

**A STUDY ON POSTPARTUM DEPRESSION OF WORKING WOMEN
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

BHARANI.K.S

Reg.No:201CM001

Under the guidance of

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

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, **BHARANI.K.S**, declare that the project work, entitled "**A STUDY ON POSTPARTUM DEPRESSION OF WORKING WOMEN 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.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: 5. 4. 2023



Signature of the candidate
(**BHARANI.K.S**)

CERTIFICATE

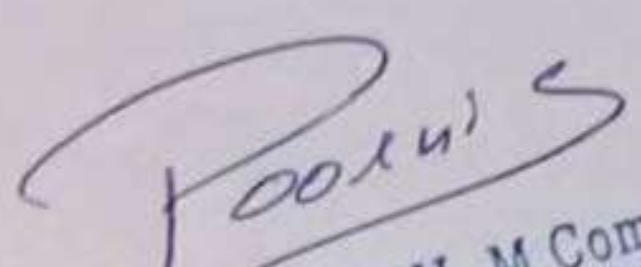
This is to certify that project work entitled "A STUDY ON POSTPARTUM DEPRESSION OF WORKING WOMEN IN COIMBATORE CITY" submitted to Kongunadu Arts And Science College (Autonomous), Affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Bachelor of Commerce** is a record of the original work done by **BHARANI.K.S** 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.

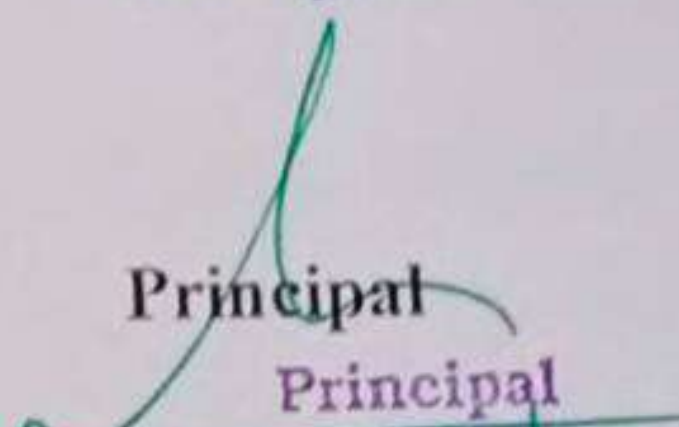
Place: Coimbatore

Date: 5.4.2023

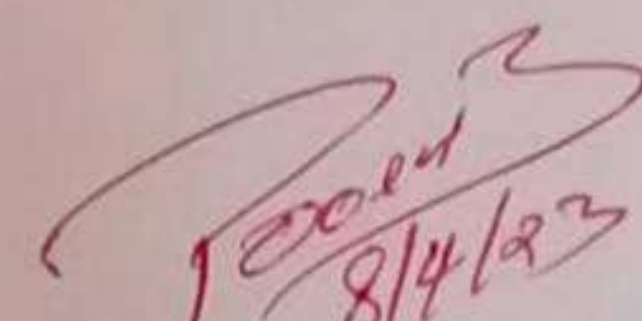


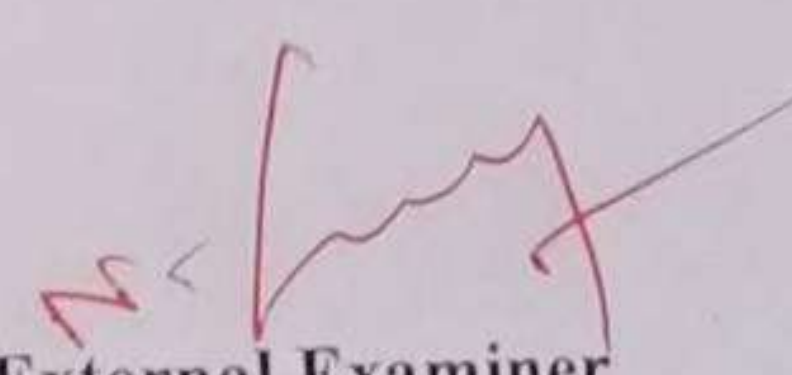

Head of the Department
Dr. S.UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


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


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

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


Internal Examiner


External Examiner

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.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 **Dr.S.Poorni, M.Com., M.Phil., Ph.D., Assistant Professor, Department of Commerce** who has motivated and guided me by offering her 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.

(BHARANI.K.S)

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RELIANCE
DEPARTMENTAL STORE 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

SHANUSH H

201CM002

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, **SHANUSH H**, declare that the project work, entitled "**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RELIANCE DEPARMENTAL STORE 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**, 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

SHANUSH H

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RELIANCE DEPARTMENTAL STORE 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 SHANUSH 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: 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 & Science College
Coimbatore - 641 029

Counter Signed



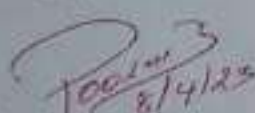
Head of the Department


Dr. S. Uma M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts & 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


External Examiner

ACKNOWLEDGEMENT

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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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr.S.Poorni, M.Com., M.Phil., Ph.D, Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON CONSUMER PREFERENCE TOWARDS ECO-
FRIENDLY PRODUCTS 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

SATHYA.P

(Reg.No: 201CM003)

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, **SATHYA.P** declare that the project work, entitled "**A STUDY ON PREFERENCE TOWARDS ECO-FRIENDLY PRODUCTS 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. 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: 05.04.2023



Signature of the candidate

(SATHYA.P)

CERTIFICATE

This is to certify that Project work entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS ECO-FRIENDLY 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 **SATHYA.P** 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
Dr. S. J. J. M. Com., M.Phil.,
Associate Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed



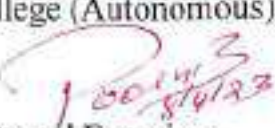

Head of the Department

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


Principal

PRINCIPAL
5/4/23
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

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and knowledge to complete this project successfully.

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I submit my sincere thanks to **Dr.LalithaRamasamy, 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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. Poorni , M.Com., M.Phil., Ph.D., Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

SATHYA.P

**A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA BIKES
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

SUJITHRAN.R

(Reg.No: 201CM004)

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

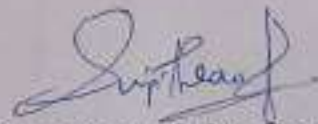
2022-2023

DECLARATION

I, **SUJITHRAN.R** declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA BIKES 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** 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

(SUJITHRAN.R)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA BIKES 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 **SUJITHRAN.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



Head of the Department

Dr. S. V. M. P. M. A. 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. V. M. P. M. A. M. Phil.,
Assistant Professor
Department of Commerce
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

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(SUJITHRAN.R)

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
APPLE IPHONE 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

NANDHANA.P

(REG NO: 201CM005)

Under the guidance of

Dr. S.KALPANA DEVI, MIB., M.COM., MBA, PHD.,

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

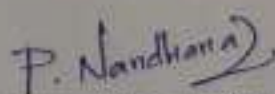
2022-2023

DECLARATION

I, **NANDHANA.P.**, declare that the project work, entitled "**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS APPLE IPHONE 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. S.KALPANA DEVI, MIB., M.COM., MBA., PHD.**, 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

(**NANDHANA.P**)

CERTIFICATE

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Place: Coimbatore

Date: 05.04.2023

Counter Signed

Head of the Department

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



Signature of the Guide

Mrs. S. KALPANA DEVI
M.B., M.Com., MBA., (Ph.D.)
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

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**A STUDY ON INFLUENCE OF ONLINE GAMES IN THE
BEHAVIOURAL PATTERN OF THE COLLEGE STUDENTS 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

KANISH.K

(Reg. No: 201CM006)

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

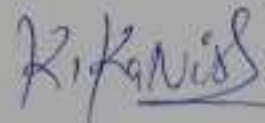
2022- 2023

DECLARATION

I, KANISH.K declare that the project work, entitled "A STUDY ON INFLUENCE OF ONLINE GAMES IN THE BEHAVIOURAL PATTERN OF THE COLLEGE STUDENTS WITH REFERENCE TO COIMBATORE CITY" PROJECT REPORT 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: 05/04/2025



Signature of the Candidate

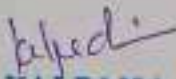
(KANISH.K)

CERTIFICATE

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Place: Coimbatore

Date: 05/04/2023


Mrs. S. KALPANA DEVI
M.B.A., M.Com., MBA., (Ph.D.)
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore
Signature of the Guide

Counter Signed


Head of the Department




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

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr.S.KALPANA DEVI, MIB., M.COM., MBA, PHD., Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KANISHK

**A STUDY ON CUSTOMER'S PERCEPTION TOWARDS SELECTED
COSMETIC PRODUCTS 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

SAHANA.K

(REG NO:201CM007)

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, SAHANA.K, declare that the project work, entitled "A STUDY ON CUSTOMERS PERCEPTION TOWARDS SELETED COSMETIC PRODUCTS 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.S. KALPANA DEVI, MIB., M.COM., MBA., 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: 05/04 - 2023

k. sahana

Signature of the candidate

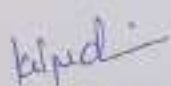
(SAHANA.K)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMERS PERCEPTION TOWARDS SELETED COSMETIC PRODUCTS 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 SAHANA.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: 05.04.2022


Signature of the Guide

Mrs. S. KALPANA DEVI
M.B., M.Com., MBA., (Ph.D.)
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed


Head of the Department

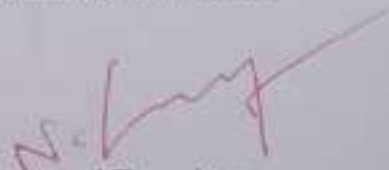
Dr. S. KMA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal

Principal
Kongunadu Arts and Science College
COIMBATORE - 641 029.

Submitted for the Viva Voce held on 08.04.2022 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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.

