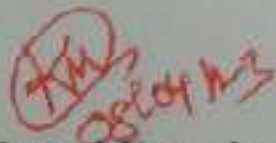


Head of the Department
Dr. S. Uma, M.Com., M.Phil., P.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

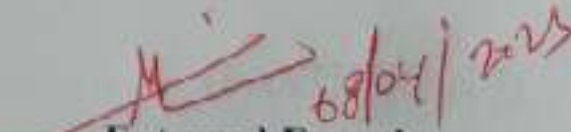

5/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 5-04-23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.



Internal Examiner


6/8/04/2023
External Examiner

A STUDY ON CUSTOMER SATISFACTION TOWARDS AJIO APP

PROJECT REPORT

Submitted to

Kongunadu arts and science college (Autonomous)

Affiliated to Bharathiyar University, Coimbatore

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

BACHELOR OF COMMERCE

Submitted by

MADHAN R

(Reg.No: 201CM241)

Under the guidance of

Mrs.P.Sudha M.COM.,MBA.,M.Phil.PGDCA

Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited By NAAC with "A⁺" Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

2022-2023

DECLARATION

DECLARATION

I, **MADHAN R**, declare that the project work, entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS AJIO APP**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiyar University in partial fulfillment of the requirement for the Degree of **Bachelor of Commerce** is a record of original work done during the period of 2022-2023 under the Guidance of **Mrs.P.Sudha M.Com.,MBA.,M.Phil.PGDCA**, Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5/4/2023

Signature of the candidate

(MADHAN R)

CERTIFICATE

This is to certify that project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AJIO APP" submitted to Kongunadu Arts And Science College (Autonomous), Affiliated to Bharathiyar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of the original work done by **MADHAN R** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Counter Signed

Head of the Department

Dr. S. UMA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

P. Sudha
5/4/2023
P. SUDHA, M.Com., M.B.A., M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.

Principal

PRINCIPAL,
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the viva voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

P. Sudha
8/4/23
Internal Examiner

External Examiner

**A STUDY ON FINANCIAL PERFORMNACE OF HCL
TECHNOLOGIES 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
BACHELOR OF COMMERCE

Submitted by
KOWSHIK V
(Reg.No: 201CM244)
Under the guidance of
Mrs. P.Sudha, M.Com.MBA,M.Phil
Assistant Professor



Estd 1973

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

Re-accredited By NAAC with “A⁺” Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

2022-2023

DECLARATION

DECLARATION

I, **KOWSHIK V**, declare that the project work, entitled “**A STUDY ON FINANCIAL PERFORMANCE OF HCL TECHNOLOGIES LIMITED**”, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfilment of the requirement for the Degree of Bachelor of Commerce is a record of original work done during the period of 2022-2023 under the Guidance of **Mrs. P.Sudha,M.com.MBA,M.Phil, Assistant Professor, Department of Commerce**, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the candidate
(KOWSHIK V)

CERTIFICATE

CERTIFICATE

This is to certify that project work entitled “**A STUDY ON FINANCIAL PERFORMANCE OF HCL TECHNOLOGIES LIMITED**” submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of the original work done by **KOWSHIK V** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date:

Signature of the Guide

Counter Signed

Head of the Department

Principal

Submitted for the viva voce held on _____ at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and knowledge to complete this project successfully.

I am indebted to the Management of Kongunadu Arts and Science College for giving me an opportunity to be a student of the renowned institution and to undertake this project work.

I am grateful to **Dr.C.A.Vasuki M.Sc., Secretary and Director**, Kongunadu Arts and Science College, who extend great support to me for continuing my education and ensure success in all the academic endeavors.

I express my deep sense of gratitude to **Dr.M.Lekeshmanaswamy M.Sc., M.Phil., Ph.D., B.Ed., FSISC., FISEC., Principal**, Kongunadu Arts and Science College, the man behind the curtain of all endeavors and granting me the permission to undertake this project work.

I submit my sincere thanks to **Dr Dr.Lalitha Ramasamy, Dean-Academics (I/c), Dr.S.Paulsamy M.Sc., M.Phil., Ph.D., FTE. FRMSI., Dean(R&D)**, for their constant encouragement.

I extend my special heartfelt thanks to **Dr.S.Uma M.Com., M.Phil., Ph.D., PGDCA., Associate professor and Head, Department of Commerce** for the support and guidance in completing this work successfully.

