



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

NAAC AQAR 2023-2024

**1.3 Curriculum Enrichment**

1.3.3 Number of Students Undertake Project Work /  
Field Works / Internships

# Project Work

## Department of Commerce

**Dr. D. VENGATESWARI, M.Com., M.Phil., PGDCA., SET., NET., Ph.D.,**  
**Assistant Professor,**  
**Department of Commerce,**  
**Idhaya College For Women,**  
**Kumbakonam - 612 001.**

**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*  
**Signature of the H.O.D.**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*D. Vengateswari - 18/3/2024*  
**Signature of the Guide.**

**Dr. D. VENGATESWARI,**  
M.Com., PGDCA., M.Phil., Ph.D., NET., SET.,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN,  
KUMBakonam - 612 401.

*Dr. A. Balu - 18/3/24*  
**Signature of External Examiner**

**Dr. A. BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Mrs. T. PANCHAVARNAM, M.Com., M.Phil., NET.,  
Asst. Professor, Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

### 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.

  
Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide  
**T. PANCHAVARNAM**  
M.Com., M.Phil., NET.,  
Assistant Professor  
PG & Research Dept. of Commerce  
Idhaya College for Women  
Kumbakonam

  
Signature of External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Mrs. V. Muthamilselvi M.Com., M.Phil., MBA., (Ph.D.,)  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

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 ]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., M.B.A., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Mrs. V. MUTHAMILSELVI**, M.Com., M.Phil., MBA., (Ph.D.),  
Assistant Professor,  
Department of Commerce,  
Idhaya College for Women  
Kmbakonam - 612 001

  
Signature of External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. S. Sujatha**, M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
Assistant Professor of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

## 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]

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*

Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**

M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,

HOD of Commerce

Idhaya College for Women,  
Kumbakonam.

*[Signature]* 18/3/24

Signature of External Examiner

*S. Sujatha - 18/3/2024*

Signature of the Guide

**Dr. S. SUJATHA**

M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,

ASSISTANT PROFESSOR IN COMMERCE,

IDHAYA COLLEGE FOR WOMEN

KUMBAKONAM-612 001

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. R.V. HEMA, M.COM., M.C.S.,M.PHIL., SET., NET., PH.D**

**Asst. prof. Department of commerce**

Idhaya college for women,

**Kumbakonam-612 001.**

**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**

**(Reg.No.- P22113705)**

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.

  
**Signature of the H.O.D**

**Dr. V.MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam

  
**signature of the Guide**

**Dr. R.V. HEMA**  
M.C.S.,M.Com.,M.Phil.,SET.,NET.,Ph.D.,  
Assistant Professor  
Department of Commerce,  
Idhaya College for Women  
KUMBakonam-612001

  
**Signature of External examiner**  
**Dr.A.BALU, M.Com.,M.B.A.,M.Phil.,Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept.of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. K.MUTHUMANI**, F.F.S., M.Phil., PGD Co-op., Ph.D.,  
Assistant Professor of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**CERTIFICATE**

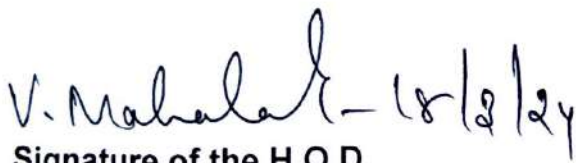
This is to Certify that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS AMWAY PRODUCTS WITH SPECIAL REFERENCE IN KUMBAKONAM**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**J. Arockia Jessica**

[ Reg. No. – P 22113706 ]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., PGD Co-op., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr. K. MUTHUMANI**  
M.F.S., MBA, M.Phil., PGD Co-op., Ph.D.  
Asst. Prof. of Commerce  
Idhaya College for Women,  
Kumbakonam-612 001

  
Signature of External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. V. MAHALAKSHMI**, M.Com., M.Phil., PGDCA., M.Ed., DGT., MBA., NET., Ph.D.,  
Head & Assistant Professor,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

---

**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*  
**Signature of the H.O.D.**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*V. Mahalakshmi - 16/3/24*  
**Signature of the Guide**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*[Signature] 18/3/24*  
**Signature of External Examiner**