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

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

I extend my special heartfelt thanks to my guide **Dr.S. Kalpana Devi, MIB., M.COM., MBA., PHD.**, who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(SAHANA.K)

**A STUDY ON PUBLIC PREFERENCE AND SATISFACTION
TOWARDS COVID VACCINATION
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

KAVYA M

(Reg.No:201CM008)

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

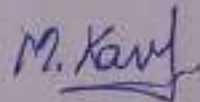
2022- 2023

DECLARATION

I, **KAVYA M** declare that the project work, entitled "**A STUDY ON PUBLIC PREFERENCE AND SATISFACTION TOWARDS COVID VACCINATION**", 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/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: *5/04/2023*



Signature of the Candidate

KAVYA M

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON PUBLIC PREFERENCE AND SATISFACTION TOWARD COVID VACCINATION" 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 **KAVYA 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: 5/04/2023

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

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

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

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I submit my sincere thanks to **Dr.M.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 HOD as well as my guide **Dr.S.Uma, M.Com., M.Phil., Ph.D., PGDCA., Associate Professor and Head, Department of Commerce** who has motivated and guided me by offering her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KAVYA M

**A STUDY ON ONLINE GAME USERS PERCEPTION TOWARDS INGAME
ADVERTISING 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

NITHIN.G

(REG.NO: 201CM009)

Under the Guidance of

Dr. S. KALPANADEVI, 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, **NITHIN.G** declare that the project work, entitled **A STUDY ON ONLINE GAME USERS PERCEPTION TOWARDS INGAME ADVERTISING 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. KALPANADEV, MIB., M.COM., MBA., 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: 6-04-2023



Signature of the Candidate

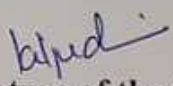
(NITHIN.G)

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON ONLINE GAME USERS PERCEPTION TOWARDS INGAME ADVERTISING 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 **(NITHIN.G)** 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: 6-04-2023


Signature of the Guide

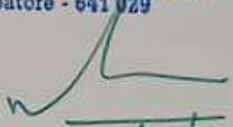
Mrs. S. KALPANA DEVI
M.B., M.Com., MBA., (Ph.D)
Assistant Professor
Department of Commerce
Kongunadu Arts & Science College
Coimbatore - 641 029

Counter Signed


Head of the Department

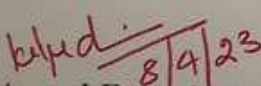
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Assistant Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

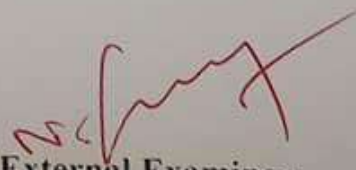



6/4/23
Principal

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.


8/4/23
Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. KALPANADEV I , MIB., M.COM., MBA., PHD.**, who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(NITHIN.G)

A STUDY ON FINANCIAL PERFORMANCE OF TATA MOTORS 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

JEEVANANTHAM. J

(Reg. No:201CM010)

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, **JEEVANANTHAM. J** declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF TATA MOTORS LTD** 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

JEEVANANTHAM. J

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF TATA MOTORS LTD" 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 JEEVANANTHAM 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: 06/04/2023

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



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

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(JEEVANANTHAM. J)

**A STUDY ON VIEWER'S IMPACT OF SOCIAL MEDIA TOWARDS
PURCHASE OF TEXTILE GOODS 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

INDU.G

(Reg.No:201CM011)

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, **INDU.G** declare that the project work, entitled **A STUDY ON VIEWER'S IMPACT OF SOCIAL MEDIA TOWARDS PURCHASE OF TEXTILE GOODS 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: *05-04-2023*

G. Indu
Signature of the Candidate

G. INDU

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON VIEWER'S IMPACT OF SOCIAL MEDIA TOWARDS PURCHASE OF TEXTILE GOODS 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 **INDU, G** 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.

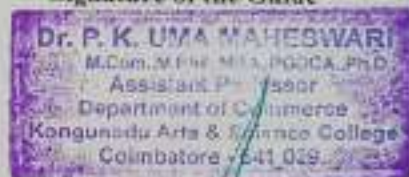
Place: Coimbatore

Date: 05-04-2023



Counter Signed

P.K.U.
Signature of the Guide



5/4/23
Principal

[Signature]
Head of the Department
Dr. P. K. Uma Maheswari, 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.

P.K.U.
Internal Examiner

[Signature]
External Examiner

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.

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I express my deep sense of gratitude to **Dr.M.Lekshmanaswamy 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.Lalitha Ramasamy, Dean-Academics (i/c), Dr.S.Paulsamy M.Sc., M.Phil., Ph.D., FTE., FRMSL., 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 her support and guidance in completing this work successfully.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(INDU. G)

**A STUDY ON IMPACT OF SOCIAL MEDIA AWARENESS
AMONG GIRL STUDENTS
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 .V

(Reg.No:201CM012)

Under the Guidance of

Dr. P. K. Uma Maherwari, 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

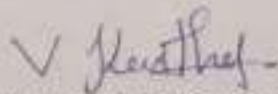
2022- 2023

DECLARATION

I, KEERTHANA .V declare that the project work, entitled A STUDY ON IMPACT OF SOCIAL MEDIA AWARENESS AMONG GIRL STUDENTS 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

KEERTHANA .V

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON IMPACT OF SOCIAL MEDIA AWARENESS ON GIRL STUDENTS" 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 .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.

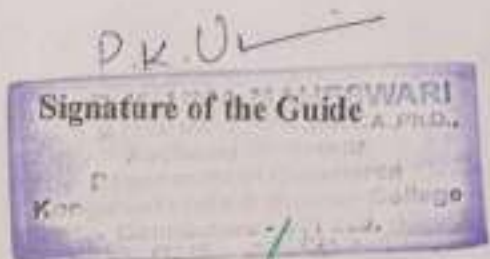
Place: Coimbatore

Date: 06.04.2023



Counter Signed

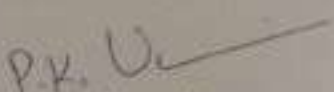

Head of the Department
Dr. S. Uma R. Gov., M.Phil., Ph.D.
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 642 029



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


External Examiner

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.Lekshmanaswamy 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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide Dr. P. K. Uma Maheswari, M.com., M.Phil., MBA., PGDCA., Ph.D., Associate Professor., Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

I thank all the Staff members for continuous support and encouragement.

I extend my special heartfelt thanks to my Parents and my Friends for providing me continuous support and encouragement.

(KEERTHANA.V)

**A STUDY ON MARKETING STRATEGY OF HYDRAULIC
PRODUCTS 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

AKASH.R

(REG. NO: 201CM013)

Under the Guidance of

Dr. S. AMUDHA, M.Com., M.Phil., PGDCA., SET., 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, **AKASH R** declare that the project work, entitled **A STUDY ON MARKETING STRATEGY OF HYDRAULIC PRODUCTS IN COIMBATORE CITY** submitted to Kongunada 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., MPhil., PGDCA., SET., Ph.D., Associate Professor** in Department of Commerce, Kongunada 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

(AKASH R)

CERTIFICATE

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.Lekshmanaswamy 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.

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. AMUDHA, M.COM., MPhil., PGDCA., SET., Ph.D., Assistant Professor** Assistant Professor, Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON FINANCIAL PERFROMANCE OF ROBERT BOSCH
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

SOUNDARYA K

(Reg.No: 201CM014)

Under the Guidance of

Dr. S. Amudha, M.Com., M.Phil., SET., Ph.D., 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, **SOUNDARYA K** declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF ROBERT BOSCH**" 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., SET., Ph.D., 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

SOUNDARYA K

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF ROBERT BOSCH" 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 **SOUNDARYA 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: 05 - 04 - 2023



Signature of the Guide
Dr. S. AMUDHA

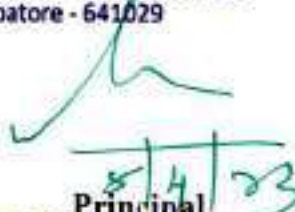
M.Com., M.Phil., SET, Ph.D., PGDCA
Associate Professor of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

Counter Signed



Head of the Department

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

8.4.23



External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. Amudha, M.Com., M.Phil., SET., Ph.D., PGDCA., Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(SOUNDARYA K)

**A STUDY ON FINANCIAL PERFORMANCE OF LENOVO
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

PONCHITHARTHAN.V

(Reg.No: 201CM015)

Under the Guidance of

Dr. S. AMUDHA, M.Com., M.Phil., PGDCA., SET., 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, PONCHITHARTHAN.V declare that the project work, entitled A STUDY ON FINANCIAL PERFORMANCE OF LENOVO, 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., MPhil., PGDCA., SET., 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: 05.04.2023


Signature of the Candidate
(PONCHITHARTHAN.V)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF LENOVO" 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 **PONCHITHARTHAN.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



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

Counter Signed



Head of the Department

Dr. S. V. ... PHIL, Ph.D., PGDCA,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 08/04/23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.



Internal Examiner
8.4.23



External Examiner

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.

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. AMUDHA, M.COM., MPhil., PGDCA., SET., Ph.D., Assistant Professor** Assistant Professor, Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(PONCHITHARTHAN,V)

**A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES 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

SANJITH S

201CM016

Under the Guidance of

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

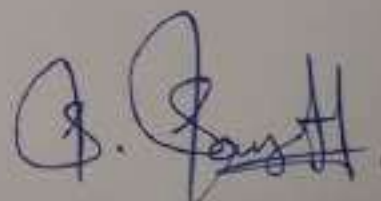
2022- 2023

DECLARATION

I, SANJITH S declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES 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. AMUDHA, M.Com., M.Phil., PGDCA., SET., 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

SANJITH S

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES 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 **SANJITH S** 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
Dr. S. AMUDHA

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

Counter Signed



Head of the Department

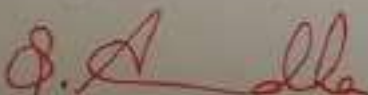
Dr. S. UMA, M.Com., M.Phil., Ph.D., PGDCA
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029



6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College,
COIMBATORE

Submitted for the Viva Voce held on 06/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.