I am extremely grateful to my guide **Mrs.P.Sudha,M.Com.MBA,M.Phil Assistant professor, Department of Commerce** who has motivated and guided me by offering his constructive and innovative ideas to do the project work with tremendous encouragement.

I thank all the **staff members** for continuous support and encouragement.

I also acknowledge the help of my **Parents** and my **Friends** for providing me continuous support and encouragement.

(KOWSHIK V)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
NATIONAL ELECTRONIC FUND TRANSFER 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

BACHELOR OF COMMERCE

Submitted by

DEVADHARSHINI.S

REG NO : 201CM247

Under the Guidance of

Dr. S . POORNI ,M.Com.,M.Phil.,Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, **DEVADHARSHINI.S** declare that the project work, entitled "**A CUSTOMER SATISFACTION TOWARDS NATIONAL ELECTRONIC FUND TRANSFER WITH SPECIAL REFERENCE TO COIMBATORE CITY**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. S. POORNI, M.Com., M.Phil., Ph.D., Assistant Professor** Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate In any University.

Place: Coimbatore

Date: 06 . 04 . 2023

S. dharshini

Signature of the Candidate

(DEVADHARSHINI.S)

CERTIFICATE

This is to certify that Project work entitled "A CUSTOMER SATISFACTION TOWARDS NATIONAL ELECTRONIC FUND TRANSFER WITH SPECIAL REFERENCE TO COIMBATORE CITY", submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **DEVADHARSHIHS** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06.04.2023

Signature of the Guide

S. POORNI, M.Com., M.Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641029

Counter Signed



Head of the Department
Associate Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Principal

PRINCIPAL
Kongunadu Arts & Science College
Coimbatore

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

**A STUDY ON CONSUMER SATISFACTION TOWARDS ONE PLUS
MOBILE 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
BACHELOR OF COMMERCE

Submitted by
SWETHA C
(Reg.No: 201CM248)

Under the guidance of
DR.S.POORNI, M.Com., M.Phil., P.hd.
Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited By NAAC with "A⁺⁺" Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

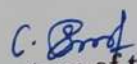
2022-2023

DECLARATION

I, **SWETHA C**, declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS ONE PLUS MOBILE WITH SPECIAL REFERENCE TO COIMBATORE CITY**", Submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfilment of the requirement for the Degree of Bachelor of Commerce is a record of original work done during the period of 2022-2023 under the Guidance of **DR.S.POORNI, M.com., M.Phil., P.hd. Assistant Professor**, Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023


Signature of the candidate
(SWETHA C)

CERTIFICATE

This is to certify that project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONE PLUS MOBILE WITH SPECIAL REFERENCE TO COIMBATORE CITY" submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of the original work done by **SWETHA C** during the period of his study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

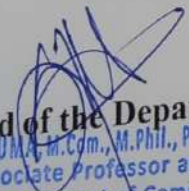
Place: Coimbatore

Date: 05/04/2023


Signature of the Guide
S. P. S. M. Com., M. Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

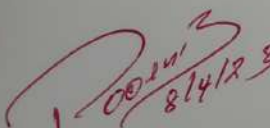
Counter Signed

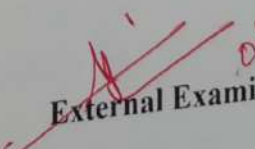



Head of the Department
Dr. S. D. M. Com., M. Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal
PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the viva voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner
08/04/23


External Examiner
08/04/23

A STUDY ON CUSTOMER SATISFACTION TOWARDS OPPO MOBILES 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

Submitted by

KALEESHWARLK

REG.NO: 201CM250

Under the Guidance of

Dr. S. POORNI, M.Com., M.Phil., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, KALEESHWARI.K declare that the project work, entitled "A CUSTOMER SATISFACTION TOWARDS OPPO MOBILES WITH REFERENCE TO COIMBATORE CITY", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of 2022-2023 under the guidance of Dr.S.POORNI, M.Com., Phil., Ph.D., Assistant Professor Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar award to any candidate in any University.

