



Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)
90, Palghat Road, Pollachi - 642001, Coimbatore, Tamil Nadu, India.
95th Rank In NIRF – 2023 - Among Colleges in India.



CERTIFICATE OF PROJECT/INTERNSHIP/FIELD WORK COMPLETION

Name of the Programme: **BBA**
Name of the Course : **Project Work /Viva voce**
Course Code : **21UBM623**
Batch : **2021-2024 Batch**

This is to certify that 57 students of III BBA have successfully completed their Project Work /Viva voce Examination conducted during April 2024. The Certificates provided by the host institutions are Enclosed herewith.

Encl: Certificates Provided by the Host Institutions

HoD

D. BHUVANENDRAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head (I/c)
Department of Business Admini
Nallamuthu Gounder Mahalingam College

College Seal



Principal

Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
PRINCIPAL i/c
Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District,

THE STUDY ON CONSUMER COMFORT PREFERENCE TOWARDS SPECTACLES AND CONTACT LENSES IN POLLACHI

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GANAPATHY E (21-BM-05)

KARTHIK T (21-BM-10)

Under the guidance of

Mrs.T.MUTHUKANNU M.Com.,M.phil.,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

CERTIFICATE

This is to certify that the project work entitled “**THE STUDY ON CONSUMER COMFORT PREFERENCE TOWARDS SPECTACLES AND CONTACT LENSES IN POLLACHI**” submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by GANAPATHY E (21-BM-05) and KARTHIK T (21-BM-10) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

T. Arthun Kannan
Research Guide

LT. Arthun Kannan

D. S. B.
Head of the Department
D. BHUVANENDRAN, MBA, M.PHIL, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. Arthun Kannan
Internal Examiner

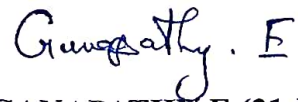
J. M. V.
23.4.24
External Examiner
Dr. J. S. Sudarshan L

Declaration

DECLARATION

GANAPATHY E (21-BM-05) and **KARTHIK T (21-BM-18)** hereby declare that the project work entitled **“THE STUDY ON CONSUMER COMFORT PREFERENCE TOWARDS SPECTACLES AND CONTACT LENSES IN POLLACHI”** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Mrs.T.MUTHUKANNU**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



GANAPATHY E (21-BM-05)



KARTHIK T (21-BM-10)

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS SBI LOAN IN
POLLACHI TALUK”**

PROJECT REPORT

Submitted by

**HARIHARAN.M (21BM06)
KATHIRVEL.S (21BM11)**

A project report in partial fulfillment of the
requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Mr.D.BHUVANENDRAN,MBA.,M.Phil.,PGDCA.,

Head(i/c)–Department of Business Administration



Estd. 1957

**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM
COLLEGE**

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642001,TAMILNADU,INDIA

APRIL 2024

CERTIFICATE

CERTIFICATE

This is certify that the Project entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SBI LOAN IN POLLACHI TALUK" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree Bachelor of Business Administration Is a record of original research work done by During the period HARIHARAN.M (21BM06) and KATHIRVEL.S (21BM11) December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi -642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.

Countersigned


Research Guide

(i). D. Bhuvanendran


Head of the Department

D. BHUVANENDRAN, MBA, M.PHIL, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.




Internal Examiner

(i). D. Bhuvanendran


23.4.24
External Examiner
Dr. J. SUDARSHAN

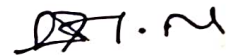
DECLARATION

DECLARATION

We, HARIHARAN.M (21BM06) and KATHIRVEL.S (21BM11) hereby declare that the project titled "CUSTOMER PERCEPTION TOWARDS SBI LOAN IN POLLACHI TALUK" submitted to the Bharathiar University, partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 to March 2024, under the supervision and guidance of Mr.D.BHUVANENDRANMBA.,M.Phil.,PGDCA., Head(i/c)–Department of Business Administration ,Nallamuthu Gounder Mahalingam College, Pollachi-642 001, and it has not formed the Basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the candidate

HARIHARAN.M (21BM06)



KATHIRVEL.S (21BM11)



A STUDY ON CONSUMER SATISFACTION IN ONLINE

PAYMENT APPLICATION

Project Report submitted to Bharathiar University
In partial fulfillment of the requirement for the

Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

V.BOOBALAN (21-BM-02)

M.JEGAN (21-BM-07)

Under the Guidance of

Dr.T.MANIKANDAN., MBA., M.Phil., PGDCA., Ph.D

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

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POLLACHI 642 001, TAMIL NADU, INDIA

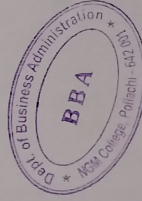
APRIL -2024

CERTIFICATE

This is certify that the project entitled **“A STUDY ON CONSUMER SATISFACTION IN ONLINE PAYMENT APPLICATION”** Project submitted to the Bharathiyar University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **V.BOOBALAN (21-BM-02) & M.JEGAN (21-BM-07)** During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

A

Head of the Department
D. BHUVANENDRAN, MBA, M. Phil, Ph.D., D.Lit.,
Assistant Professor & Head (i/c)
Department of Business Administration
Mallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



~~11/08/24~~
Internal Examiner
Dr. D. Manicoroda.

J. W. V.
23.4.24
External Examiner
Dr. J. S. D. D. V. L.

DECLARATION

DECLARATION

We **V. BOOBALAN (21-BM-02) & M.JEGAN (21-BM-07)** hereby declare that the project titled "**A STUDY ON CONSUMER SATISFACTION IN ONLINE PAYMENT APPLICATION**" Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of **Dr.T.MANIKANDAN MBA., M.Phil., PGDCA., Ph.D.**, Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,

V. Boobalan **V. BOOBALAN (21-BM-02)**
M. Jegan **M. JEGAN (21-BM-07)**

**“ A STUDY ON CUSTOMER AWARENESS AND SATISFACTION
TOWARDS MEESHO IN POLLACHI ”**

PROJECT REPORT

Submitted by

JEMSHEER.A (21-BM-08)

SIVAPERUMAL.S (21-BM-29)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

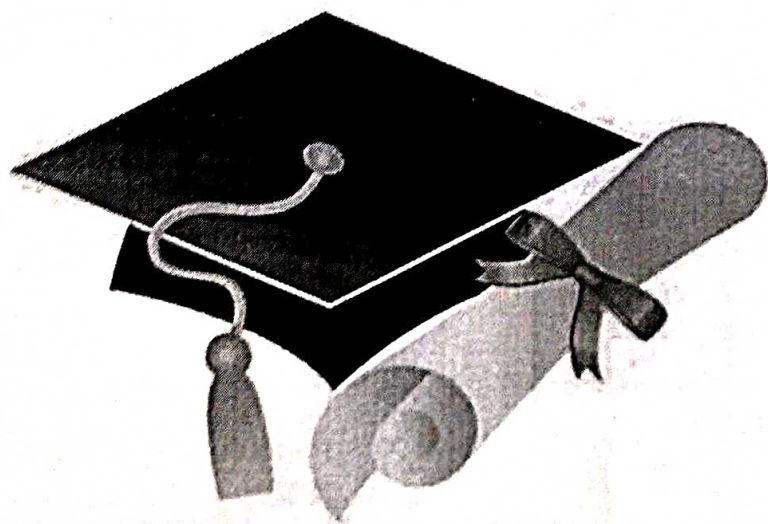
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POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024