Internal Examiner

8.4.23



External Examiner

ACKNOWLEDGEMENT

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

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. AMUDHA , M.Com., M.Phil.,PGDCA.,SET.,Ph.D., Associate Professor Department of Commerce**, who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON IMPACT OF ONLINE CLASSES AMONG
COLLEGE STUDENTS DURING COVID-19
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

INNISAIVANI S

(Reg.No:201CM017)

Under the Guidance of

Ms. 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

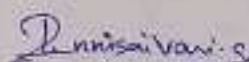
2022- 2023

DECLARATION

I, **INNISAIVANI. S** declare that the project work, entitled "**A STUDY ON IMPACT OF ONLINE CLASSES AMONG COLLEGE STUDENT DURING COVID-19**", 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: **05-04-2023**



Signature of the Candidate

INNISAIVANI.S

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON IMPACT OF ONLINE CLASSES AMONG COLLEGE STUDENT DURING COVID-19" 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 INNISAIVANI .S 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: 05-04-2023

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


5/4/23
Principal

PRINCIPAL,
Kongunadu Arts & Science College
COIMBATORE


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

Counter Signed



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

S. Saraf
Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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

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I submit my sincere thanks to **Dr.M.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 **Ms.S.Saranya M.Com.,M.Phil., Assistant professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON CONSUMER SATISFACTION TOWARDS SMARTWATCH
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

GNANASEKARAN.M

(Reg.No: 201CM018)

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

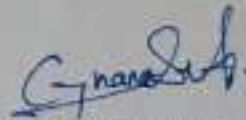
2022- 2023

DECLARATION

I, GNANASEKARAN.M declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS SMARTWATCH 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 **Ms. S. SARANYA , M.Com., 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: 5/4/2023



Signature of the Candidate

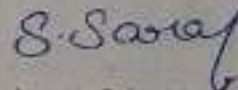
(GNANASEKARAN.M)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS SMARTWATCH 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 GNANASEKARAN.M 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 5/4/23

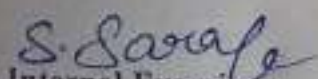
Counter Signed

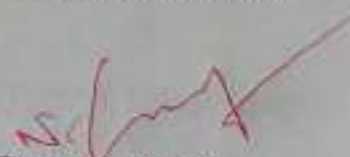

Head of the Department
Dr. S. Uma, M.Com., M.Phil., Ph.D., Yashwanth
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029




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

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


Internal Examiner


External Examiner

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.

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I submit my sincere thanks to **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.

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I extend my special heartfelt thanks to my guide **Ms. S. SARANYA , M.Com., M.Phil., Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(GNANASEKARAN.M)

**PROBLEMS AND PROSPECTS OF STREET VENDORS:
A STUDY 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

GOKUL KRISHNAN B

(Reg.No: 201CM019)

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

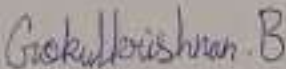
2022– 2023

DECLARATION

I, **GOKUL KRISHNAN B** declare that the project work, entitled **PROBLEMS AND PROSPECTS OF STREET VENDORS: A STUDY 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 **Ms. S. SARANYA M.Com., 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
(GOKUL KRISHNAN B)

CERTIFICATE

This is to certify that Project work entitled **"PROBLEMS AND PROSPECTS OF STREET VENDORS: A STUDY 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 **GOKUL KRISHNAN 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: 05/04/2023

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

Counter Signed

[Signature]
Head of the Department

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



[Signature]
Principal
PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 03/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

S. Sora
Internal Examiner

[Signature]
External Examiner

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 projectwork.

I submit my sincere thanks to **Dr.LalithaRamasamy,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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Ms. S. SARANYA M.Com., M.Phil., Assistant Professor** Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(GOKUL KRISHNAN B)

**A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI
SWIFT 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

DHARSHINI R

Reg. No: 201CM020

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

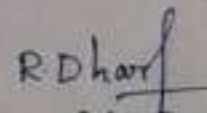
2022- 2023

DECLARATION

I, **DHARSHINI R** declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI SWIFT WITH REFERENCE TO COIMBTORE** 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** 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

DHARSHINI R

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI SWIFT WITH REFERENCE TO COIMBTORE" 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 **DHARSHINI 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.

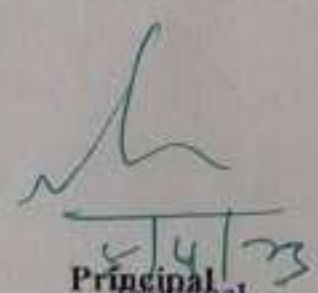
Place: Coimbatore

Date: 06.04.2023

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

Counter Signed


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


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.

S. Sora
Internal Examiner


External Examiner

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.LalithaRamasamy, 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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Ms. S. SARANYA M.Com., M.Phil., Assistant Professor** Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

DHARSHINI R

A STUDY ON FINANCIAL PERFORMANCE OF ASHOK LEYLAND 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

PRAVEEN S

(Reg.No: 201CM021)

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

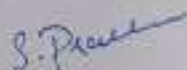
2022-2023

DECLARATION

I, **PRAVEEN S** declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF ASHOK LEYLAND 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., 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: 08/11/23



Signature of the Candidate

(PRAVEEN S)

CERTIFICATE

This is to certify that Project work entitled "A STUDY LN FINANCIAL PERFORMANCE OF ASHOK LEYLAND 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 PRAVEEN S 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: 08/04/23

Signature of the Guide

Counter Signed

Head of the Department
B.A., B.Com., M.Com., M.Phil., Ph.D., F.R.S. (Econ.)
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029



8/4/23

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 8/04/23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

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.Lekshmanaswamy 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 projectwork.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(PRAVEEN S)

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD
DELIVERY APPS 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

SWATHI. P

(Reg.No:201CM023)

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, **SWATHI . P** declare that the project work, entitled **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY APPS 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 **Ms. S. SARANYA M.Com., 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: 5-4-2023

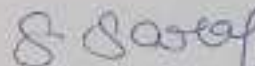

Signature of the Candidate
(SWATHI P)

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY APPS 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 **SWATHI. P** 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.

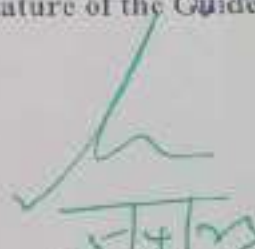
Place: Coimbatore

Date: 5-4-2023


Signature of the Guide 5/4/23

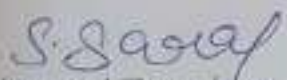
Counter Signed


Head of the Department


Principal

Kongunadu Arts and Science College
COIMBATORE - 641 029.

Submitted for the Viva Voce held on 8-04-2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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

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I extend my special heartfelt thanks to my guide **Ms. S. SARANYA M.Com., M.Phil., Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

I thank all the Staff members for continuous support and encouragement.

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.



(SWATHI . P)

**STUDY BASED ON CONSUMER SATISFACTION TOWARDS BELLA VITA
ORGANIC PRODUCT 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

KARTHIKA.M

(Reg.No: 201CM024)

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, KARTHIKA.M declare that the project work, entitled "A STUDY BASED ON CONSUMER SATISFACTION TOWARDS BELLA VITA ORGANIC PRODUCT 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 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: 5.04.2023



Signature of the Candidate

(KARTHIKA.M)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS BELLA VITA ORGANIC PRODUCT WITH THE 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 **KARTHIKA.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: 05.04.2023



Counter-Signed

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

Dr. S. J. Jeyaraj, M.Phil., Ph.D., PGDCA.,
Head of the Department and Head
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 09.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

S. ARUMUGARASU

External Examiner

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.

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

I extend my special heartfelt thanks to my guide **Mr.S.Arumugaraj M.com.,NET.**, who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KARTHIKA.M

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON
ONLINE SHOPPING 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

LAVANYADEVI M

(Reg.No:201CM025)

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, LAVANYADEVI. M declare that the project work, entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SHOPPING 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 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: 5.04.2023


Signature of the Candidate

LAVANYADEVI.M

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SHOPPING 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 **LAVANYADEVI.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: 05-04-2023

S. Arumugam

Signature of the Guide

Mr. S. Arumugam, 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.

S. Arumugam

Internal Examiner

(S. Arumugam)

N. Arumugam

External Examiner

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.

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I submit my sincere thanks to **Dr.M.Lalitha Ramasamy, Dean – Academics (i/c), Dr.S.Paulsamy, M.Sc., M.Phil., Ph.D., FTE., FRMSL., 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 **Mr.S.Arumugaraj M Com.,NET., Assistant professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

LAVANYADEVL M

**A STUDY ON FINANCIAL PERFORMANCE OF WIPRO LTD IN
INDIA
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

JENEESHA B

Reg.No:201CM026

Under the guidance of

MR.S.ARUMUGARAJ .M.COM.,NET,

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

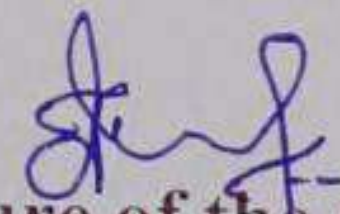
2022-2023

DECLARATION

I, JENEESHA . B, declare that the project work, entitled “A STUDY ON FINANCIAL PERFORMANCE OF WIPRO LTD IN INDIA”, 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, 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

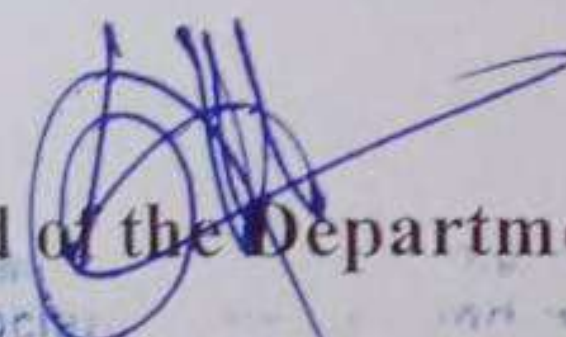
(JENEESHA B)

CERTIFICATE

This is to certify that project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF WIPRO LTD IN INDIA" 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 **JENEESHA B** 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.

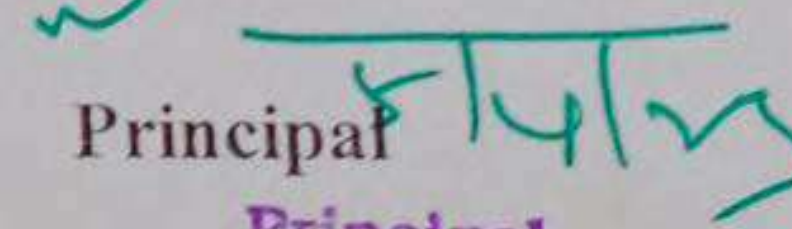
Place: Coimbatore

Date: 8-4-2023


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




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


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

Submitted for the viva voce held on 8-4-2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore – 641029.