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Mrs.T. PANCHAVARNAM**, M.Com., M.Phil., NET.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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**

[ Reg. No. – P 22113708 ]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA, PGDCA, NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**T. PANCHAVARNAM**  
M.Com., M.Phil., NET.,  
PG & R Assistant Prof. of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of External Examiner

**Dr.A.BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. N. PRABHA, M.Com., M.Phil., Ph.D.,**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

### **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)**

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*  
**Signature of the H.O.D**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*N. Prabha - 18/3/24*  
**Signature of the Guide**

**Dr.N.PRABHA, M.Com., M.Phil., Ph.D.,**  
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN.  
KUMBAKONAM-612 001

*Dr. A. Balu - 18/3/24*  
**Signature of the External Examiner**

**Dr.A.BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr.N. PRABHA, M.Com., M.Phil., Ph.D.,  
Assistant Professor,  
Department of commerce,  
Idhaya College for Women,  
kumbakonam-612001.

### CERTIFICATE

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

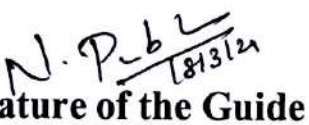
D.BAKIYA ESHWARI

(Reg. No. P22113710)

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.

  
Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr.N.PRABHA, M.Com., M.Phil., Ph.D.,**  
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN.  
KUMBAKONAM-612 001

  
Signature of the External Examiner

**Dr.A.BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. K. KULANJIAMMAL**, M.Com., PGDCA., M.Phil., MBA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**CERTIFICATE**


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**

[ Reg. No.- P22113711 ]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

  
Signature of External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr. K. Kulanjammal M.Com., M.Phil., PGDCA., MBA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**CERTIFICATE**

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 ]

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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

K. Srinivasan - 18/2/24  
Signature of the Guide

  
Signature of External Examiner  
**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr. K. Kulanjiammal M/Com., M.Phil., PGDCA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

CERTIFICATE

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

**M. BHUVANESHWARI**

[ Reg.No.- P22113713]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

  
Signature of External Examiner  
**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr. K. Muthumani, M.F.S., M.Phil., PGD Co-op., MBA., Ph.D.,

Assistant Professor

Department of Commerce

Idhaya College For Women

Kumbakonam – 612001

## CERTIFICATE

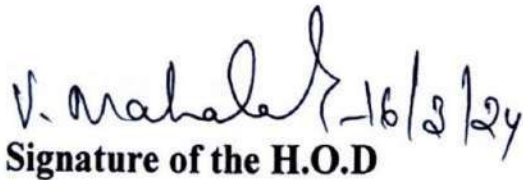
This is to certify that the project work entitled “ A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING ” is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**S. Bhuvaneshwari**

[ Reg. No. P 22113714 ]

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.

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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr. K. MUTHUMANI**  
M.F.S., MBA., M.Phil., PGDco-op., Ph D  
Asst. Prof. of Commerce  
Idhaya College for Women  
Kumbakonam-612 001

18/3/24  
Signature of the External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr. K. Muthumani, M.F.S., M. Phil., PG.D Coop., MBA., Ph.D.,  
Assistant Professor  
Department of Commerce  
Idhaya College For Women  
Kumbakonam – 612001

**CERTIFICATE**

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

**S. Durga**

[ **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  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*K. Muthumani*  
Signature of the Guide

**Dr. K. MUTHUMANI**  
MFS., MBA., M.Phil., PGDco-op., Ph.D.  
Asst. Prof. of Commerce  
Idhaya College for Women  
Kumbakonam-612 001

*A. Balu* 18/3/24  
Signature of the External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. D. VENGATESWARI, M.Com., M.Phil., PGDCA., SET., NET., Ph.D.,**  
**Assistant Professor,**  
**Department of Commerce,**  
**Idhaya College For Women,**  
**Kumbakonam - 612 001.**

**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

By

**R.GAYATHRI**

[Reg. No. – P 22113717]

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 - 16/2/24*  
**Signature of the H.O.D.**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*D. Vengateswari - 18/3/2024*  
**Signature of the Guide.**

**Dr. D. VENGATESWARI,**  
M.Com., PGDCA., M.Phil., Ph.D., NET., SET.,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN,  
KUMBAKONAM -612 401.

