



Idhaya College for Women, Kumbakonam  
Accredited with A+ Grade by NAAC 1<sup>st</sup> Cycle

NAAC AQAR 2023-2024

1.3 Curriculum Enrichment

1.3.2 Number of Courses Project Work / Field Works /  
Internships

# Project Work

## Department of Commerce

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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF HATSUN AGRO PRODUCTS LIMITED” is a bonafide record of the Project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

**G. AARTHI**

[Reg. No. - P22113701]

in partial fulfilment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried in an independent work under supervision.

*V. Mahalakshmi - 16/3/24*  
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*A. Balu - 18/3/24*  
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### CERTIFICATE


This is to certify that the project work entitled "A STUDY ON WOMEN ENTREPRENEURSHIP ATTITUDE AMONG COLLEGE STUDENTS IN KUMBAKONAM TALUK" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.

by


**P. ABARNA**

[Reg. No. – P 22113702]

in partial fulfillment of the requirements for the award of the Degree of MASTER OF COMMERCE and that the work was carried out as an independent work under my supervision.

  
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CERTIFICATE

This is to Certify that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS SAMSUNG MOBILE PHONE IN KUMBAKONAM TOWN**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**B. ABINAYA**

[ Reg. No.- P22113703 ]

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## CERTIFICATE

This is to Certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION OF MAMAEARTH PRODUCT IN KUMBAKONAM**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**M. ANUPRIYA**

[ Reg. No. – P 22113704]

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**CERTIFICATE**

This is to certify that the project work entitled “ **A STUDY ON FINANCIAL PERFORMANCE OF INDIAN BANK**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

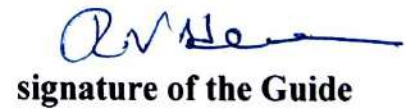
**H.APSANA BEGUM**

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In partial fulfilment of the requirements for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

  
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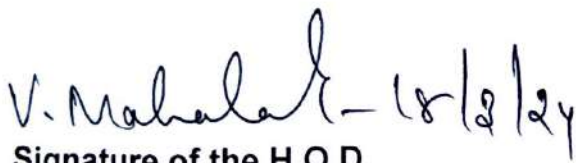
This is to Certify that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS AMWAY PRODUCTS WITH SPECIAL REFERENCE IN KUMBAKONAM**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**J. Arockia Jessica**

[ Reg. No. – P 22113706 ]

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**CERTIFICATE**

This is to Certify that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES IN KUMBAKONAM**” is a bonafide record of the Project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI**

by

**M. ARTHI**

[ **Reg.No. – P 22113707** ]

in partial fulfillment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 16/3/2024*  
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**CERTIFICATE**

This is to Certify that the project work entitled "**A STUDY ON CUSTOMER PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE IN E-COMMERCE WITH SPECIAL REFERENCE TO AMAZON**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**R. ARTHI**

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### CERTIFICATE

This is to certify that the project work entitle “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUCTS IN KUMBAKONAM TOWN**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**K. ATCHAYA**

**(Reg. No. P22113709)**

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*V. Mahalakshmi - 18/3/24*  
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This is to certify that the dissertation "A STUDY ON PRODUCTIVITY AND PROFITABILITY OF PUNJAB NATIONAL BANK" is a bonafide record of the project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.

By

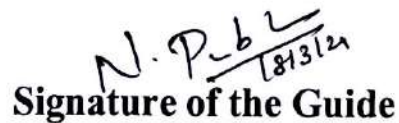
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This is to Certify that the project work entitled "**A STUDY ON FINANCIAL PERFORMANCE IN KUMBAKONAM MUTUAL BEBENEFIT FUND LIMITED**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**B. BELCI JONE**

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This is to Certify that the project work entitled **“A STUDY ON CONSUMER PREFERENCE TOWARDS LENOVO LAPTOP WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN”** is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**S. BHAVANI**

[ Reg.No.- P22113712 ]

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This is to Certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG TELEVISION IN KUMBAKONAM TOWN**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

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[ Reg.No.- P22113713 ]