CERTIFICATE

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS MEESHO IN POLLACHI "Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by JEMSHEER.A (21-BM-08) & SIVAPERUMAL.S(21-BM-29) During the period 2023-2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

D. Bhuvanendran

D. BHUVANENDRAN, M.A., M.F.A., PGDCL,
Assistant Professor & Head (J/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Research Guide

Head of the Department



R. Visalakshi

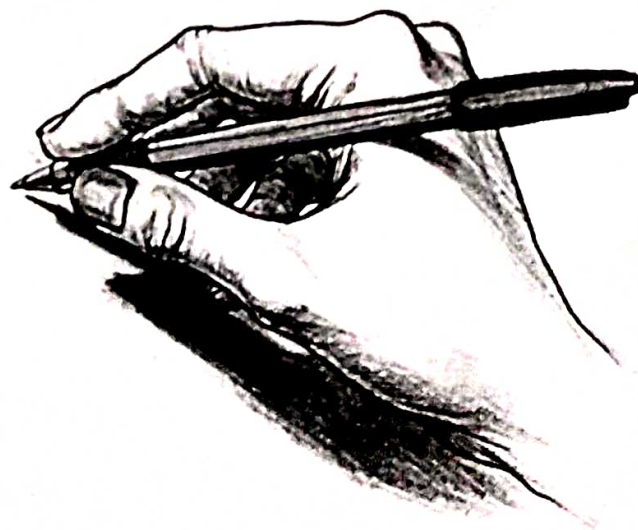
Internal Examiner

(R. VISALAKSHI)

J. M. M.
23.4.24

External Examiner

DR. J. S. SUBRAMANIAM

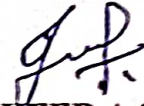


DECLARATION

DECLARATION

We, JEMSHEER.A (21-BM-08) & SIVAPERUMALS(21-BM-29) here by declare that the project titled, "A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS MEESHO IN POLLACHI" Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period 2023-2024, under the supervision guidance of, Mrs.R.VISALAKSHI Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,



JEMSHEER.A (21-BM-08)



SIVAPERUMALS (21-BM-29)

**A study on consumer taste and preference towards health drinks in
Pollachi**

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

JOTHILIGESHWARAN N (21-BM-09)

&

LOGESH S (21-BM-14)

Under the guidance of

Dr.T. MANIKANDAN, MBA.,M.Phil.,PGDCA.,Phd.

Assistant Professor Department of Business Administration



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POLLACHI-642 001, TAMILNADU, INDIA

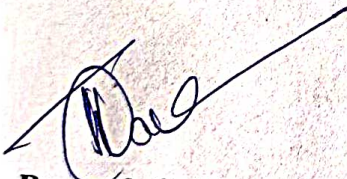
APRIL-2024

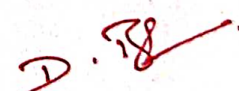
CERTIFICATE

CERTIFICATE

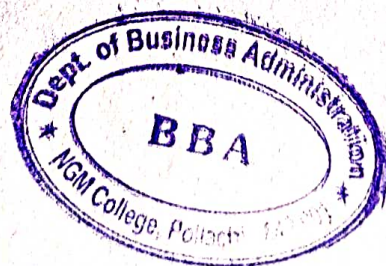
This is to certify that the project work entitled "A STUDY ON CONSUMER TASTE AND PREFERENCE TOWARDS HEALTH DRINKS IN POLLACHI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project research done **JOTHILINGESHWARAN N (21-BM-09)&LOGESH S(21-BM-14)** during the period 2023 - 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi**. Under my supervision and guidance, the project has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title of any candidate of any University.

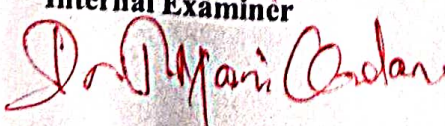
Countersigned

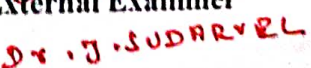

Research Guide


Head of the department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.




Internal Examiner



External Examiner


DECLARATION

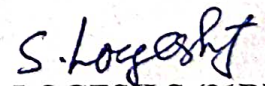
DECLARATION

JOTHILINGESHWARAN N (21-BM-09) LOGESH S(21-BM-30) hereby declare that the Project work entitled "**A STUDY ON CONSUMER TASTE AND PREFERENCE TOWARDS HEALTH DRINKS IN POLLACHI**" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by us during 2023-2024 under the supervision and guidance of **Dr.DR.MANIKANDAN**, Assistant Professor, Department of Business Administration Nallamuthu Gounder Mahalingam college, Pollachi-642001, and it has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate many university.

Signature of the candidate



JOTHILINGESHWARAN (21BM09)



LOGESH S (21BM14)

THE STUDY ON CONSUMER COMFORT PREFERENCE TOWARDS SPECTACLES AND CONTACT LENSES IN POLLACHI

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GANAPATHY E (21-BM-05)

KARTHIK T (21-BM-10)

Under the guidance of

Mrs.T.MUTHUKANNU M.Com.,M.phil.,

Assistant professor

Department of Business Administration



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POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

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Counter signed

T. Arun Kumar
Research Guide

L.T. Arun Kumar

D. Bhuvanendran
Head of the Department
D. BHUVANENDRAN, MBA, M.PHIL, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. Arun Kumar
Internal Examiner

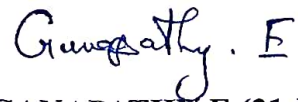
J. M. V.
23.4.24
External Examiner
Dr. J. Sudarshan

Declaration

DECLARATION

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Signature of the Candidate



GANAPATHY E (21-BM-05)



KARTHIK T (21-BM-10)

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS SBI LOAN IN
POLLACHI TALUK”**

PROJECT REPORT

Submitted by

**HARIHARAN.M (21BM06)
KATHIRVEL.S (21BM11)**

A project report in partial fulfillment of the
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BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Mr.D.BHUVANENDRAN,MBA.,M.Phil.,PGDCA.,

Head(i/c)–Department of Business Administration



Estd. 1957

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APRIL 2024

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Countersigned


Research Guide

(i). *[Signature]*



Head of the Department

D. BHUVANENDRAN, MBA, M.PHIL, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.




Internal Examiner

(i). *[Signature]*


23.4.24
External Examiner
Dr. J. SUDARVEL

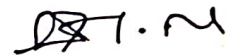
DECLARATION

DECLARATION

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Signature of the candidate

HARIHARAN.M (21BM06)



KATHIRVEL.S (21BM11)



**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS
IN POLLACHI TALUK**

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
KIRITHVAJA A (21-BM-12)
SARAVANAKUMARAN R (21-BM-27)

Under the guidance of
Dr.T.MANIKANDAN.,MBA.M.Phil.,PGDCA.,Ph.D.
Assistant professor
Department of Business Administration

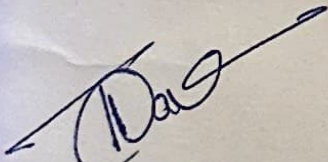


DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)
POLLACHI-642 001, TAMIL NADU, INDIA
APRIL-2024

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS IN POLLACHI TALUK" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by KIRITHVAJA A(21-BM-12) and SARAVANAKUMARAN R(21-BM-27) during the period of December 2023 - March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