*Dr. A. Balu - 18/3/24*  
**Signature of External Examiner**

**Dr.A.BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Mrs. J.SAITHANI BEGAM, M.Com., M.Phil., B.Ed., SET(Ph.D).,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

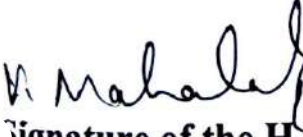
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**CERTIFICATE**

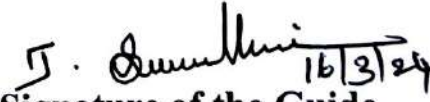
This is to Certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCES TOWARDS CINEMA THEATRES IN KUMBAKONAM TOWN" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

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**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

 16/3/24  
Signature of the Guide

Mrs. J. Saithani Begam, M.Com.,M.Phil.,B.Ed.,SET.(Ph.D.)  
Assistant Professor of Commerce  
Idhaya College for Women  
Kumbakonam - 612 001

 18/3/24  
Signature of External Examiner

**Dr.A.BALU**, M.Com.,M.B.A.,M.Phil.,Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept.of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. V. MAHALAKSHMI, M.Com., M.Phil., PGDCA.,M.Ed., NET.,MBA., Ph.D.,**  
**Head, Department of Commerce**  
**Idhaya College for Women,**  
**Kumbakonam - 612 001.**

**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*  
**Signature of the H.O.D.**

**Dr. V. MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*V. Mahalakshmi - 18/3/24*  
**Signature of the Guide**

**Dr. V. MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*[Signature]*  
**Signature of External Examiner**

**Dr.A.BALU, M.Com.,M.B.A.,M.Phil.,Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept.of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. T. SUGANYA, M.Com., M.Phil., M.B.A., PGDCA., Ph.D.**  
Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

### 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  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*T. Suganya* - 18/3/24  
Signature of the Guide  
**Dr. T. SUGANYA,**  
M.Com., M.Phil., M.B.A., PGDCA., Ph.D.,  
Assistant Professor in Commerce,  
Idhaya College For Women,  
Kumbakonam - 612 001.

*Dr. A. Balu* - 18/3/24  
Signature of the External Examiner

**Dr. A. BALU,** M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. N. PRABHA, M.Com., M.Phil., Ph.D.,**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

### CERTIFICATE

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*  
**Signature of the H.O.D**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*N. Prabha - 16/3/24*  
**Signature of the Guide**

**Dr.N.PRABHA, M.Com., M.Phil., Ph.D.,**  
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN.  
KUMBAKONAM-612 001

*Dr. A. Balu - 18/3/24*  
**Signature of the External Examiner**

**Dr.A.BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.,**  
Assistant Professor,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam – 612001.

### 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**

**(Reg. No. P22113722)**

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  
**Signature of the H.O.D**  
**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*Dr. K. Suganthi* 18/03/2024  
**Signature of the Guide**

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.,**  
Assistant Professor,  
PG & Research Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

*Dr. A. Balu* 18/3/24  
**Signature of the External Examiner**

**Dr.A.BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. D. VENGATESWARI, M.Com., M.Phil., PGDCA., SET., NET., Ph.D.,**  
**Assistant Professor,**  
**Department of Commerce,**  
**Idhaya College For Women,**  
**Kumbakonam - 612 001.**

**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**

[Reg. No. - P22113723]

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.

  
**Signature of the H.O.D.**

**Dr. V.MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
**Signature of the Guide.**

**Dr. D. VENGATESWARI,**  
M.Com.,PGDCA.,M.Phil.,Ph.D.,NET.,SET.,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN,  
KUMBAKONAM -612 401.