Place: Coimbatore

Date: 5.04.2023

K. Kaleeswari
Signature of the Candidate
(KALEESHWARI.K)

CERTIFICATE

This is to certify that Project work entitled **A CUSTOMER SATISFACTION TOWARDS OPPO MOBILES WITH REFERENCE TO COIMBATORE CITY**", submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **KALEESHWARI.K** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5.04.2023

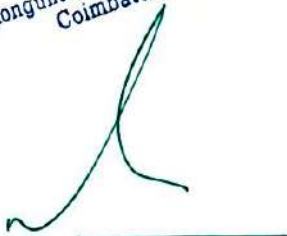

Signature of the Guide
S. POORNI, M.Com., M.Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed


Head of the Department

Dr.S.UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

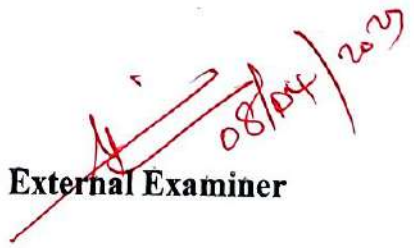



5/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 8.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner


External Examiner

**IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR 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

BACHELOR OF COMMERCE

Submitted by

SWEATHA SP

(REG .NO :201CM251)

Under the Guidance of

Dr. S. Poorni, M. Com., M. Phil., PhD.

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

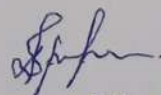
2022– 2023

DECLARATION

I, **SWEATHA SP** declare that the project work, entitled **IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. S. Poorni, M. Com., M. Phil., PhD., Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05/04/2023



Signature of the Candidate

(SWEATHA SP)

CERTIFICATE

This is to certify that Project work entitled **IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR SPECIAL REFERENCE TO COIMBATORE CITY** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **SWEATHA SP** during the period of his/her study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

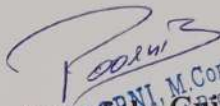
Place: Coimbatore

Date: 05/04/2023



Counter Signed

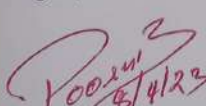

Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

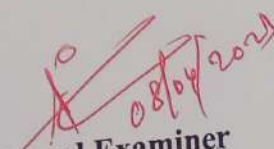

Signature of the Guide
S. P. S. Prasad, M.Com., M.Phil.,
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641029


5/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 08/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


05/4/23
Internal Examiner


08/04/2023
External Examiner

**A STUDY ON USERS SATISFACTION
TOWARDS INSTAGRAM**

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

Submitted by

EZHILARASI. R

Reg.No: 201CM254

Under the Guidance of

Dr. S. Uma, M.Com., M.Phil., Ph.D., PGDCA

Associate Professor and Head



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

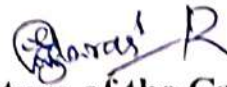
2022– 2023

DECLARATION

I, **EZHILARASI. R** declare that the project work, entitled "**A STUDY ON USERS SATISFACTION TOWARDS INSTAGRAM** ", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of **Bachelor of Commerce** is a record of original work done during the period of **2022-2023** under the guidance of **Dr. S. Uma, M.Com., M.Phil., Ph.D., PGDCA Associate Professor and Head in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore**, and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or another similar title to any candidate in any University.

Place: Coimbatore

Date: 16-04-2023



Signature of the Candidate

EZHILARASI. R

Internal Examiner

External Examiner

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON USERS SATISFACTION TOWARDS INSTAGRAM" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of Bachelor of Commerce is a record of original work done by EZHILARSIR during the period of her study in the Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar titles to any candidate in any University.

Place: Coimbatore

Date: 06-04-2023

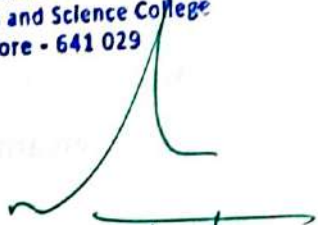

Signature of the Guide
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed

Head of the Department

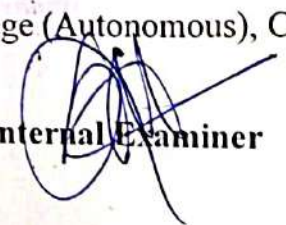

Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029




6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

submitted for the Viva Voce held on 08-04-2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


08/04/2023
External Examiner

**A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS WOMEN
CONSUMER PURCHASE OF GOODS THROUGH 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

Submitted by

ANUSRI.B

(Reg. No: 201CM255)