Internal Examiner

(S. ARUMUGAM)


External Examiner

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.

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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.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 **Mr.S.Arumugaraj.M.Com.,NET., Assistant Professor, Department of Commerce** who has motivated and guided me by offering her 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.

(JENEESHA B)

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ELETRIC
VEHICLES IN KARUR 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

DHIVYESH.K.N

(Reg.No: 201CM027)

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, **DHIVYESH.K.N** declare that the project work, entitled **A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ELECTRIC VEHICLES IN KARUR TOWN**, 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

Dhivyesh K.N
Signature of the Candidate
(DHIVYESH.K.N)

CERTIFICATE

This is to certify that Project work entitled "**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ELECTRIC VEHICLES IN KARUR TOWN**" 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 **DHIVYESH.K.N** 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

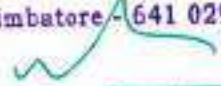
Date: 06.04.2023


Head of the Department

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


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

(S. ARUMUGARAJ)


External Examiner

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.

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I submit my sincere thanks to **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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mr. S. ARUMUGARAJ , M.Com., NET., Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(DHIVYESH.K.N)

**A STUDY ON CONSUMER SATISFACTION TOWARDS ANANDA BHAVAN
HOTEL 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

AMIRTHAKHADESAN B

(Reg.No: 201CM028)

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, **AMIRTHAKHADESAN B** declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS ANANDA BHAVAN HOTEL 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 **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

(AMIRTHAKHADESAN B)

CERTIFICATE

This is to certify that Project work entitled **"A STUDY ON CONSUMER SATISFACTION TOWARDS ANANDA BHAVAN HOTEL 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 **AMIRTHAKHADESAN 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: ⁵08-04-23



Counter Signed

S.A.
Signature of the Guide
Mr. S. ARUNMUGARAJ,
Associate Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029.

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

[Signature]
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08-04-23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

S.A.
Internal Examiner

(S. ARUNMUGARAJ)

[Signature]
External Examiner

ACKNOWLEDGEMENT

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

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I extend my special heartfelt thanks to my guide **Mr. S. ARUMUGARAJ M.Com., NET., Assistant Professor** Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(AMIRTHAKHADESAN B)

**A STUDY ON CONSUMER SATISFACTION TOWARDS
ROYAL ENFIELD 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

MOHAN VIGNESH PJ

(Reg.No: 201CM029)

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, **MOHAN VIGNESH PJ** declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD 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 **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: 06/04/2023



Signature of the Candidate

MOHAN VIGNESH PJ

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD 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 **MOHAN VIGNESH PJ** 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

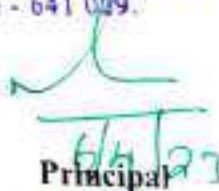

Signature of the Guide

Mr. S. Anand
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029.

Counter Signed


Head of the Department and 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 06/04/2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(MOHAN VIGNESH PJ)

**A STUDY ON CONSUMER BUYING BEHAVIOUR FROM
SHOPS AT PROZONE MALL 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

ANITHA.L

(REGNO:201CM031)

Under the guidance of

Mrs. M. JESHI M. com., 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

I, **ANITHA.L**, declare that the project work, entitled "**A STUDY ON CONSUMER BUYING BEHAVIOUR FROM SHOPS AT PROZONE MALL 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 **Mrs. M. JESHI Meem., M. Phil., PGDCA., 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

(ANITHA.L)

CERTIFICATE

This is to certify that project work entitled " A STUDY ON CONSUMER BUYING BEHAVIOUR FROM SHOPS AT PROZONE MALL 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 the original work done by ANITHA.L 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



M. JESHI, M.Com, M.Phil.
Signature of the Counter
Assistant Professor
Dept. of Commerce P.G. Commerce (PG)
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

ACKNOWLEDGEMENT

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I am extremely grateful to my guide Mrs. M. JESHI M.com., M.Phil., PGDCA., Assistant professor who has motivated and guided me by offering his/her 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.


(ANITHA.L)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX FASHION
BRAND 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

A. NISHANTH

(REG. NO: 201CM032)

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, **A. NISHANTH** declare that the project work, entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND 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 **Mrs. M. JESHI M. com., M. phil., PGDCA.,** 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

(A. NISHANTH)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND 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 **A. NISHANTH** 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

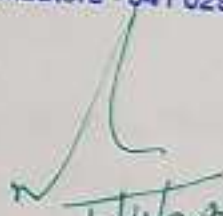

M. JESHI, M.Com., M.Phil.,
Signature of the Guide
Dept. of Commerce (BA & Commerce) (PG)
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed


Head of the Department

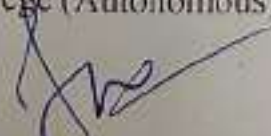
Dr. S. VIGNA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029




Principal

PRINCIPAL,
Kongunadu Arts & Science College
COIMBATORE.

Submitted for the Viva Voce held on 08/04/23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs. M. JESHI M. com., M.phil., PGDCA., Assistant professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.


(A.NISHANTH)

**A STUDY ON CONSUMER PRECEPTION AND SERVICES
RENDER BY RELIANCE JIO 4G NETWORK 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

SANDEEP. S

(REGNO:201CM033)

Under the guidance of

Mrs. M. JESHI M. com., 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

I, SANDEEP. S, declare that the project work, entitled "A STUDY ON CONSUMER PRECEPTION AND SERVICES RENDER BY RELIANCE JIO 4G NETWORK 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, 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: 6.4.2023



Signature of the candidate
(SANDEEP. S)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER PRECEPTION AND SERVICES RENDER BY RELIANCE JIO 4G NETWORK WITH REFERENCE TO COIMBATORE CITY A 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 **SANDEEP.S** 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: 6.4.2023



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

M. JESHI, M.Com., M.Phil.,
Associate Professor
Department of 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

ACKNOWLEDGEMENT

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I am extremely grateful to my guide **Mrs. M. JESHI M.com., M.Phil., PGDCA., Assistant Professor** who has motivated and guided me by offering her 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.



(SANDEEP. S)

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
LAY'S CHIPS**

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

KAVYA.N

REG.NO:201CM034

Under the guidance of

Mrs. M. JESHI M. com., M. Phil., PGDCA.,

Assistant Professor



Estd 1973

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

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

College of Excellence (UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

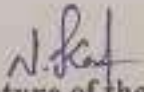
2022-2023

DECLARATION

I, KAVYA.N, declare that the project work, entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LAY'S CHIPS", 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 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
KAVYA.N

CERTIFICATE

This is to certify that project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LAY'S CHIPS" 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 KAVYA.N 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

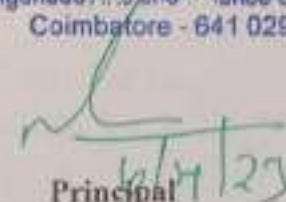


Counter Signed

Head of the Department

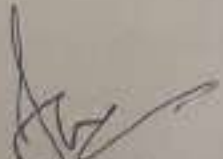
Dr. S. UM. M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce,
Kongunadu Arts and Science College
Coimbatore - 641 029


M. JESHI, M.Com., M.Phil.,
Signature of the Controller
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 08.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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.

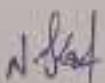
I submit my sincere thanks to **Dr.Lalitha Ramasamy, Dean-Academics (i/c), Dr.S.Paulsamy M.Sc., M.Phil., Ph.D., FTE., FRMSI, Dean(R&D)**, for their constant encouragement.

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. M. Jeshi M.com., M.Phil., PGDCA., Assistant Professor** who has motivated and guided me by offering her 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.


KAVYA.N

STUDY ON FINANCIAL PERFORMANCE OF MUTHOOT FINANCE
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

JAI ADHITHYA B

(201CM035)

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, JAI ADHITHYA B declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF MUTHOOT FINANCE**, 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: 06-04-2023

Sai Adhithya

Signature of the Candidate

(JAI ADHITHYA B)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF MUTHOOT FINANCE" 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 **JAI ADHITHYA 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: 06.04.2023


M. JESHI, M.Com., M.Phil.,
Assistant Professor
Signature of the Guide
Dept. of Commerce BA & Commerce (PG)
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed

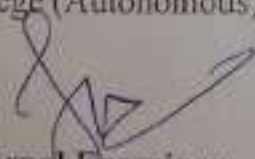

Head of the Department
Dr. S. UNNIKRISHNAN, Ph.D., PGDCA,
Associate Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

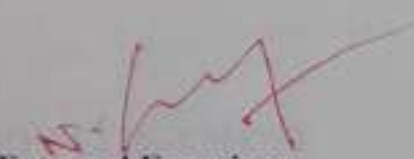



6/4/23
Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 06.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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.

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs. M. Jeshi, M.Com., M.Phil., PGDCA., Assistant Professor**, who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

Jai Adhithya
(JAI ADHITHYA B)

A STUDY ON USAGE OF GOOGLE PAY 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

JAGADEESH M

(Reg.No: 201CM036)

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, **JAGADEESH M** declare that the project work, entitled **A STUDY ON USAGE OF GOOGLE PAY 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 **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


Signature of the Candidate
(JAGADEESH M)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON USAGE OF GOOGLE PAY 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 JAGADEESH M 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



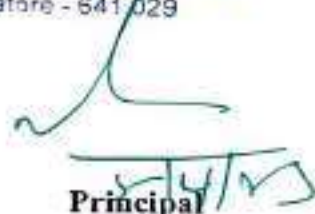
MSUBHANT, of the Guide,
Assistant Professor
Dept. of Commerce PA & Commerce (PG)
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed



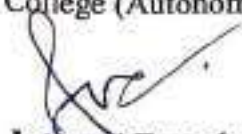
Head of the Department

Dr. S. UNNAI, 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

ACKNOWLEDGEMENT

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.