  
**Signature of the External Examiner**

**Dr.A.BALU, M.Com.,M.B.A.,M.Phil.,Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept.of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Mrs. J. SAITHANI BEGAM, M.Com., M.Phil., B.Ed., SET, (Ph.D).,**  
**Assistant Professor of Department of Commerce**  
**Idhaya College For Women,**  
**Kumbakonam – 612 001.**

---

**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

**R. KEERTHIKA**

[ Reg. No. – P22113725]

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.**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA, PGDCA, NET, Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
16/3/24

**Signature of the Guide**

Mrs. J. Saithani Begam  
Assistant Professor of  
Idhaya College for Women  
Kumbakonam - 612 001

  
18/3/24  
**Signature of External Examiner**

**Dr. A. BALU, M.Com., M.B.A., M.Phil., Ph.D.,**  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Dr. K. Muthumani, M.F.S., M.Phil., PGD Co-op., MBA., Ph.D.,

Assistant Professor

Department of Commerce

Idhaya College For Women

Kumbakonam – 612001

## **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**

**[Reg. No. P 22113726]**

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.

  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr. K. MUTHUMANI**  
MFS., MBA., M.Phil., PGDco-op., Ph.D.  
Asst. Prof. of Commerce  
Idhaya College for Women  
Kumbakonam-612 001

  
Signature of the External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

Mrs. J. SAITHANI BEGAM, M.Com., M.Phil., B.Ed., SET., (Ph.D).,  
Assistant Professor of Department of Commerce  
Idhaya College For Women,  
Kumbakonam – 612 001.

---

**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**

[ Reg. No. – P22113727]

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**  
M.Com., M.Phil., M.Ed., MBA, PGDCA, NET, Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*J. Saithani Begam* 18/03/2024  
Signature of the Guide

Mrs. J. Saithani Begam, M.Com., M.Phil., B.Ed., SET., (Ph.D).  
Assistant Professor of Commerce  
Idhaya College for Women  
Kumbakonam - 612 001

*Dr. A. Balu* 18/03/24  
Signature of External Examiner

**Dr. A. BALU**, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor & Head  
P.G. & Research Dept. of Commerce  
Government Arts College (Autonomous)  
Kumbakonam - 612 002.

**Dr. R.V. HEMA, M.Com, M.C.S, M.Phil, SET, NET, Ph.D.,**

Asst. Prof. of Commerce

PG & Research Department of Commerce

Idhaya College For Women,

Kumbakonam-612001.

**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**

[Reg. No. P22113728]

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

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

*R.V. Hema*  
Signature of the Guide

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

**Dr. R.V. HEMA**  
M.C.S., M.Com., M.Phil., SET., NET., Ph.D.,  
Assistant Professor  
Department of Commerce,  
Idhaya College for Women  
KUMBakonam-612001

*[Signature]*  
Signature of External Examiner

**Dr. M. S. HUKKARI, M.C.S., M.Phil., Ph.D., MBA.,**  
Assistant Professor  
PG and Research Department of Commerce  
Idhaya College for Women,  
Kumbakonam.

Dr. K. Kulanjiammal M.Com., M.Phil., PGDCA., MBA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**CERTIFICATE**

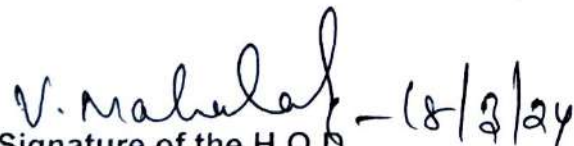
This is to Certify that the project work entitled "**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF EMPLOYEES IN WIPRO LIMITED AT CHENNAI**" is a bonafide record of the Project work done and submitted to BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI

by

**P.MAHALAKSHMI**

[ Reg. No.- P22113729 ]

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.