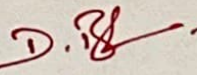
Counter signed


Research Guide

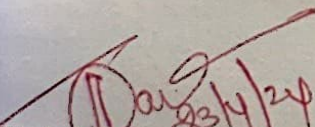


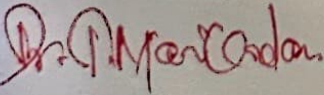
Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001,


23.4.24
External Examiner

Dr. D. SUDARSHAN

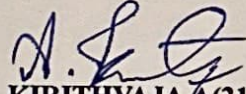

23/4/24
Internal Examiner



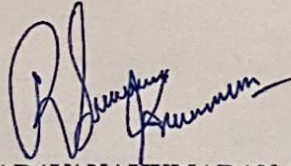
DECLARATION

KIRITHVAJA A(21-BM-12) and SARAVANAKUMARAN R(21-BM-27) hereby declare that the project work entitled "A CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS IN POLLACHI TALUK" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during of December 2023-March 2024 under the supervision and guidance of Dr. T. MANIKANDAN, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



KIRITHVAJA A(21-BM-12)



SARAVANAKUMARAN R(21-BM-27)

KNOWLEDGE

THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

KRISHNA KUMAR V (21-BM-13)

NAVEEN KUMAR T (21-BM-18)

Under the guidance of

Mrs.R.VISALAKSHI.,MBA.M.Phil.,PGDCA.,(Ph.D).,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL - 2024

Certificate

CERTIFICATE

This is to certify that the project work entitled **"THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI"** submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by KRISHNA KUMAR V (21-BM-13) and NAVEEN KUMAR T (21-BM-18) during the period December 2023- March 2024 of study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

R. Visalakshi

Research Guide

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA

Assistant Professor & Head (I/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001.



R. Visalakshi

Internal Examiner

(R. VISALAKSHI)

J. M. V.
23.4.24

External Examiner

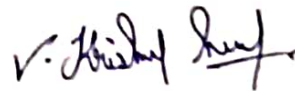
Dr. J. SUDARVEL

Declaration

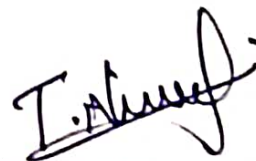
DECLARATION

KRISHNA KUMAR V (21-BM-13) and NAVEEN KUMAR T (21-BM-18) hereby declare that the project work entitled "THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of Mrs.R.VISALAKSHI, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



KRISHNA KUMAR V (21-BM-13)



NAVEEN KUMAR T (21-BM-18)

**A study on consumer taste and preference towards health drinks in
Pollachi**

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

JOTHILIGESHWARAN N (21-BM-09)

&

LOGESH S (21-BM-14)

Under the guidance of

Dr.T. MANIKANDAN, MBA.,M.Phil.,PGDCA.,Phd.

Assistant Professor Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

*(An Autonomous Institution Affiliated to
Bharathiar University, Coimbatore)*

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMILNADU, INDIA

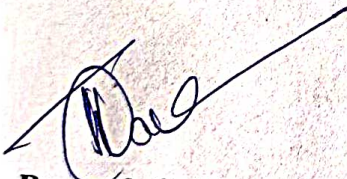
APRIL-2024

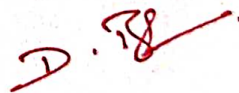
CERTIFICATE

CERTIFICATE

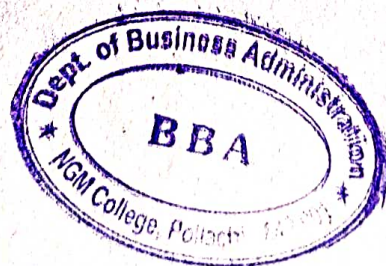
This is to certify that the project work entitled "A STUDY ON CONSUMER TASTE AND PREFERENCE TOWARDS HEALTH DRINKS IN POLLACHI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project research done **JOTHILINGESHWARAN N (21-BM-09)&LOGESH S(21-BM-14)** during the period 2023 - 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi**. Under my supervision and guidance, the project has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title of any candidate of any University.

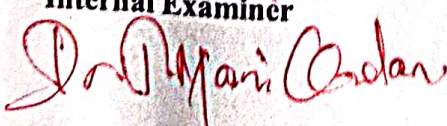
Countersigned

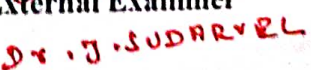

Research Guide


Head of the department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.




Internal Examiner



External Examiner


DECLARATION

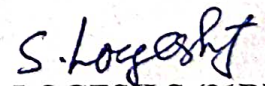
DECLARATION

JOTHILINGESHWARAN N (21-BM-09) LOGESH S(21-BM-30) hereby declare that the Project work entitled "**A STUDY ON CONSUMER TASTE AND PREFERENCE TOWARDS HEALTH DRINKS IN POLLACHI**" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by us during 2023-2024 under the supervision and guidance of **Dr.DR.MANIKANDAN**, Assistant Professor, Department of Business Administration Nallamuthu Gounder Mahalingam college, Pollachi-642001, and it has not formed the basis for the award of any Degree/ Diploma/Associateship/Fellowship or other similar title to any candidate many university.

Signature of the candidate



JOTHILINGESHWARAN (21BM09)



LOGESH S (21BM14)

A STUDY ON CUSTOMER SATISFACTION OF RED TAXI

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MANOJ.S (21BM15)

SANJALS (21BM25)

Under the guidance of

Mrs.T.MUTHUKANNU.,M.Com.,M.phil

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

*(An Autonomous Institution Affiliated to
Bharathiar University, Ciombatore)*

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL -2024

CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION OF RED TAXI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project research done **MANOJ .S (21BM15) SANJAI.S (21BM25)** during the period December 2023 – March 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi**. Under my supervision and guidance, the project has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title of any candidate of any University.

Counter signed

T. Rajan Kannu
Research guide

(T. Rajan Kannu)

D. Bhuvanendran
Head of the department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. Rajan Kannu
Internal Examiner

J. M. M.
28.4.24
External Examiner
D. J. SUDARSHAN

DECLARATION

DECLARATION

MANOJ.S (21BM15) SANJAI.S(21BM25) hereby declare that the Project work entitled **“A STUDY ON CUSTOMER SATISFACTION OF RED TAXI”** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by us during December 2023 – March 2024 under the supervision and guidance of **Mrs.T.MUTHUKANNU**, Assistant Professor, Department of Business Administration **Nallamuthu Gounder Mahalingam college, Pollachi-642001**, and it has not formed the basis for the award of any Degree/ Diploma/Associateship/Fellowship or other similar title to any candidate many university.

Signature of the candidate



MANOJ.S(21BM15)



SANJAI.S(21BM25)

“UNDERSTANDING CONSUMER PERCEPTION TOWARDS IBACO ICE CREAM : INSIGHTS FROM POLLACHI”

PROJECT REPORT

Submitted by

MATHEESH.R (21-BM-16)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINEES ADMINISTARTION

Of

Bharathiar University,

Under the guidance

Mr.D.BHUVANENDARAN MBA.,M.Phil.,PGDCA.,

Head-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

Certificate

CERTIFICATE

This is certify that the project entitled "UNDERSTANDING CONSUMER PERCEPTION TOWARDS IBACO ICE CREAM : INSIGHTS FROM POLLACHI" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original research work done by **MATHEESH.R(21-BM-16)** During the period December 2023-March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

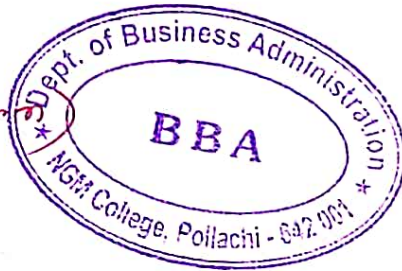
Counter signed

D. B.

D. BHUVANENDRAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

Research Guide

(1). Bhuvanendran



Head of the Department

D. B.

Internal Examiner

(1). Bhuvanendran)

J. M. W.
23.4.24

External Examiner

DR. J. SUDARVEL

Declaration

DECLARATION

I, **MATHEESH.R(21-BM-16)** hereby declare that the project titled, **“UNDERSTANDING CONSUMER PERCEPTION TOWARDS IBACO ICE CREAM : INSIGHTS FROM POLLACHI”** (With special reference to pollachi) Project submitted to the Bharathiar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023- March 2024, under the supervision guidance of, **Mr.D.BHUVANENDARAN MBA.,M.Phil.,PGDCA.,** Head– Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, and it 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.