(JAGADEESH M)

**A STUDY ON CONSUMER SATISFACTION TOWARDS RAPIDO 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

SRIDHAR RG

(Reg.No: 201CM037)

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, SRIDHAR RG declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS RADIPO 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 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/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06/04/2023



Signature of the Candidate

(SRIDHAR RG)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS RAPIDO 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 SRIDHAR RG 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/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06/04/2023


Signature of the Guide

K. MYILSWAMY
M.Com(CA), M.Phil., MBA., PODCA,
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., M.B.A.,
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

ACKNOWLEDGEMENT

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(SRIDHAR RG)

**A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD
PRODUCT 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

DHANAPAL.G

(Reg.No: 201CM038)

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, **DHANAPAL.G** declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS 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 **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/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06.04.23

G. Dhanapal
Signature of the Candidate
(DHANAPAL.G)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS 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 DHANAPAL.G 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/ Associateship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 06.04.23

[Signature]
06/04/23

Signature of the Guide

K. MYILSWAMY
M.Com(CA), M.Phil., M.A., PGDCA,
Assistant Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed



[Signature]
Head of the Department
Dr. S. UMA, B.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 02.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

[Signature]
06/04/23
Internal Examiner

[Signature]
N. [Signature]
External Examiner

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.Lekshmanaswamy 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 projectwork.

I submit my sincere thanks to **Dr.LalithaRamasamy,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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mr.K.Mylswamy, M.Com(CA)., M.Phil., MBA., PGDCA., 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 extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(DHANAPAL.G)

A STUDY ON CONSUMER PERCEPTION ON BASKIN ROBBINS
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 KUMAR.K

(Reg. No: 201CM039)

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, **DINESH KUMAR.K**, declare that the project work, entitled "**A STUDY ON CONSUMER PERCEPTION ON BASKIN ROBBINS**", 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: 06.03.2023


Signature of the Candidate
(DINESH KUMAR.K)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER PERCEPTION ON BASKIN ROBBINS", 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 **DINESH KUMAR.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: 06.03.2023


Signature of the Guide

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

Counter Signed


Head of the Department

Dr. S. UMA M.CA., 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 06.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

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.

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

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I extend my special heartfelt thanks to my guide **Mr. K. MYILSWAMY M. COM (CA), M.Phil., MBA., PGDCA., Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

DINESH KUMAR.K

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
ONLINE SHOPPING AFTER COVID-19
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

ANJANI S

(Reg. No: 201CM040)

Under the Guidance of

Mr. K. MYILSWAMY M. COM (CA)., M.Phil., MBA., 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

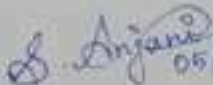
2022- 2023

DECLARATION

I, ANJANLS declare that the project work, entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING AFTER COVID-19" PROJECT REPORT 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., 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

 05/04/23

Signature of the Candidate

(ANJANLS)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING AFTER COVID-19" 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 ANJANLS 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

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

Counter Signed



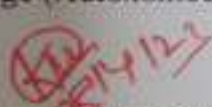

Head of the Department

Dr. SUMA, 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

ACKNOWLEDGEMENT

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

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I express my deep sense of gratitude to **Dr.M.Lekshmanaswamy 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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mr. K. MYILSWAMY M.COM(CA),M. Phil., MBA., PGDCA., Associate Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

ANJANIS

**A STUDY ON IMPACT OF ADVERTISING ON CHILDREN 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

MADHUMITHA. P

(Reg.No: 201CM041)

Under the Guidance of

Mr. K. MYILSWAMY M. COM (CA), M.phil., MBA., 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

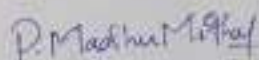
2022- 2023

DECLARATION

I, MADHUMITHA. P declare that the project work, entitled "A STUDY ON IMPACT OF ADVERTISING ON CHILDREN WITH SPECIAL REFERENCE TO COIMBATORE CITY" PROJECT REPORT 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., 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: 5.04.2023


Signature of the Candidate
(MADHUMITHA. P)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON IMPACT OF ADVERTISING ON CHILDREN 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 **MADHUMITHA. P** 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

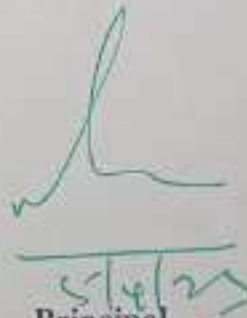

Signature of the Guide

K. MYILSWAMI
M.Com(CA), M.Phil., MBA., PGDCA.,
Assistant Professor
Dept. of Commerce P.A. & Commerce (P3)
Kongunadu Arts and Science College
Coimbatore - 641 029


Counter Signed


Head of the Department

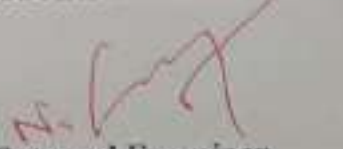
Dr. S. VINA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


Principal

Kongunadu Arts 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

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.Lekshmanaswamy 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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mr. K. MYILSWAMY M. COM(CA), M. phil., MBA., PGDCA., Associate Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

MADHUMITHA. P

**A STUDY ON CUSTOMER SATISFACTION ON TOWARDS
ZOMATO 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

SAKTHIVEL S.T

(Reg.No: 201CM042)

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

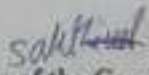
2022- 2023

DECLARATION

I, SAKTHIVEL S.T declare that the project work, entitled "A STUDY ON CUSTOMER SATISFACTION ON TOWARDS ZOMATO 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: 06.04.2023


Signature of the Candidate

SAKTHIVEL S.T

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION ON TOWARDS ZOMATO 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 SAKTHIVEL S.T 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

K. MUTHUSWAMY
M.Com(CA), M.Phil., M.A., B.Ed.
Assistant Professor
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE

Head of the Department

Dr. S. UMA, B.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 8.4.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

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.Lekshmanaswamy 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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **K.MYILSWAMY M.Com(CA)., M.Phil., MBA., PGDCA., 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 extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

SAKTHIVEL S.T

**A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND CLOTH
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

R.NAVEEN RAJ

(Reg.No: 201CM043)

Under the Guidance of

MRS. P. SUDHA, M.Com., MBA., M.Phil., Ph.D., PGDCA

Assitant 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

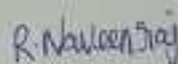
2022- 2023

DECLARATION

I, R.NAVEEN RAJ declare that the project work, entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND CLOTH WITH SPECIAL REFERENCE 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 Mrs.P.Sudha Meom.,MBA.,MPhil.,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

R.NAVEEN RAJ

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND CLOTH WITH SPECIAL REFERENCE 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 **R.NAVEEN RAJ** 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

P. Sudha
5/4/2023

Signature of the Guide
P. SUDHA M.Com., MBA, M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.

Counter Signed

Head of the Department

Dr. S. SIVA, M.La., M.B.A., M.A., Ph.D.
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.

P. Sudha
8/4/23
Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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I submit my sincere thanks to **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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs. P. Sudha , M.Com., MBA., M.Phil., PGDCA., Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(R.NAVEEN RAJ)

**A STUDY ON FINANCIAL PERFORMANCE OF
SHANTHI GEARS 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

ANJALIN. K

(Reg.No: 201CM044)

Under the Guidance of

Mrs. P. Sudha M. Com., MBA., 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, ANJALIN.K declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF SHANTHI GEARS 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 **Mrs. P. Sudha M.Com., MBA., 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

Anjalin.K.
Signature of the Candidate

ANJALIN. K

CERTIFICATE

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF SHANTHI GEARS" 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 ANJALIN.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: 05/04/2023

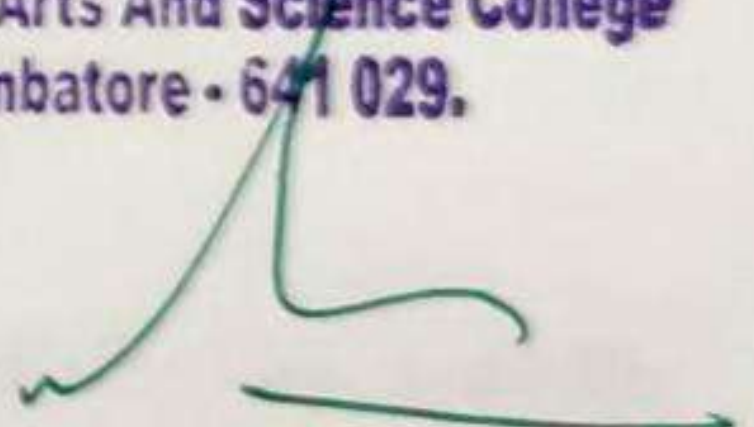
P. Sudha
05/04/2023

Signature of the Guide
P.SUDHA M.Com., MBA., M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.

Counter Signed

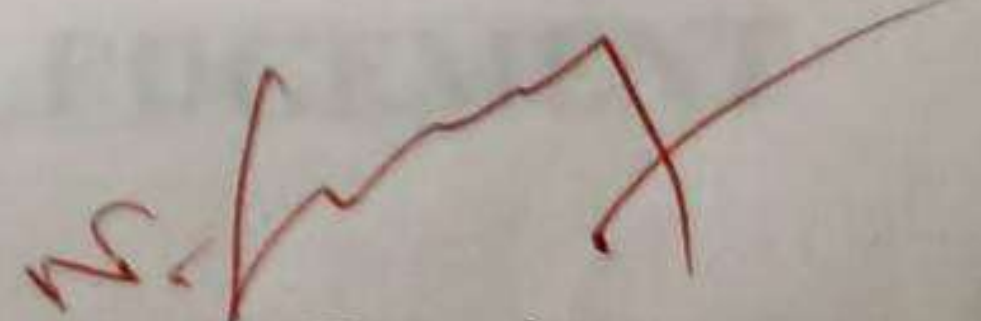

Head of the Department
Dr. S. UMA, M.Com., M.Phil., Ph.D. PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029




Principal
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

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 projectwork.

I submit my sincere thanks to **Dr.LalithaRamasamy,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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs. P. Sudha M.com., MBA ., M. Phil. PGDCA Assistant Professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support andencouragement.

ANJALIN. K

**A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFE INSURANCE
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

YOGESHWARAN.S

(Reg. No: 201CM045)

Under the Guidance of

Mrs. P. Sudha, M.Com., MBA., 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, **YOGESHWARAN.S**, declare that the project work, entitled “ **A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFE INSURANCE PRODUCTS 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 **Mrs. P. Sudha, M.Com., MBA., 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



Signature of the Candidate

(YOGESHWARAN.S)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFE INSURANCE PRODUCTS 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 YOGESHWARAN.S 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

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

Counter Signed


Head of the Department
Dr.S.UMA V.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 07-04-2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

P. Sudha
8/4/23.
Internal Examiner


External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs. P. Sudha, M.Com., MBA., M.Phil., PGDCA Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(YOGESHWARANS)

A STUDY ON FINANCIAL PERFORMANCE OF KPR MILLS 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

MADHUMITHA K

(Reg.No:201CM046)

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, **MADHUMITHA. K** declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF KPR MILLS LTD** ", 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/ Associate ship/ Fellowship or other similar title to any candidate in any University.