**Dr. V.MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

Signature of External Examiner

  
**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

### **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

**K. NAVEENAPRIYA**

**(Reg. No. P22113730)**

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*  
**Signature of the H.O.D**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*K. Naveenapriya - 18/03/2024*  
**Signature of the Guide**

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.,**  
Assistant Professor,  
PG & Research Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

*Dr. M. Sethuraman - 18/3/24*  
**Signature of the External Examiner**

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Mrs. T. Panchavarnam M.Com., M.Phil., NET.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

## 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

**M. NISHA**

[ Reg. No.- P22113731 ]

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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*T. Panchavarnam*  
Signature of the Guide

**T. PANCHAVARNAM**  
M.Com., M.Phil., NET.,  
Assistant Professor  
PG & Research Dept. of Commerce  
Idhaya College for Women  
Kumbakonam

*Dr. M. Sethuraman*  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Dr. T. Suganya, M.Com., M.Phil., MBA., PGDCA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for women,  
Kumbakonam – 612 001.

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  
**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

G. POOJA

(Reg. No. – P22113732)

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.

  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam

  
**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

  
Signature of the Guide

**Dr. T. SUGANYA**,  
M.Com., M.Phil., M.B.A., PGDCA., Ph.D.,  
Assistant Professor in Commerce,  
Idhaya College For Women,  
Kumbakonam - 612 001.

Mrs. T. PANCHAVARNAM, M.Com., M.Phil., NET.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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

**K. PRADEEPA**

[Reg. No. – P 22113733 ]

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.

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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*T. Panchavarnam*  
Signature of the Guide

**T. PANCHAVARNAM**  
M.Com., M.Phil., NET.,  
Assistant Professor  
PG & Research Dept. of Commerce  
Idhaya College for Women,  
Kumbakonam

*Dr. M. Sethuraman - 18/3/24*  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr. V. MAHALAKSHMI**, M.Com., M.Phil., PGDCA, M.Ed, M.B.A, DGT, NET, Ph.D.  
Head & Assistant Professor,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam – 612001.

---

### 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**

(Reg. No. P22113734)

In partial fulfilment 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.

  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., M.B.A., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., M.B.A., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Dr .R.V. HEMA, M.Com., M.Phil., SET., NET., Ph.D.  
Assistant professor of commerce,  
Idhaya College for women,  
Kumbakonam – 612001.

### 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)**

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.

  
**Signature of the H.O.D**

**Dr. V.MAHALAKSHMI**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
**Signature of the Guide**

**Dr. R.V. HEMA**  
M.C.S.,M.Com.,M.Phil.,SET.,NET.,Ph.D.,  
Assistant Professor  
Department of Commerce,  
Idhaya College for Women  
KUMBAKONAM-612001

  
**Signature of the External Examiner**

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Dr. K. MUTHUMANI, M.F.S., M.Phil.,P.G.D. Co-op.,M.B.A.,Ph.D.,  
Assistant Professor  
Department of Commerce  
Idhaya College For Women  
Kumbakonam

### 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)**

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

  
Signature of the H.O.D

**Dr. V.MAHALAKSHMY**  
M.Com.,M.Phil.,M.Ed.,MBA.,PGDCA.,NET.,Ph.D.,  
HCD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Dr. K.MUTHUMANI**  
MFS.,MBA.,M.Phil.,PGDco-op.,Ph D  
Asst.Prof.of Commerce  
Idhaya College for Women,  
Kumbakonam-612 001

  
Signature of the External Examiner

**Dr. M. SETHURAMAN**, M.Com.,M.Phil.,Ph.D.,MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

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

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

### **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**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*S. Sujatha - 18/03/2024*  
**Signature of the Guide**

**Dr. S. SUJATHA**  
M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
ASSISTANT PROFESSOR IN COMMERCE,  
IDHAYA COLLEGE FOR WOMEN  
KUMBAKONAM-612 001

*[Signature]*  
**Signature of the External Examiner**

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

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

Asst. Prof. Department of Commerce

Idhaya College for Women,

Kumbakonam - 612 001.