Signature of the Candidate,


MATHEESH.R(21-BM-16)

**"A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS
IN POLLACHI"**

PROJECT REPORT

Submitted by

MOHAMMED FAYAJ.M (21-BM-17)

RADHAKRISHNAN.B (21-BM-22)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar University,

Under the guidance

Dr.T.MANIKANDAN MBA.,M.Phil.,PGDCA,Ph.D

Assistant Professor-Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

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POLLACHI- 642001, TAMILNADU, INDIA

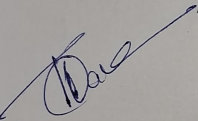
APRIL 2024

CERTIFICATE

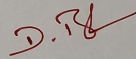
CERTIFICATE

This is certify that the project entitled "A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS IN POLLACHI" (With special reference to pollachi) Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **MOHAMMED FAYAJ.M (21-BM-17) & RADHAKRISHNAN.B (21-BM-22)** During the period December 2023 - April 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi - 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

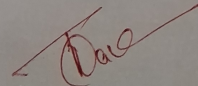
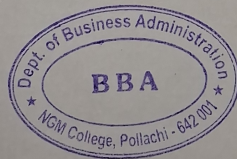


Research Guide



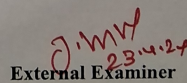
Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Manicodan.



External Examiner

Dr. J. Sudhakar

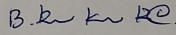
DECLARATION

DECLARATION

We, **MOHAMMED FAYAJ.M (21-BM-17) & RADHAKRISHNAN.B (21-BM-22)** hereby declare that the project titled, **"A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS IN POLLACHI"** (With special reference to pollachi) Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period 2023-2024, under the supervision guidance of, **Dr.T.MANIKANDAN** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,


MOHAMMED FAYAJ.M
(21-BM-17)


RADHAKRISHNAN.B
(21-BM-22)

THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

KRISHNA KUMAR V (21-BM-13)

NAVEEN KUMAR T (21-BM-18)

Under the guidance of

Mrs.R.VISALAKSHI.,MBA.M.Phil.,PGDCA.,(Ph.D).,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

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(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL - 2024

Certificate

CERTIFICATE

This is to certify that the project work entitled **"THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI"** submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by KRISHNA KUMAR V (21-BM-13) and NAVEEN KUMAR T (21-BM-18) during the period December 2023- March 2024 of study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

R. Visalakshi

Research Guide

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA

Assistant Professor & Head (I/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001.



R. Visalakshi

Internal Examiner

(R. VISALAKSHI)

J. M. V.
23.4.24

External Examiner

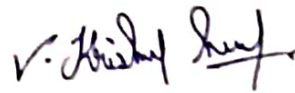
Dr. J. SUDARVEL

Declaration

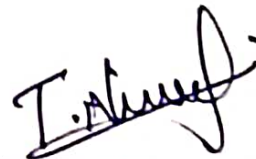
DECLARATION

KRISHNA KUMAR V (21-BM-13) and NAVEEN KUMAR T (21-BM-18) hereby declare that the project work entitled "THE STUDY OF SOCIAL MEDIA'S IMPACT ON YOUNGSTERS LIFE AND BEHAVIOR IN POLLACHI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of Mrs.R.VISALAKSHI, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



KRISHNA KUMAR V (21-BM-13)



NAVEEN KUMAR T (21-BM-18)

**A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN
SELECTIVE WASHING POWDER BRANDS IN POLLACHI**

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PARAMESHWARAN (21-BM-19)

RAVIKUMAR K (21-BM-18)

Under the guidance of

Mrs.T.MUTHUKANNU.,M.Com.M.Phil.

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL - 2024

Certificate

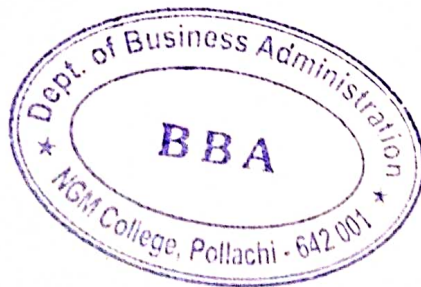
CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN SELECTIVE WASHING POWDER BRANDS IN POLLACHI" submitted to the Bharathiar University, in partial fulfilment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by PARAMESHWARAN D (21-BM-19) and RAVIKUMAR K (21-BM-24) during the period December 2023- March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Countersigned

T. Murugesan Kumar
Research Guide

(T. Murugesan Kumar)



D. Bhuvanendran
Head of the Department

D. BHUVANENDRAN, MBA, M. PHIL, PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

T. Murugesan Kumar
Internal Examiner

J. M. V.
23.4.24
External Examiner
DR. J. SUDARVEL

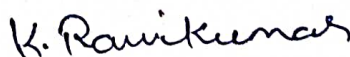
Declaration

DECLARATION

PARAMESHWARAN D (21-BM-19) and RAVIKUMAR K (21-BM-24) hereby declare that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN SELECTIVE WASHING POWDER BRANDS IN POLLACHI" submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023-March 2024 under the supervision and guidance of **Mrs.T. MUTHUKANNU.,M.Com.M.Phil.** Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate


PARAMESHWARAN D (21-BM-19)


RAVIKUMAR K (21-BM-24)

A STUDY ON ASSESSING THE STRESS LEVEL OF EMPLOYEE IN IT SECTOR

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PAVITHRAN. M (21-BM-20)
VIGNESH KUMAR. S (21-BM-31)

Under the guidance of
Mrs.T.MUTHUKANNU.,M.Com.,M.phil.,
Assistant professor
Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)
POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

CERTIFICATE

This is to certify that the project work entitled "A study on assessing the stress level of employee in IT sector" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by PAVITHRAN M (21-BM-20) and VIGNESH KUMAR S (21-BM-31) during the period December 2023- March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

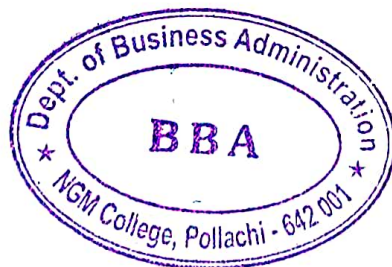
Counter signed

T. G. S. Kumar
Research Guide

(T. G. S. Kumar)

D. S. R.
Head of the Department

BHUVANESWARAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. G. S. Kumar
Internal Examiner

J. M. V.
29.4.24
External Examiner

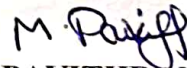
Dr. J. SUDARVEL

Declaration

DECLARATION

PAVITHRAN M (21-BM-20) and **VIGNESH KUMAR S (21-BM-31)** hereby declare that the project work entitled "A study on assessing the stress level of employee in IT sector" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of **Mrs.T.MUTHUKANNU**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



PAVITHRAN M (21-BM-20)



VIGNESH KUMAR S (21-BM-31)

**A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD
PRODUCTS
WITH SPECIAL REFERENCE TO POLLACHI TALUK**

PROJECT REPORT

Submitted by

ROHIT RAJ .P.R (21-BM-21)

SANKAR .M (21-BM-26)

A project report in partial fulfilment of the requirement
for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Mr.D.BHUVANENDRAN.,MBA.,M.Phil.,PGDCA.,

Head –Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(An autonomous institution affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI-642001, TAMILNADU, INDIA

APRIL - 2024

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI TALUK" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by ROHIT RAJ .P.R (21-BM-21) SANKAR .M (21-BM-26) During the period Dec 2023- Mar 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/Diploma/ Associateship/ Fellowship Or other similar title of any candidate of any University.