Place: Coimbatore

Date: 05.04.2023

K. Madhumitha
Signature of the Candidate

MADHUMITHA. K

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF KPR MILLS LTD" 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 **MADHUMITHA. K** 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: 05.03.2023


Signature of the Guide

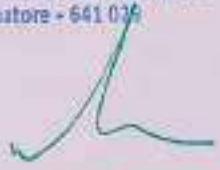
M.S.UMA, M.Com., M.Phil., Ph.D.PGCA,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029

Counter Signed




Head of the Department

M.S.UMA, M.Com., M.Phil., Ph.D.PGCA..
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 08.04.2022 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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

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I submit my sincere thanks to **Dr.M.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 HOD as well as my guide **Dr.S.Uma, M.Com., M.Phil., Ph.D., PGDCA., Associate Professor and Head, Department of Commerce** who has motivated and guided me by offering her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

MADHUMITHA K

**A STUDY ON CONSUMER SATISFACTION TOWARDS USAGE OF MAMAEARTH
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

MERLIN FRANCINA C

201CM047

Under the Guidance of

Mrs. P. Sudha , M.Com., MBA., 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, **MERLIN FRANCINA C** declare that the project work, entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS USAGE OF MAMAEARTH 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 **Mrs. P. Sudha, M.Com., MBA., 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

MERLINFRANCINA C

CERTIFICATE

This is to certify that Project work entitle "A STUDY ON CONSUMER SATISFACTION TOWARDS USAGE OF MAMAEARTH 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 **MERLIN FRANCINA C** 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

P. Sudha
5/4/2023

Signature of the Guide
P.SUDHA M.Com., MBA., M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.



Head of the Department
Dr. S. Usha 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 and Science College
COIMBATORE - 641 029.

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

P. Sudha
8/4/23.
Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON CONSUMER SATISFACTION TOWARDS AMUL 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

JAYAKANNAN V

Reg.No: 201CM048

Under the Guidance of

Mrs. P. Sudha, M.Com., MBA., 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, JAYAKANNAN V declare that the project work, entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS 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 **Mrs. P. Sudha M.Com., MBA., M.Phil., PGDCA Assistant Professor** Department of Commerce, Kongunadu Artsand 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

JAYAKANNAN V

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS 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 JAYAKANNAN 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: 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
P. SUDHA, M.Com., MBA., M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.


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

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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., PGDCA Assistant professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

JAYAKANNAN V

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS ALLEN SOLLY
APPAREL"**

(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

JOYAL.V

Reg.No:201CMO49

Under the Guidance of

Mrs.P.Sudha, M.Com.,MBA.,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,JOYAL.V declare that the project work, entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ALLEN SOLLY APPAREL 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 Mrs.P.Sudha, M.Com.,MBA.,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



Signature of the Candidate

(JOYAL.V)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ALLEN SOLLY APPAREL 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 **JOYAL.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.

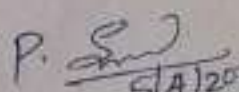
Place: Coimbatore

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

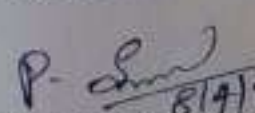
Counter Signed

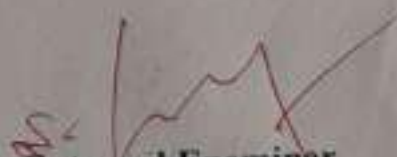



Signature of the Guide
P.SUDHA M.Com., MBA., M.Phil., PGDCA
Assistant Professor
Department of Commerce
Kongunadu Arts And Science College
Coimbatore - 641 029.


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.


Internal Examiner


External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs.P.Sudha, M.Com.,MBA.,M.Phil.,PGDCA .,ASSISTANT PROFESSOR** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A STUDY ON FINANCIAL PERFORMANCE OF RAGUPRASHANTH
AND ASSOCIATES**

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

PRASAND. S

Reg.No: 201CM050

Under the Guidance of

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

Associate Professor and Head



PG & RESEARCH 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, **PRASAND. S** declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF RAGUPRASHANTH & ASSOCIATES**", 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 PG & Research 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*

Prasand. S

Signature of the Candidate

PRASAND. S

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF RAGUPRASHANTH & ASSOCIATES" submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **Master of Commerce** is a record of original work done by **PRASAND, S** during the period of her study in the **PG & Research 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. S. JMA, 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. JMA, 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

ACKNOWLEDGEMENT

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

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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.Lekshmanaswamy, 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.M.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 HOD as well as my guide **Dr.S.Uma, M.Com., M.Phil., Ph.D., PGDCA., Associate Professor and Head, Department of Commerce** who has motivated and guided me by offering her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

PRASAND. S

**A STUDY ON FINANCIAL PERFORMANCE OF HITACHI
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

SHARON C

201CM051

Under the Guidance of

Dr.S.Amudha,M.Com.,M.Phil.,SET.,PH.D.,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, **SHARON** declare that the project work, entitled "**A STUDY ON FINANCIAL PERFORMANCE OF HITACHI**", 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.,SET.,PH.D.,PGDCA 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: 5.4.23


Signature of the Candidate

SHARON

CERTIFICATE

This is to certify that Project work entitle "A STUDY ON FINANCIAL PERFORMANCE OF HITACHI " 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 SHARON 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: 5.4.23



Signature of the Guide
Dr. S. AMUDHA

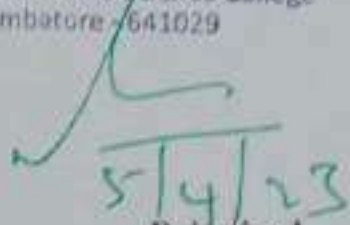
M.Com., M.Phil., SET., Ph.D., PGDCA
Associate Professor of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

Counter Signed



Head of the Department

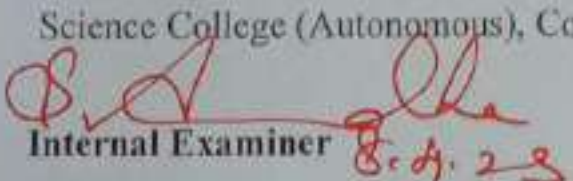
Dr. S. UMA, M.Com., M.Phil., Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029.



Principal
Principal

Kongunadu Arts and Science College
COIMBATORE - 641 029.

Submitted for the Viva Voce held on 8.4.23 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.



Internal Examiner



External Examiner

ACKNOWLEDGEMENT

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I extend my special heartfelt thanks to my guide **Dr.S.Amudha ,M.Com., M.Phil., SET.,PGDCA., Associate Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

SHARON C

**A STUDY ON FINANCIAL PERFORMANCE OF
TATA STEELS LIMITED**

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

EBZIBA . Y

(Reg.No: 201CM052)

Under the Guidance of

Dr. S. Amudha,M.Com.,M.Phil.,SET.,PH.D.,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, **EBZIBA.Y** declare that the project work, entitled **A STUDY ON FINANCIAL PERFORMANCE OF TATA STEELS LIMITED**, 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 **Dr. S.Amudha , M.Com., M.Phil., SET., Ph.D., 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

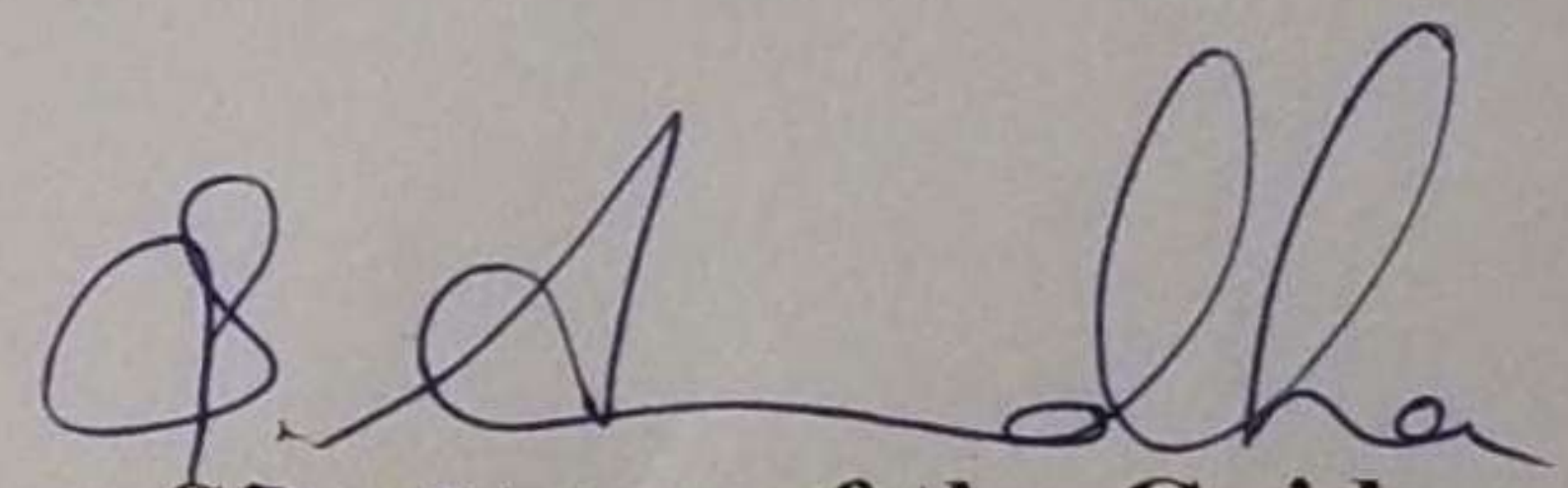
EBZIBA.Y

CERTIFICATE

This is to certify that Project work entitled 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 original work done by **EBZIBA . Y** 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