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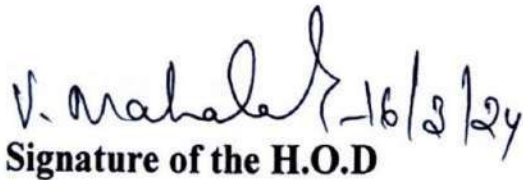
This is to certify that the project work entitled “ A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING ” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**S. Bhuvaneshwari**

[ Reg. No. P 22113714 ]

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-16/3/24  
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This is to certify that the project work entitled “**A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL BANKING**” is a bonafide record of the Project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

by

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[ **Reg. No. P22113716** ]

in partial fulfillment of the requirement for the award of the Degree of **MAS-TER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi* 16/3/24  
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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES IN KUMBAKONAM” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

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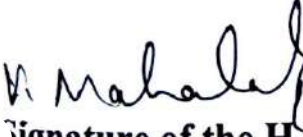
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**CERTIFICATE**

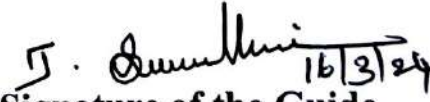
This is to Certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCES TOWARDS CINEMA THEATRES IN KUMBAKONAM TOWN" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

By  
S.GAYATHRI  
[ Reg.No.- P22113718]

in partial fulfillment of the requirements for the award of the Degree of MASTER OF COMMERCE and that the work was carried as an independent work under my supervision.

 16/3/24  
Signature of the H.O.D

**Dr. V.MAHALAKSHMI**  
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**CERTIFICATE**

This is to Certify that the project work entitled “**A STUDY ON CONSUMER SATISFACTION OF CHETTINAD CEMENT**” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI

by

**K. GEETHA**

[ Reg.No. – P 22113719 ]

in partial fulfillment of the requirements for the award of the Degree of MASTER OF COMMERCE and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
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### CERTIFICATE

This is to certify that the project work entitle “**A STUDY ON FINANCIAL ANALYSIS OF INDIAN OVERSEAS BANK**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**G. GUNAVATHY**  
(Reg. No. P22113720)

In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
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**Dr. V. MAHALAKSHMI**  
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This is to certify that the project work entitle “**A STUDY ON ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**M. HAJIRA BANU**

**(Reg. No. P22113721)**

In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 16/2/24*  
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### CERTIFICATE

This is to certify that the project work entitle **“A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART WATCH WITH SPECIAL REFERENCE TO KUMBAKONAM”** is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**D.HARIPRIYA**

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In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi* 18/03/24  
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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON CUSTOMER SATISFICATION TOWARDS OTT PLATFORM IN KUMBAKONAM TOWN” is a bonafide record of the Project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

**K.HARSAMAHIMA**

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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS HOTEL SERVICES IN KUMBAKONAM” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

By

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## **CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON RATIO ANALYSIS OF WIPRO COMPANY” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by


**K. Madhu Bala**

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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON PASSENGER SATISFACTION TOWARDS RAILWAY TRANSPORT IN KUMBAKONAM” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

By

**P. MADHUBALA**

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**CERTIFICATE**

This is to certify that the project work entitled **A STUDY OF FINANCIAL STATEMENT ANALYSIS OF TATA CONSULTANCY SERVICES LIMITED** is a bonafide record of the project work done and submitted to the **BHARATHIDASAN UNIVERSITY TIRUCHIRAPALLI.**

BY

**S. MAGESWARI**

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**CERTIFICATE**

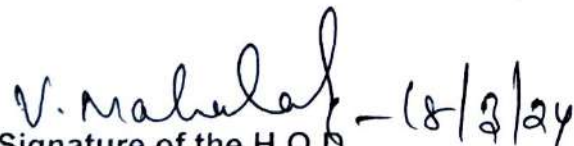
This is to Certify that the project work entitled "**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF EMPLOYEES IN WIPRO LIMITED AT CHENNAI**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**P.MAHALAKSHMI**

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### **CERTIFICATE**

This is to certify that the project work entitle “**A STUDY ON CUSTOMER SATISFACTION AND SPECIAL REFERENCE TO PARLE PRODUCTS AT KUMBAKONAM**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