Under the Guidance of

Dr. K.AKILA M.Com., M.Phil., PGDCA., Phd.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, ANUSRI.B declare that the project work, entitled “**A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS WOMEN CONSUMER PURCHASE OF GOODS THROUGH ONLINE SHOPPING**”, submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. K.AKILA M.Com., M.Phil., PGDCA., Phd.**, in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5/4/2023



Signature of the Candidate

ANUSRI.B

CERTIFICATE

This is to certify that Project work entitled "A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS WOMEN CONSUMER PURCHASE OF GOODS THROUGH ONLINE SHOPPING" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **ANUSRI.B** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5/4/2023


Signature of **Dr. K. AKILA,**
M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce

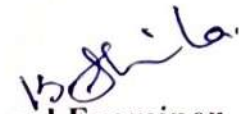
Counter Signed




Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


5/4/23
Principal
PRINCIPAL,
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 8/4/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner

Dr. K. AKILA,
M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce


External Examiner

**A STUDY ON CONSUMER SATISFACTION TOWARDS SUNFEAST DARK
FANTASY**

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

Submitted by

M. ABIRAMI

(Reg.No: 201CM256)

Under the Guidance of

Dr. K. AKILA

, M.Com., M.Phil., Ph.D., PGDCA

ASSISTANT PROFESSOR



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, M. ABIRAMI declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS SUNFEAST DARK FANTASY**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **Dr. K. AKILA, M.Com., M.Phil., Ph.D., PGDCA ASSISTANT PROFESSOR** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 8/4/23



Signature of the Candidate

(M.ABIRAMI)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS SUNFEAST DARK FANTASY" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **M. ABIRAMI** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 8/4/23

Signature of the Guide

Dr. K. AKILA,
M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce

Counter Signed



Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Principal
PRINCIPAL,
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 8/4/23 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.

Internal Examiner
Dr. K. AKILA, M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce

External Examiner

**A STUDY ON CONSUMER PREFERENCE TOWARDS DTDC COURIER
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

Submitted by

R. NAVEEN

(Reg. No: 201CM257)

Under the Guidance of

DR. K. AKILA, M.Com., M.Phil., PGDCA., Ph.D.

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

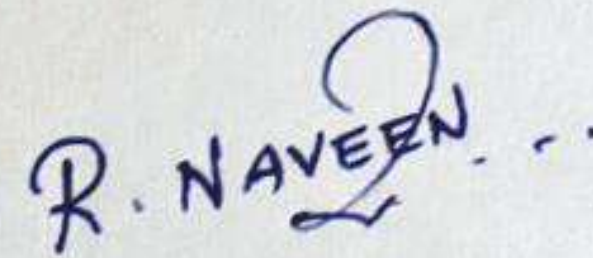
2022– 2023

DECLARATION

I, **R. NAVEEN** declare that the project work, entitled **A STUDY ON CONSUMER PREFERENCE TOWARDS DTDC COURIER** submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the requirement for the Degree of bachelor of Commerce is a record of original work done during the period of **2022-2023** under the guidance of **DR. K. AKILA, M.Com., M.Phil., PGDCA., Ph.D, Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5.4.2023



Signature of the Candidate

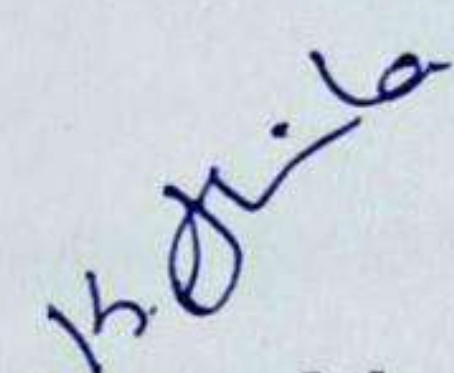
(R. NAVEEN)

CERTIFICATE

This is to certify that Project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS DTDC COURIER**" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of original work done by **R. NAVEEN** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 5.4.2023