## 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 - 18/2/24  
Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

S. Sujatha - 18/03/2024  
Signature of the Guide

**Dr. S. SUJATHA**  
M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
ASSISTANT PROFESSOR IN COMMERCE,  
IDHAYA COLLEGE FOR WOMEN  
KUMBAKONAM-612 001

Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Mrs. V. Muthamilselvi, M.Com., M.Phil., MBA., (Ph.D.)  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Mrs. V. MUTHAMILSELVI**, M.Com., M.Phil., MBA., (Ph.D.),  
Assistant Professor,  
Department of Commerce  
Idhaya College for Women  
Kumbakonam - 612 001

  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr. N. PRABHA, M.Com., M.Phil., Ph.D.,**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

**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*  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA, PGDCA, NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*N. Prabha 18/3/24*  
Signature of the Guide

**Dr. N. PRABHA, M.Com., M.Phil., Ph.D.,**  
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN,  
KUMBAKONAM-612 001

*[Signature]*  
Signature of the External Examiner

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Mrs. J. SAITHANI BEGAM, M.Com., M.Phil., B.Ed., SET, (Ph.D).,  
Asst. Prof. Department of Commerce  
Idhaya College For Women,  
Kumbakonam – 612 001.

---

**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  
**Signature of the H.O.D.**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*J. Saithani Begam* 16/3/24  
**Signature of the Guide**  
Mrs. J. Saithani Begam, M.Com., M.Phil., B.Ed., SET., (Ph.D.)  
Assistant Professor of Commerce  
Idhaya College for Women  
Kumbakonam - 612 001

*Dr. M. Sethuraman* 18/3/24  
**Signature of External Examiner**

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

MRS V. MUTHAMIL SELVI, M.Com., M.Phil., MBA., Ph.D.,  
Asst. Prof. PG & Research Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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]

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.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MCA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**Mrs. V. MUTHAMIL SELVI**, M.Com., M.Phil., MBA., Ph.D.,  
Asst. Prof. PG & Research  
Department of Commerce,  
Idhaya College for Women  
Kumbakonam - 612 001

  
Signature of External Examiner.

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Dr. T. Suganya, M.Com., M.Phil., MBA., PGDCA., Ph.D.,  
Asst. Prof. PG& Research Department of Commerce  
Idhaya College for women,  
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  
OF COMMERCE and that the work was carried as an independent work under my  
supervision.

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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., P  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

T. Suganya - 18/3/24  
Signature of the Guide  
**Dr. T. SUGANYA**,  
M.Com., M.Phil., M.B.A., PGDCA., Ph.D.,  
Assistant Professor in Commerce,  
Idhaya College For Women,  
Kumbakonam - 612 001.

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

**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  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*K. Suganthi* 18/03/2024  
Signature of the Guide

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.,**  
Assistant Professor,  
PG & Research Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

*Dr. M. Sethuraman*  
Signature of the External Examiner

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr. T. SUGANYA** M.Com., M.Phil., M.B.A., PGDCA., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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*  
Signature of the H.O.D.

Guide **Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*T. Suganya - 18/3/24*  
Signature of the

**Dr. T. SUGANYA**  
M.Com., M.Phil., M.B.A., PGDCA., Ph.D.,  
Assistant Professor in Commerce,  
Idhaya College For Women,  
Kumbakonam - 612 001.

*[Signature]*  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr. V. MAHALAKSHMI**, M.Com., M.Phil., PGDCA., M.Ed., DGT., MBA, NET., Ph.D.,  
Head, Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001

---

**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*  
Signature of the HOD

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*V. Mahalakshmi - 18/3/24*  
Signature of the Guide

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*[Signature]*  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavu.

**Dr. D. VENGATESWARI, M.Com., PGDCA, M.Phil., NET, SET, Ph.D.,**  
Assistant Professor.,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

**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,  
TIRUCHIRAPPALLI.**

by

**E. SWETHA**

**[Register No. P 22113749]**

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*  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA, PGDCA, NET, Ph.D.  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*D - 18/3/24*  
Signature of the Guide

**Dr. D. VENGATESWARI,**  
M.Com., PGDCA, M.Phil., Ph.D., NET, SET,  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE,  
IDHAYA COLLEGE FOR WOMEN,  
KUMBAKONAM - 612 401.