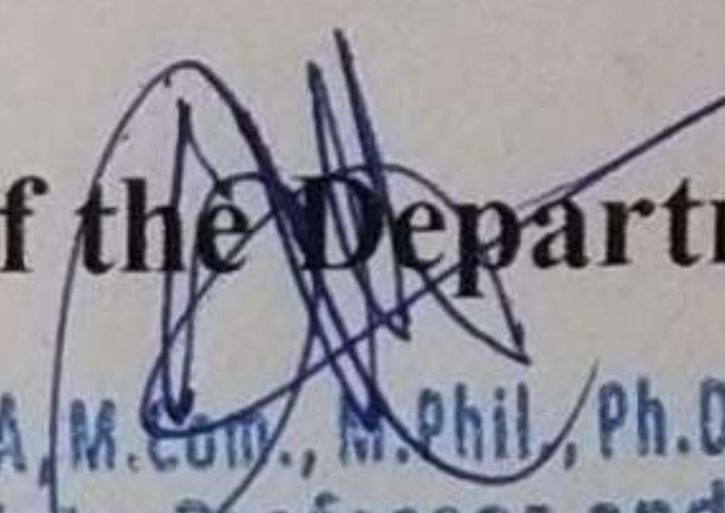
Date: 05.04.2023


Signature of the Guide

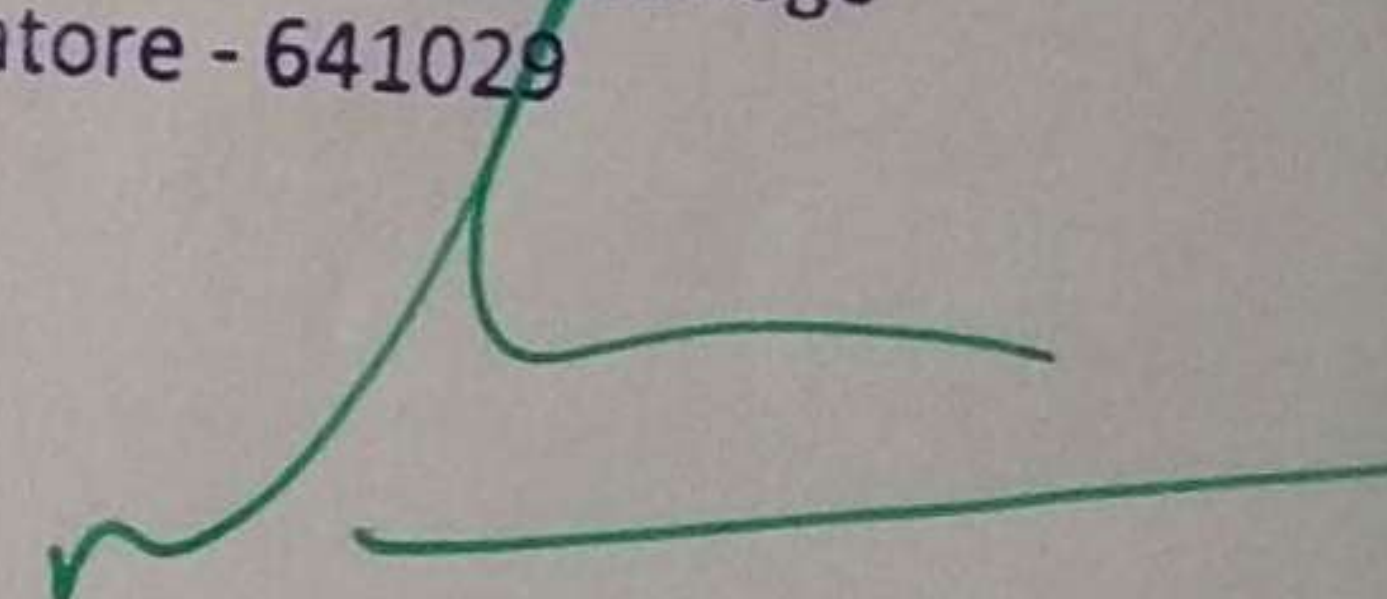
M.Com., M.Phil., SET., Ph.D., PGDCA
Associate Professor of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029

Counter Signed



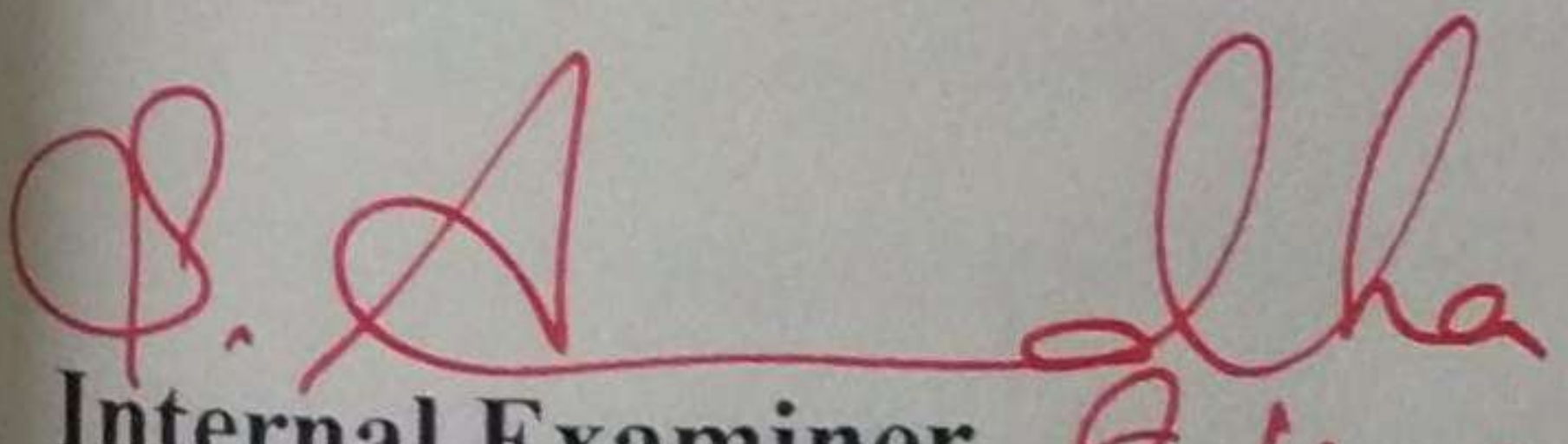

Head of the Department

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

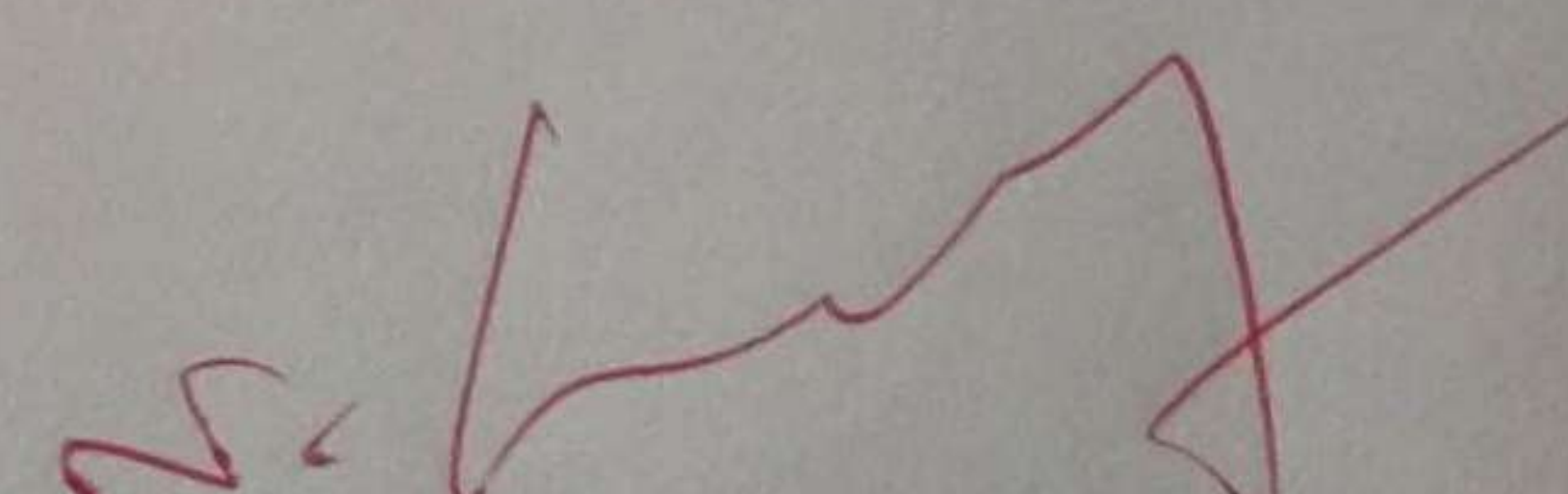

Principal

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

8.4.23


External Examiner

ACKNOWLEDGEMENT

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

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S.Amudha, M.Com., M.Phil.,SET.,Ph.D.,PGDCA.**, Associate professor who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

EBZIBA.Y

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS HEALTH INSURANCE
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

NIVETHA. B

Reg.no.201CM053

Under the Guidance of

Dr. S. AMUDHA M.Com., M.Phil., SET., Ph.D., 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, **NIVETHA B** declare that the project work, entitled "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS HEALTH INSURANCE 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. AMUDHA M.Com., M.Phil., SET., Ph.D., 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: 3rd 4.23



Signature of the Candidate

(NIVETHA B)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS HEALTH INSURANCE 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 **NIVETHA.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: 5.4.23



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



Counter Signed



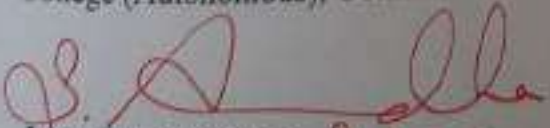
Head of the Department
Dr. S. UMA, M.Com, M.Phil, Ph.D., PGDCA.,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029



Principal
Principal

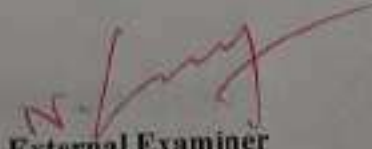
Kongunadu Arts and Science College
COIMBATORE - 641 029.

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



Internal Examiner

8.4.23



External Examiner

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.