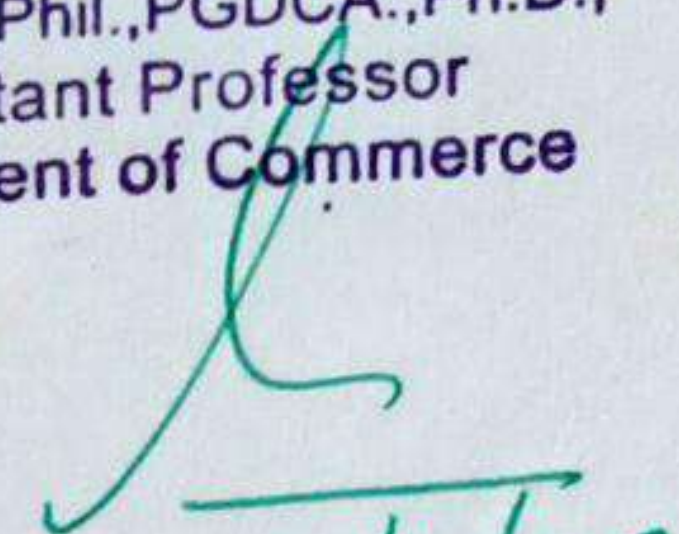

Signature of the Guide

Dr. K. AKILA,
M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce

Counter Signed

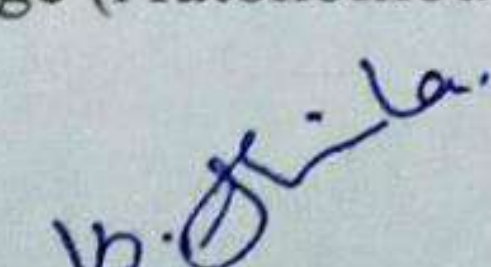



Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

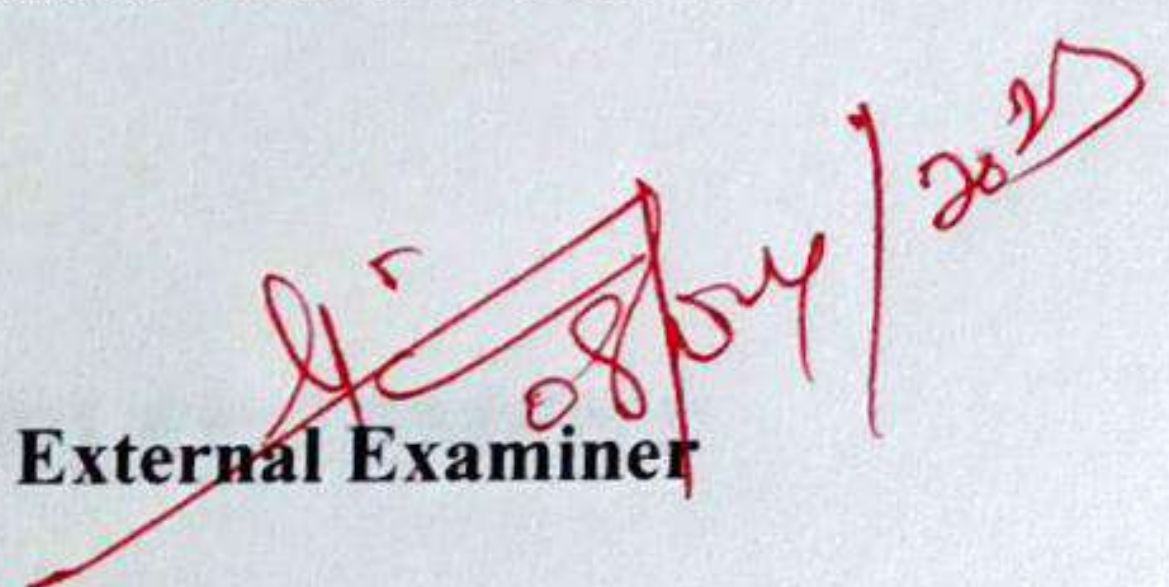

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 8.4.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner

Dr. K. AKILA,
M.Com., M.Phil., PGDCA., Ph.D.,
Assistant Professor
Department of Commerce


External Examiner

**A STUDY ON FINANCIAL PERFORMANCE OF INDIAN BANK
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

BACHELOR OF COMMERCE

Submitted by

G. JANARTHAN PRABHU

(Reg.No: 201CM259)