Countersigned

D. P. R

Research Guide

(i). Bhuvanendran

D. P. R

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA,

Assistant Professor & Head (i/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous),

Pollachi - 642 001.

D. P. R

Internal Examiner

(i). Bhuvanendran

J. M. V
23.4.24

External Examiner

Dr. J. SUDARVEL



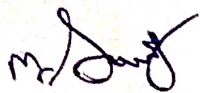
DECLARATION

We, **ROHIT RAJ .P.R (21-BM-21)** **SANKAR .M (21-BM-26)** hereby declare that the project titled **"A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI TALUK"** submitted in the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period Dec 2023- Mar 2024, under the supervision and guidance of, **Mr.D.BHUVANENDRAN.,MBA.,M.Phil.,PGDCA.,** HOD(I/C)-Department of Business Administration Nallamuthu Gounder Mahalingam Collage. Pollachi-642 001, and it has not formed the Basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University.

Signature of the candidate


ROHIT RAJ .P.R

(21-BM-21)


SANKAR .M

(21-BM-26)

**"A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS
IN POLLACHI"**

PROJECT REPORT

Submitted by

MOHAMMED FAYAJ.M (21-BM-17)

RADHAKRISHNAN.B (21-BM-22)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar University,

Under the guidance

Dr.T.MANIKANDAN MBA.,M.Phil.,PGDCA,Ph.D

Assistant Professor-Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

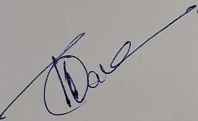
APRIL 2024

CERTIFICATE

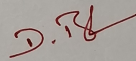
CERTIFICATE

This is certify that the project entitled "**A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS IN POLLACHI**" (With special reference to pollachi) Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **MOHAMMED FAYAJ.M (21-BM-17) & RADHAKRISHNAN.B (21-BM-22)** During the period December 2023 - April 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi - 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

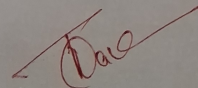
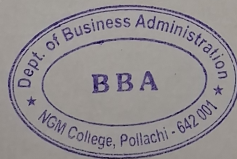


Research Guide



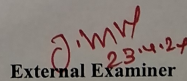
Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Manicodan.



External Examiner

Dr. J. Sudhakar

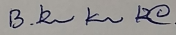
DECLARATION

DECLARATION

We, **MOHAMMED FAYAJ.M (21-BM-17) & RADHAKRISHNAN.B (21-BM-22)** hereby declare that the project titled, **"A STUDY ON MARKETING STRATEGY OF SAMSUNG PRODUCTS IN POLLACHI"** (With special reference to pollachi) Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period 2023-2024, under the supervision guidance of, **Dr.T.MANIKANDAN** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,


MOHAMMED FAYAJ.M
(21-BM-17)


RADHAKRISHNAN.B
(21-BM-22)

“Consumer Perceptions: An Analysis of Royal Enfield Motorcycle in pollachi”

PROJECT REPORT

Submitted by

M.DHARSHAN KUMAR (21-BM-03)

S.RAJESH KUMAR (21-BM-23)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINEES ADMINISTARTION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

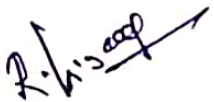
CERTIFICATE



CERTIFICATE

This is certify that the project entitled "CONSUMER PERCEPTIONS: AN ANALYSIS OF ROYAL ENFIELD MOTORCYCLE IN POLLACHI" Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by M.DHARSHAN KUMAR (21-BM-03) & S.RAJESH KUMAR (21-BM-23) During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed



Research Guide

(R. V. LAKSHMI)



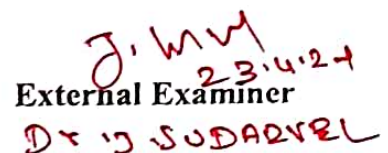
Head of the Department

D. BHUVANENDRAN, M.B.A., M.Phil., PGDCA.,
Assistant Professor of BBA (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

(R. V. LAKSHMI)



23.4.24
External Examiner
Dr. J. SUDARSHAN

DECLARATION

DECLARATION

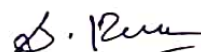
We, **M.DHARSHAN KUMAR (21-BM-03) & S.RAJESH KUMAR (21-BM-26)** here by declare that the project titled, **"CONSUMER PERCEPTIONS: AN ANALYSIS OF ROYAL ENFIELD MOTORCYCLE IN POLLACHI "** Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, **Mrs.R.VISALAKSHI** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,



M.DHARSHAN KUMAR

(21-BM-03)



S.RAJESH KUMAR

(21-BM-23)

**A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN
SELECTIVE WASHING POWDER BRANDS IN POLLACHI**

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PARAMESHWARAN (21-BM-19)

RAVIKUMAR K (21-BM-18)

Under the guidance of

Mrs.T.MUTHUKANNU.,M.Com.M.Phil.

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL - 2024

Certificate

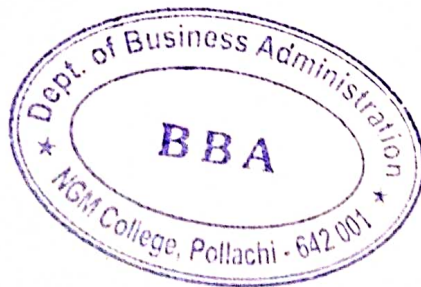
CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN SELECTIVE WASHING POWDER BRANDS IN POLLACHI" submitted to the Bharathiar University, in partial fulfilment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by PARAMESHWARAN D (21-BM-19) and RAVIKUMAR K (21-BM-24) during the period December 2023- March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Countersigned

T. Murugesan Kumar
Research Guide

(T. Murugesan Kumar)



T. Murugesan Kumar
Internal Examiner

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V.
23.4.24
External Examiner

Dr. J. Sudarvel

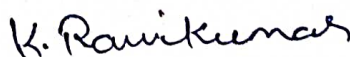
Declaration

DECLARATION

PARAMESHWARAN D (21-BM-19) and RAVIKUMAR K (21-BM-24) hereby declare that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SALES PROMOTION IN SELECTIVE WASHING POWDER BRANDS IN POLLACHI" submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023-March 2024 under the supervision and guidance of **Mrs.T. MUTHUKANNU.,M.Com.M.Phil.** Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate


PARAMESHWARAN D (21-BM-19)


RAVIKUMAR K (21-BM-24)

A STUDY ON CUSTOMER SATISFACTION OF RED TAXI

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MANOJ.S (21BM15)

SANJALS (21BM25)

Under the guidance of

Mrs.T.MUTHUKANNU.,M.Com.,M.phil

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

*(An Autonomous Institution Affiliated to
Bharathiar University, Ciombatore)*

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL -2024

CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION OF RED TAXI" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project research done **MANOJ .S (21BM15) SANJAI.S (21BM25)** during the period December 2023 – March 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi**. Under my supervision and guidance, the project has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title of any candidate of any University.