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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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. AMUDHA, M.Com., M.Phil., SET., Ph.D., PGDCA., Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(NIVETHA. B)

**A STUDY ON IMPACT OF INTERNET BANKING AMONG CONSUMERS
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

AKALYA RAJKUMAR

(Reg.No:201CM054)

Under the Guidance of

Dr. KAKILA, 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, **AKALYA RAJKUMAR** declare that the project work, entitled **A STUDY ON IMPACT OF INTERNET BANKING AMONG CONSUMERS 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.K.AKILA,M.Com.,MPhil.,PGDCA.,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
(AKALYA RAJKUMAR)

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON IMPACT OF INTERNET BANKING AMONG CONSUMERS 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 **AKALYA RAJKUMAR** 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: 5/4/23


Signature of the Guide

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




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

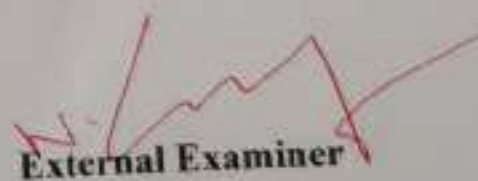

Principal

Kongunadu Arts and Science College
COIMBATORE - 641 029.

Submitted for the Viva Voce held on 08.04.23 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

ACKNOWLEDGEMENT

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I extend my special heartfelt thanks to my guide **Dr.k.Akila M.com., M.Phil., PGDCA., Ph.D., Associate Professor., Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(AKALYA RAJKUMAR)

A STUDY ON FINANCIAL PERFORMANCE OF HERO MOTOCORP 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

KAVIN.N.S

Reg.No: 201CM055

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, KAVIN.N.S declare that the project work, entitled A STUDY ON FINANCIAL PERFORMANCE OF HERO MOTOCORP 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 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: 05-04-2023



Signature of the Candidate
(KAVIN.N.S)

CERTIFICATE

This is to certify that Project work entitled A STUDY ON FINANCIAL PERFORMANCE ON HERO MOTOCORP LTD 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 KAVIN.N.S 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

Dr. K. AKILA,

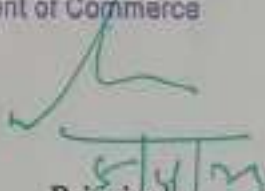
M.Com., M.Phil., PGDCA, Ph.D.,
Assistant Professor
Department of Commerce

Counter Signed




Head of the Department

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

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


External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. K. Akila, M.Com., M.Phil., PGDCA., Ph.D., Assistant Professor, Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KAVIN.N.S

A STUDY BASED ON SOCIAL MEDIA ADVERTISING IMPACT ON COLLEGE STUDENT

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

KEERTHIKA K

REG.NO: 201CM056

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

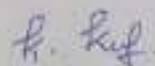
2022-2023

DECLARATION

I, **KEERTHIKA K** declare that the project work, entitled **A STUDY BASED ON SOCIAL MEDIA ADVERTISING IMPACT ON COLLEGE STUDENT** 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. AKILA, M.Com., M.Phil., PGDCA., Ph.D.** Assistance 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

KEERTHIKA K

CERTIFICATE

This is to certify that Project work entitled "A STUDY BASED ON SOCIAL MEDIA ADVERTISING IMPACT ON COLLEGE STUDENT" 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 **KERTHIKA 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: 5-4-2023


Signature of the Guide

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

Computer Signed



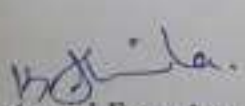

Head of the Department

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 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

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

ACKNOWLEDGEMENT

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

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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. 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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Dr. S. AKILA, M.Com., M.Phil., PGDCA., Ph.D. Assistance Professor**, Department of Commerce who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KEERTHIKA K

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS
RAY BAN PRODUCTS WITH SPECIAL 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

L.H.MOHAMMED NIHADH

(Reg.No: 201CM057)

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, **L.H.MOHAMMED NIHADH** declare that the project work, entitled 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.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: 08/04/2023



Signature of the Candidate

L.H.MOHAMMED NIHADH

CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CNSUMER PERFERENCE AND SATISFACTION TOWARDS RAY BAN PRODUCTS WITH SPECIAL 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 **L.H.MOHAMMED NIHADH** 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: 08/04/2023


Signature of the Guide

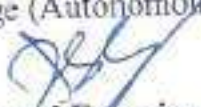
Counter Signed


Head of Department
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641029




Principal

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


Internal Examiner


External Examiner

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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my **Mrs.D.Suganya, M. COM (FA), M.phil., Assistant Professor** guide who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement

L.H.MOHAMMED NIHADH

**A STUDY ON CUSTOMER SATISFACTION TOWARDS CANON DSLR CAMERA 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

KAVINKUMAR.A

(Reg.No: 201CM058)

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, **KAVINKUMAR.A** declare that the project work, entitled 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.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: 8.4.2023

Signature of the Candidate

KAVINKUMAR.A



CERTIFICATE

This is to certify that Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS CANON DSLR CAMERA 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 **KAVINKUMAR**. 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: 8.4.2025



Counter Signed

Signature of the Guide

Principal

PRINCIPAL
Kongunadu Arts & Science College
COIMBATORE.

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

Submitted for the Viva Voce held on 8.4.2025 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.

Internal Examiner

External Examiner

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.LalithaRamasamy, 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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my **Mrs.D.Suganya, M. COM (FA), M.phil., Assistant Professor** guide who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement

KAVINKUMARA

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS
HOME APPLIANCES
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

KARTHIKEYAN.V.D

(Reg. No: 201CM059)

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, KARTHIKEYAN.V.D declare that the project work, entitled "A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS HOME APPLIANCES"PROJECT REPORT 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.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
(KARTHIKEYAN.V.D)

CERTIFICATE

This is to certify that Project work entitled " A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS HOME APPLIANCES" 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 KARTHIKEYAN.V.D 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



Head of the Department

DES.UMA, M.Com., M.Phil., Ph.D., PGDCA,
Associate Professor and
Department Head,
Kongunadu Arts & Science College,
Coimbatore

Counter Signed



Principal

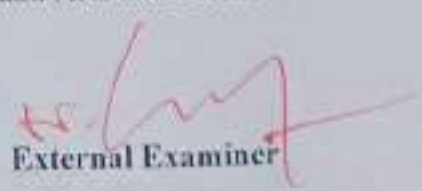
PRINCIPAL,

Kongunadu Arts & Science College
COIMBATORE

Submitted for the Viva Voce held on 05-04-2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.



Internal Examiner



External Examiner

ACKNOWLEDGEMENT

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I extend my special heartfelt thanks to my **Mrs .D.Suganya, M. Com (FA)., M.Phil., Assistant professor** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

KARTHIKEYAN,V.D

**A STUDY ON CONSUMER PREFERENCE TOWARDS
TRADITIONAL FOODS**

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

DHARSHAN S

(Reg.No: 201CM060)

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

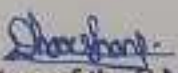
2022-2023

DECLARATION

I, DHARSHAN.S, declare that the project work, entitled **A STUDY ON CONSUMER PREFERENCE TOWARDS TRADITIONAL FOODS**, 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.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: 06.04.2023


Signature of the Candidate

(DHARSHAN S)

CERTIFICATE

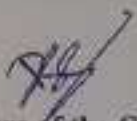
This is to certify that Project work entitled **A STUDY ON CONSUMER PREFERENCE TOWARDS TRADITIONAL FOOD** submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the award of the Degree of **bachelor of Commerce** is a record of original work done by **DHARSHAN S** 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



Counter Signed


Signature of the Guide


6/4/23
Principal


Head of the Department
Dr. S. UNA, M.Com., M.Phil., Ph.D., P.G.D.C.
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 06.04.2023 at Kongunadu Arts and Science College (Autonomous), Coimbatore - 641029.


Internal Examiner


External Examiner

ACKNOWLEDGEMENT

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

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I extend my special heartfelt thanks to my guide **Mrs.D.Suganya M.Com(FA), M.Phil., Assistant Professor Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

(DHARSHAN S)

**A STUDY ON CONSUMER SATISFACTION TOWARDS MANJOOR
SNOWDON TEA FACTORY IN NILGIRIS DISTRICT
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE

Submitted by

SAMITHA N

(Reg.No: 201CM061)

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, **SAMITHA N**, declare that the project work, entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS MANJOOR SNOWDON TEA FACTORY IN THE NILGIRIS**, 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.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

SAMITHA N

CERTIFICATE

This is to certify that Project work entitled **A STUDY ON CONSUMER SATISFACTION TOWARDS MANJOOR SNOWDON TEA FACTORY IN THE NILGIRIS DISTRICT** 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 **SAMITHA N** 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


Counter Signed

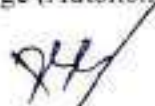

Head of the Department

B.S. UNIL, M.COM, M.PHIL, PH.D. PGCCA,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


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

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.Lekshmanaswamy 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.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 her support and guidance in completing this work successfully.

I extend my special heartfelt thanks to my guide **Mrs.D.Suganya M.Com(FA), M.Phil., Assistant Professor Department of Commerce** who has motivated and guided me by offering his/her constructive and innovative ideas to do the project work with tremendous encouragement.

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

I extend my special heartfelt thanks to my **Parents** and my **Friends** for providing me continuous support and encouragement.

**A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF
ICICI AND SBI
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

HARISH B

Reg.No:201CM062

Under the guidance of

Mrs.D.Suganya,M.Com(FA),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

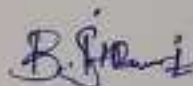
2022-2023

DECLARATION

I, **HARISH . B.**, declare that the project work, entitled "**A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF ICICI AND SBI**", 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.D.Suganya.,M.Com(FA),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



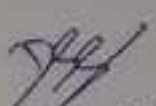
Signature of the candidate
(HARISH B)

CERTIFICATE

This is to certify that project work entitled "A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF ICICI AND SBI " 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 HARISH B 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


Signature of the Guide

Counter Signed



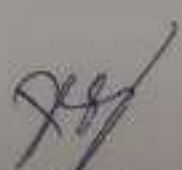

Head of the Department

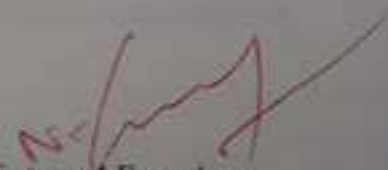
P. S. UMA, M.Com., M.Phil., Ph.D., PGDCA,
Associate Professor and Head
Department of Commerce
Kongunadu Arts and Science College
Coimbatore - 641 029


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


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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.

(HARISH B)