Under the Guidance of

Mrs D. SUGANYA, M.Com(FA), M.Phil

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

DECLARATION

I, **G. JANARTHAN PRABHU** declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF INDIAN BANK**", submitted to Kongunadu Arts and Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of therequirement for the Degree of bachelor of Commerce is a record of original workdone during the period of **2022 – 2023** under the guidance of **Mrs D .SUGANYA, M.Com(FA),M.Phil Assistant Professor** in Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Signature of the Candidate
(G. JANARTHAN PRABHU)

CERTIFICATE

This is to certify that Project work entitled "**A STUDY ON FINANCIAL PERFORMANCE OF INDIAN BANK**" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **G. JANARTHAN PRABHU** during the period of his/her study in the **Department of Commerce, Kongunadu Arts and Science College (Autonomous), Coimbatore** under my supervision and the project has not formed the basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023



Counter Signed

Signature of the Guide


Principal

Head of the Department

Dr. S. D. MA, M.Com., M.Phil., Ph.D. PGDCA,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

PRINCIPAL,
Kongunadu Arts & Science College,
COIMBATORE.

Submitted for the Viva Voce held on 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.

Internal Examiner

External Examiner

**A STUDY ON CONSUMER PREFERENCE TOWARDS HEALTH DRINKS
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

BACHELOR OF COMMERCE

Submitted by
SURYA P
(REG .NO :201CM204)

Under the Guidance of
Dr. S. Poorni, M. Com., M. Phil., PhD.
Assistant Professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS
RELIANCE JIO
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

Submitted by

SAKTHI NISHA.S

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Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with “A⁺” Grade (4th Cycle)] College
of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022-2023

A STUDY ON INVESTMENT AND SAVING PATTERN AMONG INDIVIDUALS -AN EMPIRICAL STUDY

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

Submitted by

NOUSHEER.P.M

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DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**A STUDY ON CUSTOMER PREFERENCE TOWARDS HIMALAYA HERBAL
PRODUCTS 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

BACHELOR OF COMMERCE

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Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022- 2023

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

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

Submitted by

GOVARDHANAN.M

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Associate Professor and Head



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**A STUDY ON FINANCIAL PERFORMANCE OF STEEL AUTHORITY OF
INDIA 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
BACHELOR OF COMMERCE

Submitted by
PRABHU V
(Reg. No: 201CM221)

Under the Guidance of
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Assistant professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with "A+" Grade (4 Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022- 2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS REDMI MOBLIE
PRODUCTS 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

BACHELOR OF COMMERCE

Submitted by

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DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

A STUDY ON ANALYSIS OF FINANCIAL PERFORMANCE OF TVS COMPANY

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

Submitted by

VARSINI R K

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Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**“A STUDY OF CUSTOMER SATISFACTION TOWARDS THE SERVICE
PROVIDED BY OLA 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

Submitted by

NITTHISH.S

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Under the Guidance of

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Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

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

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
INTERNET BANKING SERVICE KVB BANK 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

Submitted by

AMRISH.D

(REGNO:201CM234)

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DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited By NAAC with "A+" Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

2022-2023

**A STUDY OF CONSUMER SATISFACTION TOWARDS E-PAYMENT 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

Submitted by

GOKUL.K

(Reg.No:201CM237)

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Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**A STUDY ON
CUSTOMER SATISFACTION TOWARDS ONLINE ADVERTISEMENT
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

Submitted by

DHANUSH. S

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Mr.K.MYILSWAMY, M.Com(CA), M.Phil, MBA, PGDCA.,
Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023

**A STUDY ON LOCAL VEGETABLE MARKET: AN UNEXPLORABLE
TREASURE HOUSE – WITH SPECIAL REFERENCE TO MVCC,
METTUPALAYAM TOWN**

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

Submitted by
FAKEER MOHAMED SAIT.M
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Assistant Professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)
[Re-Accredited By NAAC with “A⁺” Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2022– 2023

A STUDY ON FINANCIAL PERFORMANCE OF LENOVO

PROJECT REPORT

Submitted to

Kongunadu arts and science college

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE

Submitted by

A.B.ANISH KUMAR

(Reg.No: 201CM252)

Under the guidance of

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Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited By NAAC with "A + " Grade (4 th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA 2022-2023

**A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGY OF
CONVERSE HIGH TOP SHOES 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
BACHELOR OF COMMERCE

Submitted by

K.G.SANJEEVKUMAR

(Reg.No: 201CM258)

Under the Guidance of

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Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (Autonomous)

[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2022– 2023