Counter signed

T. Rajan Kannu
Research guide

(T. Rajan Kannu)

D. Bhuvanendran
Head of the department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. Rajan Kannu
Internal Examiner

J. M. M.
28.4.24
External Examiner
D. J. SUDARSHAN

DECLARATION

DECLARATION

MANOJ.S (21BM15) SANJAI.S(21BM25) hereby declare that the Project work entitled **“A STUDY ON CUSTOMER SATISFACTION OF RED TAXI”** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by us during December 2023 – March 2024 under the supervision and guidance of **Mrs.T.MUTHUKANNU**, Assistant Professor, Department of Business Administration **Nallamuthu Gounder Mahalingam college, Pollachi-642001**, and it has not formed the basis for the award of any Degree/ Diploma/Associateship/Fellowship or other similar title to any candidate many university.

Signature of the candidate



MANOJ.S(21BM15)



SANJAI.S(21BM25)

**A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD
PRODUCTS
WITH SPECIAL REFERENCE TO POLLACHI TALUK**

PROJECT REPORT

Submitted by

ROHIT RAJ .P.R (21-BM-21)

SANKAR .M (21-BM-26)

A project report in partial fulfilment of the requirement
for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Mr.D.BHUVANENDRAN.,MBA.,M.Phil.,PGDCA.,

Head –Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(An autonomous institution affiliated to Bharathiar University, Coimbatore)

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POLLACHI-642001, TAMILNADU, INDIA

APRIL - 2024

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI TALUK" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by ROHIT RAJ .P.R (21-BM-21) SANKAR .M (21-BM-26) During the period Dec 2023- Mar 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/Diploma/ Associateship/ Fellowship Or other similar title of any candidate of any University.

Countersigned

D. P. R.

Research Guide

(i). Bhuvanendran

D. P. R.

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA,

Assistant Professor & Head (i/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous),

Pollachi - 642 001.

D. P. R.

Internal Examiner

(i). Bhuvanendran

J. M. V.
23.4.24

External Examiner

Dr. J. SUDARVEL



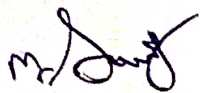
DECLARATION

We, **ROHIT RAJ .P.R (21-BM-21)** **SANKAR .M (21-BM-26)** hereby declare that the project titled **"A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI TALUK"** submitted in the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period Dec 2023- Mar 2024, under the supervision and guidance of, **Mr.D.BHUVANENDRAN.,MBA.,M.Phil.,PGDCA.,** HOD(I/C)-Department of Business Administration Nallamuthu Gounder Mahalingam Collage. Pollachi-642 001, and it has not formed the Basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University.

Signature of the candidate


ROHIT RAJ .P.R

(21-BM-21)


SANKAR .M

(21-BM-26)

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS
IN POLLACHI TALUK**

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
KIRITHVAJA A (21-BM-12)
SARAVANAKUMARAN R (21-BM-27)

Under the guidance of
Dr.T.MANIKANDAN.,MBA.M.Phil.,PGDCA.,Ph.D.
Assistant professor
Department of Business Administration

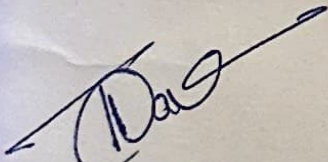


DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)
POLLACHI-642 001, TAMIL NADU, INDIA
APRIL-2024

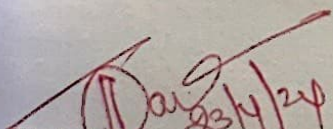
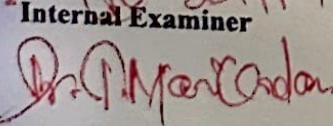
CERTIFICATE

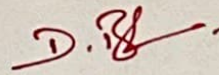
This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS IN POLLACHI TALUK" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by KIRITHVAJA A(21-BM-12) and SARAVANAKUMARAN R(21-BM-27) during the period of December 2023 - March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed


Research Guide




Internal Examiner


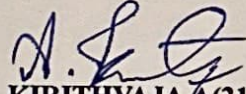

Head of the Department
D. BHUVANENDRAN, MBA, M. PHIL, PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001,


External Examiner
Dr. D. SUDARSHAN

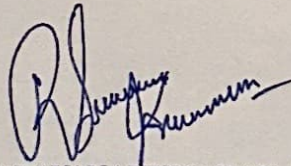
DECLARATION

KIRITHVAJA A(21-BM-12) and SARAVANAKUMARAN R(21-BM-27) hereby declare that the project work entitled "A CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS IN POLLACHI TALUK" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during of December 2023-March 2024 under the supervision and guidance of Dr. T. MANIKANDAN, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



KIRITHVAJA A(21-BM-12)



SARAVANAKUMARAN R(21-BM-27)

KNOWLEDGE

**“ A STUDY ON CUSTOMER AWARENESS AND SATISFACTION
TOWARDS MEESHO IN POLLACHI ”**

PROJECT REPORT

Submitted by

JEMSHEER.A (21-BM-08)

SIVAPERUMAL.S (21-BM-29)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

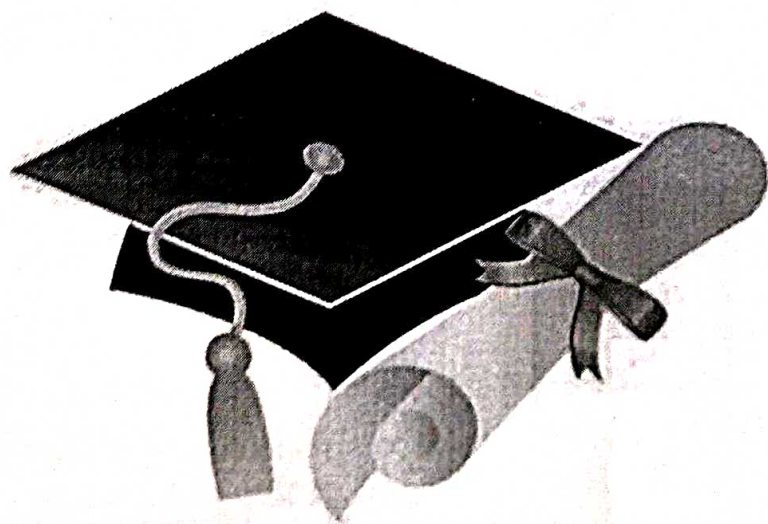
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024



CERTIFICATE

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS MEESHO IN POLLACHI "Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by JEMSHEER.A (21-BM-08) & SIVAPERUMAL.S(21-BM-29) During the period 2023-2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

D. Bhuvanendran

D. BHUVANENDRAN, M.A., M.F.A., PGDCL,
Assistant Professor & Head (J/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Research Guide