*[Signature]*  
Signature of External Examiner

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr. R.V. HEMA, M.COM., M.C.S., M.PHIL., SET., NET., PH.D**  
**Asst. prof. of commerce**  
Idhaya college for women,  
**Kumbakonam-612 001.**

**CERTIFICATE**

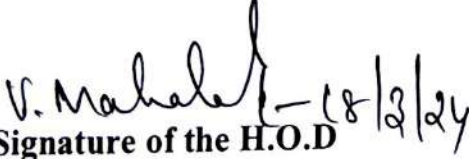
This is to certify that the project work entitled “ **A STUDY ON CONSUMER PREFERENCE AND ATTITUDES TOWARDS NIVEA PRODUCTS AT KUMBAKONAM**” is a bonafide record of the project work done and submitted to **BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI**

By

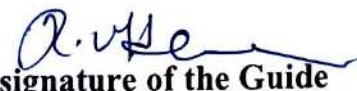
**A. THAMEEM MUNISHA**

**(Reg.No.- P22113750)**

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.

  
**Signature of the H.O.D**

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
**signature of the Guide**

**Dr. R.V. HEMA**  
M.C.S., M.Com., M.Phil., SET., NET., Ph.D.,  
Assistant Professor  
Department of Commerce,  
Idhaya College for Women  
**KUMBAKONAM-612001**

  
**Signature of External examiner**

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
**AVASC, Thanjavur - 7.**

Mrs.V. MUTHAMIL SELVI, M.Com., M.Phil., M.B.A., (Ph.D).,  
Assistant Professor,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam – 612001.

---

### 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)

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.

  
Signature of the H.O.D

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MSA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

Mrs.V.MUTHAMILSELVI, M.Com., M.Phil., MBA., (Ph.D).,  
Assistant Professor,  
Department of Commerce,  
Idhaya College for Women  
Kmbakonam - 612 001

  
Signature of the External Examiner

Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr.K.SUGANTHI, M.Com., M.Phil., Ph.D.**

Assistant Professor,

Department of Commerce,

Idhaya College for Women,

Kumbakonam – 612001.

**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)**

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

*J. Suganthi - 18/03/2024*  
Signature of the Guide

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

**Dr. K. SUGANTHI, M.Com., M.Phil., Ph.D.,**  
Assistant Professor,  
PG & Research Department of Commerce,  
Idhaya College for Women,  
Kumbakonam - 612 001.

*M. Sethuraman*  
Signature of the External Examiner

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7

**Dr. V. MAHALAKSHMI, M.Com., M.Phil., PGDCA, M.Ed., M.B.A., DGT.,  
NET., Ph.D.,**

Head & Assistant Professor,  
Department of Commerce,  
Idhaya College for Women,  
Kumbakonam – 612 001.

**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

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*V. Mahalakshmi - 18/3/24*  
Signature of the Guide

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

*S. Sethuraman - 18/3/24*  
Signature of the External Examiner

**Dr. M. SETHURAMAN, M.Com., M.Phil., Ph.D., MBA.,**  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

Mrs. T. Panchavarnam M.Com., M.Phil., NET.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
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.

  
Signature of the H.O.D.

**Dr. V. MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA., PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of the Guide

**T. PANCHAVARNAM**  
M.Com., M.Phil., NET.,  
Asst. Prof. of Commerce  
PG & Research Dept. of Commerce  
Idhaya College for Women,  
Kumbakonam.

  
Signature of External Examiner

**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA.,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.

**Dr.S.SUJATHA** M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
Asst. Prof. Department of Commerce  
Idhaya College for Women,  
Kumbakonam - 612 001.

## 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.

**Dr. V.MAHALAKSHMI**  
M.Com., M.Phil., M.Ed., MBA, PGDCA., NET., Ph.D.,  
HOD of Commerce  
Idhaya College for Women,  
Kumbakonam.

Signature of the Guide

**Dr. S. SUJATHA**  
M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,  
ASSISTANT PROFESSOR IN COMMERCE,  
IDHAYA COLLEGE FOR WOMEN  
KUMBAKONAM-612 001

Signature of External Examiner

  
**Dr. M. SETHURAMAN**, M.Com., M.Phil., Ph.D., MBA,  
Assistant Professor of Commerce & Research Advisor  
PG and Research Department of Commerce  
AVASC, Thanjavur - 7.