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**(Reg. No. P22113730)**

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## CERTIFICATE

This is to Certify that the project work entitled **“A STUDY ON IMPACT OF EMOTIONAL MARKETING IN CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN”** is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

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*Dr. M. Sethuraman*  
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CERTIFICATE

This is to Certify that the project work entitled “**A STUDY ON JOB SATISFACTION BRASS LAMP ARTISANS WITH SPECIAL REFERENCE TO NATCHIAR KOIL**”

is a bonafide record of the Project work done and submitted to  
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By

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**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE AND PERCEPTION TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN" is a bonafide record of the project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.

By

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### CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS AACHI MASALA IN KUMBAKONAM" is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.**

By

**K.PRIYADARSHINI**

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### CERTIFICATE

This is to certify that the project work entitle “ A STUDY ON THE LIQUIDITY MANAGEMENT OF BANK OF BARODA ” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, THIRUCHIRAPALLI.**

By

**M. Priyanka**

**(Reg. No. P22113736)**

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### CERTIFICATE


This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFICATION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MEESHO IN KUMBAKONAM TOWN" is a bonafied record of the project work done and submitted to BHARTHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**N.SAISHRUTHI**

**(Reg No. P 22113738)**

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Signature of the External Examiner

**Dr. M. SETHURAMAN**, M.Com.,M.Phil.,Ph.D.,MBA.,  
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**Dr. S. SUJATHA, M.Com., M.Phil., B.Ed., M.B.A., Ph.D.**

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### **CERTIFICATE**

This is to certify that the project work entitle “**A STUDY ON CONSUMER PREFERENCE AND PERCEPTION TOWARDS VARIOUS BRANDS OF CAR IN KUMBAKONAM**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**S. SANTHIYA**

**(Reg. No: P22113739)**

In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 18/2/24*  
**Signature of the H.O.D**

**Dr. V. MAHALAKSHMI**  
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*S. Sujatha - 18/03/2024*  
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## CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS ASIAN PAINTS IN KUMBAKONAM TOWN**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**C.SATHISRI**

[ REG.NO. – P 22113740 ]

in partial fulfillment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

V. Mahalakshmi - 18/03/24  
Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**  
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S. Sujatha - 18/03/2024  
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**CERTIFICATE**


This is to Certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS VKC FOOTWEAR WITH SPECIAL REFERENCE TO KUMBAKONAM**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**A.SHARMI SURIYA**

[ Reg. No.- P22113741 ]

in partial fulfillment of the requirements for the award of the Degree of MASTER OF COMMERCE and that the work was carried as an independent work under my supervision.

  
Signature of the H.O.D.

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**CERTIFICATE**

This is to certify that the project work entitle “A STUDY ON MARKETING MIX STRATEGY OF BATA SHOE COMPANY IN KUMBAKONAM” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.**

By

**J. SHERIN**

**(Reg. No. P22113742)**

In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICE WITH SPECIAL REFERENCE TO KUMBAKONAM” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI.

By

**S. SHIFANA**

[Reg. No. – P22113743]

In partial fulfillment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*N. Mahalakshmi* - 18/3/24  
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**CERTIFICATE**


This is to Certify that the project work entitled "A STUDY BASED ON  
WORKPLACE WELL BEING IN ARUL APPALAM DEPOT, CHENNAI"  
is a bonafide record of the Project work done and submitted to  
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**M. SNEHA**

[ Reg. No.- P22113744 ]

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**MASTER OF COMMERCE** and that the work was carried as an independent  
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Kumbakonam – 612 001.

CERTIFICATE

This is to Certify that the project work entitled “A STUDY ON CUSTOMER  
SATISFACTION TOWARDS ELECTRIC SCOOTER AT KUMBAKONAM”

is a bonafide record of the Project work done and submitted to  
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

By

S.SOUNDARIYA

(Reg. No. – P22113745)

in partial fulfillment of the requirements for the award of the Degree of MASTER  
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supervision.