Head of the Department



R. Visalakshi

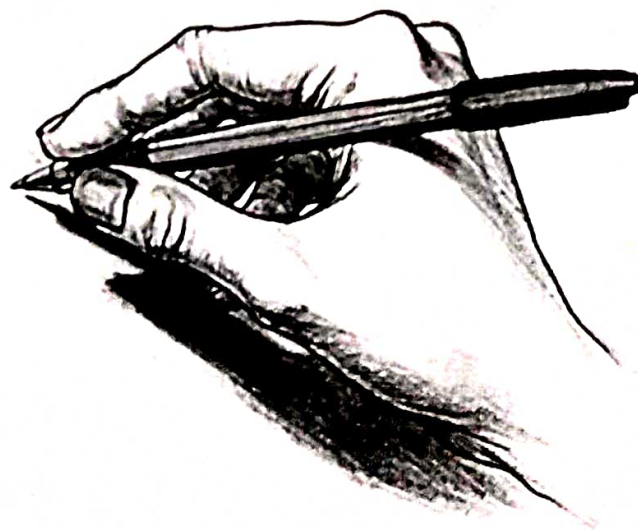
Internal Examiner

(R. VISALAKSHI)

J. M. M.
23.4.24

External Examiner

DR. J. S. SUBRAMANIAM

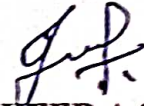


DECLARATION

DECLARATION

We, JEMSHEER.A (21-BM-08) & SIVAPERUMALS(21-BM-29) here by declare that the project titled, "A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS MEESHO IN POLLACHI" Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period 2023-2024, under the supervision guidance of, Mrs.R.VISALAKSHI Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,



JEMSHEER.A (21-BM-08)



SIVAPERUMALS (21-BM-29)

**“A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED
BY THE POLLACHI BANK”**

PROJECT REPORT

Submitted by

DINESH.A (21BM04)

SURIYAMOORTHY.J (21BM30)

*A Project report in partial fulfilment of the
requirements For the award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar University Under the guidance of

Mr.D.BHUVANENDRAN MBA.,M.PHIL.,PGDCA.,

HOD (I/C)

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM

COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University,
Coimbatore) (Re-Accredited by NAAC & ISO 9001:2015 Certified

Institution) **POLLACHI-642 001,**

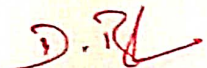
APRIL 2024

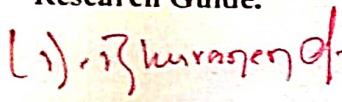
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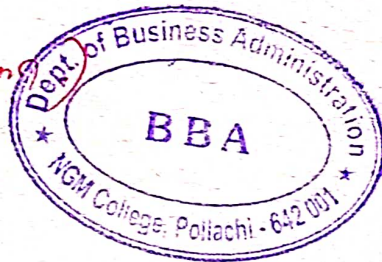
CERTIFICATE

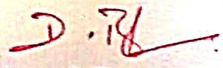
This is certify that the project entitled " A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED BY THE POLLACHI BANK " Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **DINESH A(21BM04)** **SURIYAMOORTHY J (21BM30)** During the period December 2023-March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/ Diploma/ Associateship/Fellowship Or other similar title of any candidate of any University.

Countersigned


Research Guide.

(1). 

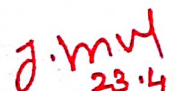



Internal Examiner

(1). 


Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


23.4.24
External Examiner

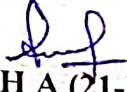


DECLARATION

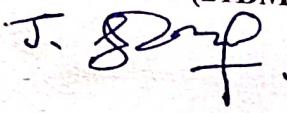
DECLARATION

Our **DINESH A (21-BM-04) SURIYAMOORTHY J (21BM30)** hereby declare that the project titled, " **A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED BY THE POLLACHI BANK** "Submitted to the Bharathiar University, fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023-March 2024, under the supervision and guidance of, **Mr.D.BHUVANENDRAN Head** - Department of Business Administration, Nallamuthu Gounder Mahalingam Collage, Pollachi-642 001, and it 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.

Signature of the candidate


DINESH A (21-BM-04)

SURIYAMOORTHY J (21BM30)



A STUDY ON ASSESSING THE STRESS LEVEL OF EMPLOYEE IN IT SECTOR

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PAVITHRAN. M (21-BM-20)

VIGNESH KUMAR. S (21-BM-31)

Under the guidance of

Mrs.T.MUTHUKANNU.,M.Com.,M.phil.,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

CERTIFICATE

This is to certify that the project work entitled "A study on assessing the stress level of employee in IT sector" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by PAVITHRAN M (21-BM-20) and VIGNESH KUMAR S (21-BM-31) during the period December 2023- March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

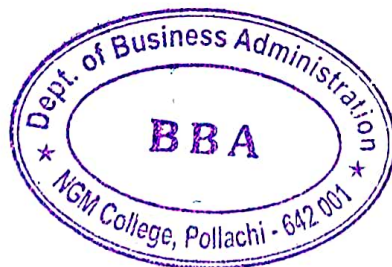
Counter signed

T. G. S. Kumar
Research Guide

(T. G. S. Kumar)

D. S. R.
Head of the Department

BHUVANESWARAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



T. G. S. Kumar
Internal Examiner

J. M. V.
29.4.24
External Examiner

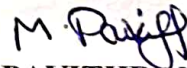
Dr. J. SUDARVEL

Declaration

DECLARATION

PAVITHRAN M (21-BM-20) and **VIGNESH KUMAR S (21-BM-31)** hereby declare that the project work entitled "A study on assessing the stress level of employee in IT sector" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of **Mrs.T.MUTHUKANNU**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



PAVITHRAN M (21-BM-20)



VIGNESH KUMAR S (21-BM-31)

**CUSTOMER SATISFACTION TOWARDS BRITANNIA
COOKIE'S WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

PROJECT REPORT

Submitted by

M. VIGNESH (21-BM-32)

V.VINU (21-BM-33)

A project report in partial fulfilment of the requirement

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Dr.T.MANIKANDAN.,MBA.,M.Phil.,PGDCD.,Ph.D.

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION



DEPARTMENT OF BUSSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar university, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI-642001, TAMILNADU, INDIA

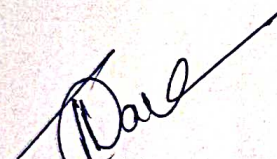
APRIL-2024

CERTIFICATE

CERTIFICATE

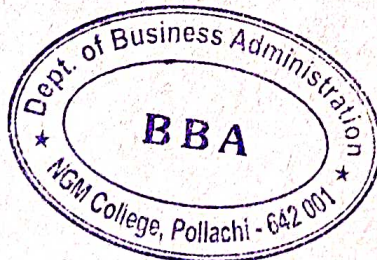
This is certify that the project entitled "**CUSTOMER SATISFACTION TOWARDS BRITANNIA COOKIE'S WITH SPECIAL REFERENCE TO COIMBATORE CITY**" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **M.VIGNESH (21-BM-32) & V.VINU (21-BM-33)** During the period December 2023 - April 2024 of their research in the department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi-642001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the project has not formed the basis for thr award of any Degree/Diploma/Associateship/Fellowship Or other similar title of any candidate of any University.

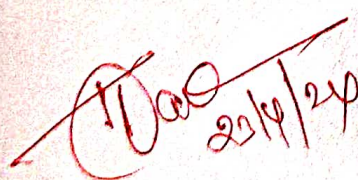
Countersigned


Research Guide

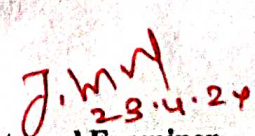

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., BBA.
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi-642001.