V. Mahalakshmi - 18/3/24  
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**Dr. V. MAHALAKSHMI**  
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T. Suganya - 18/3/24  
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**CERTIFICATE**

This is to certify that the project work entitle “A STUDY ON JOB SATISFACTION OF EMPLOYEES IN SREE KUMARAN THANGA MALIGAI AT KUMBAKONAM” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, THIRUCHIRAPALLI.**

By

**R. SRIJA**

(Reg. No. P22113746)

In partial fulfilment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi* - 18/3/24  
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**Dr. V. MAHALAKSHMI**  
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**CERTIFICATE**

This is to certify that the project work entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS RELIANCE JIO SIM IN KUMBAKONAM**" is a bonafide record of the Project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

by

**A. SUBIKSHA**

[ REG.NO. – P 22113747 ]

in partial fulfillment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
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**CERTIFICATE**

This is to certify that the project work entitled in “**A STUDY ON QUALITY OF WORK LIFE BALANCE OF EMPLOYEES IN SELECTET IT COMPANIES, CHENNAI**” is bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI**

By

**T. SUJETHA**

[Reg. No.: P 22113748]

In partial fulfillment of the requirements for the award of the degree of **MASTER OF COMMERCE** and that the work has been carried out as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
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**CERTIFICATE**

This is to Certify that the project work entitled “A STUDY ON  
**JOB SATISFACTION OF EMPLOYEES IN HDB FINANCIAL  
SERVICES, KUMBAKONAM**” is a bonafide record of the project  
work done and submitted to **BHARATHIDASAN UNIVERSITY,  
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by

**E. SWETHA**

**[Register No. P 22113749]**

in partial fulfillment of the requirements for the award of the degree of  
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**CERTIFICATE**

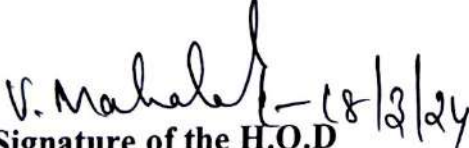
This is to certify that the project work entitled “ **A STUDY ON CONSUMER PREFERENCE AND ATTITUDES TOWARDS NIVEA PRODUCTS AT KUMBAKONAM**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

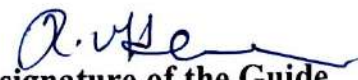
**A. THAMEEM MUNISHA**

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### CERTIFICATE

This is to certify that the project work entitle "A STUDY ON WORK LIFE BALBNCE AMONG WOMEN EMPLOYEES OF IT INDUSTRY, IN COIMBATORE" is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, THIRUCHIRAPALLI.**

By

**R. THEBIKA**

(Reg. No. P22113751)

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### CERTIFICATE

This is to certify that the project work entitle “**A STUDY ON RATIO ANALYSIS OF INDIAN OVERSEAS BANK**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, THIRUCHIRAPALLI.**

By

**K.UDHAYA**

(Reg. No. P22113752)

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*V. Mahalakshmi - 18/03/24*  
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*J. Suganthi - 18/03/2024*  
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### **CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF EMPLOYEES IN LALITHAA JEWELLERY, KUMBakonam” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.**

By

**S. VAISHNAVI**

**(Reg. No. P22113753)**

In partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** and that the work was carried out as an independent work under my supervision.

*V. Mahalakshmi - 18/3/24*  
Signature of the H.O.D

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*S. Sethuraman - 18/3/24*  
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Kumbakonam - 612 001.

CERTIFICATE


This is to Certify that the project work entitled **“A STUDY ON IMPACT OF WEB ADVERTISING IN CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN”** is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**S. VENKATESWARI**

[ Reg. No.- P22113754 ]

in partial fulfillment of the requirements for the award of the Degree of MASTER OF COMMERCE and that the work was carried as an independent work under my supervision.

  
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Signature of the Guide

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**Dr.S.SUJATHA** M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
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## CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON CONSUMER PREFERENCE OF THE HINDU NEWSPAPER IN KUMBAKONAM TOWN**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**S.YOGESHWARI**

[ REG. NO. – P 22113755 ]

in partial fulfillment of the requirements for the award of the Degree of **MASTER OF COMMERCE** and that the work was carried as an independent work under my supervision.

  
Signature of the H.O.D.

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