Internal Examiner

Dr. P. Maniandan.


External Examiner

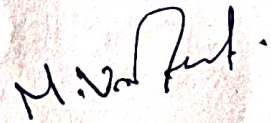
DR. J. SUDARVEL

DECLARATION

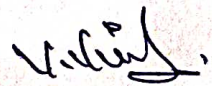
DECLARATION

We, **M.VIGNESH (21-BM-32) & V.VINU (21-BM-33)** hereby declare that the Project titled, " **CUSTOMER SATISFACTION TOWARDS BRITANNIA COOKIE'S WITH SPECIAL REFERENCE TO COIMBATORE CITY**" submitted in the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 – April 2024, under the supervision and guidance of, **Dr.T.MANIKANDAN**, Assistant Professor-Department of Business Administration Nallamuthu Gounder Mahalingam Collage. Pollachi-642 001, and it has not formed the Basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University.

Signature of the candidate



**M.VIGNESH
(21-BM-32)**



**V.VINU
(21-BM-33)**

**CUSTOMER SATISFACTION TOWARDS BRITANNIA
COOKIE'S WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

PROJECT REPORT

Submitted by

M. VIGNESH (21-BM-32)

V.VINU (21-BM-33)

A project report in partial fulfilment of the requirement

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Dr.T.MANIKANDAN.,MBA.,M.Phil.,PGDCD.,Ph.D.

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION



DEPARTMENT OF BUSSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar university, Coimbatore)

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POLLACHI-642001, TAMILNADU, INDIA

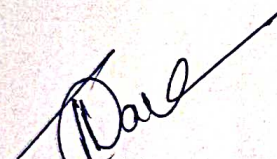
APRIL-2024

CERTIFICATE

CERTIFICATE

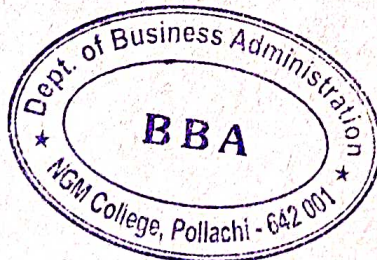
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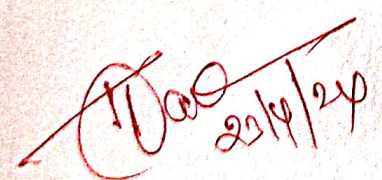
Countersigned


Research Guide

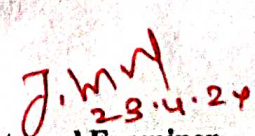

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., BBA.
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi-642001.




Internal Examiner

Dr. P. Maniandan.


External Examiner

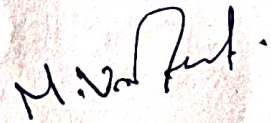
DR. J. SUDARVEL

DECLARATION

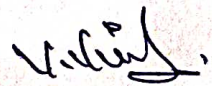
DECLARATION

We, **M.VIGNESH (21-BM-32) & V.VINU (21-BM-33)** hereby declare that the Project titled, " **CUSTOMER SATISFACTION TOWARDS BRITANNIA COOKIE'S WITH SPECIAL REFERENCE TO COIMBATORE CITY**" submitted in the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 – April 2024, under the supervision and guidance of, **Dr.T.MANIKANDAN**, Assistant Professor-Department of Business Administration Nallamuthu Gounder Mahalingam Collage. Pollachi-642 001, and it has not formed the Basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University.

Signature of the candidate



**M.VIGNESH
(21-BM-32)**



**V.VINU
(21-BM-33)**

A STUDY ON CUSTOMER PREFERENCE TOWARDS WASHING MACHINE

PROJECT REPORT

Submitted by

T.ARINI (21-BM-34)

E.DEEPIKA (21-BM-39)

A project report in partial fulfillment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM

COLLEGE

(An Autonomous institution Affiliated to Bharathiar University,
Coimbatore) (Re-Accredited by NAAC & ISO 9001:2015 Certified

Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS WASHING MACHINE" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **T. ARINI (21-BM-34) & E.DEEPIKA (21-BM-39)** During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Countersigned

R. V. Lakshmi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBACM, PhD, PGDCA,
Assistant Professor & Head (i/s)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. V. Lakshmi

Internal Examiner

(R. VISALAKSHI)

J. M. V.
23.4.24
External Examiner

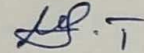
DR. J. SUDARVEL

DECLARATION

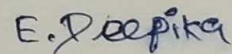
We T. ARINI (21-BM-34) & E. DEEPIKA(21-BM-39) hereby declare that the project titled "A STUDY ON CONSUMER PREFERENCE TOWARDS WASHING MACHINE" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, Mrs.R.VISALAKSHI Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, and it 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.

Signature of the Candidate

T. ARINI (21-BM-34)



E. DEEPIKA (21-BM-39)



ACKNOWLEDGMENT

Our endeavor stands incomplete without dedicating our gratitude to a few persons who have contributed a lot towards the successful of our project.

At the outside, we express our gratitude to our **NGM Management** who has given us an opportunity to be a part of Nallamuthu Gounder Mahalingam college, Pollachi, to undertake this programme.

We are immensely thankful to our principal, **Dr.R.MUTHUKUMARAN**, for providing us with the facilities and opportunities to grow and prove our mettle in this institution.

We render our genuine and sincere gratitude to our Dean-Academic **Dr.S.SARAVANABABU**, Dean-Research, **Dr.S.UMAPATHY** of Nallamuthu Gounder Mahalingam College, Pollachi, for their valuable suggestions and constant encouragement.

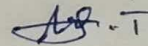
We render our special gratitude to our Head of the Department of Business Administration **Mr.D.BHUVANENDRAN** for providing us the whole inspiring support and advice throughout the completion of the project.

We are pleased to express our gratitude and sincere thanks to our guide **Mrs.R.VISALAKSHI** Assistant professor of Business Administration, for her constant guidance, valuable advice, encouragement and suggestions to complete this project successfully.

We are extremely thankful to **D.T. MANIKANDAN**, **Mrs.M.MANJULADEVI**, **Mrs.T.MUTHUKANNU**, Assistant Professors of Business Administration, who have provided the necessary help to complete the project.

With great happiness, we would like to thank our family & friends for giving us love, affection and encouragement throughout our endeavor.

T. ARINI (21-BM-34)



E. DEEPIKA (21-BM-39)



**A STUDY ON CONSUMER BUYING BEHAVIOUR OF KANSAS
PACKAGED DRINKING WATER”
WITH SPECIAL REFERENCE TO POLLACHI**

PROJECT REPORT

Submitted by

ASHRIN.R

(21-BM-35)

A project report in partial fulfilment of the requirement

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar university

Under the guidance

Mrs.T.MUTHUKANNU M.COM., M.PHIL.,

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

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(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI-642001, TAMILNADU, INDIA

APRIL-2024

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR OF KANSAS PACKAGED DRINKING WATER" WITH SPECIAL REFERENCE TO POLLACHI" With special reference to Pollachi Taluk Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by ASHRIN.R (21-BM-35) During the period December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Degree/Diploma/Associateship/Fellowship Or other similar title of any candidate of any University.

Counter signed

T. Muthu Kumar

Research Guide

(T. Muthu Kumar)



T. Muthu Kumar

Internal Examiner

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,

Assistant Professor & Head (I/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001.

J. M. V. 23.4.24

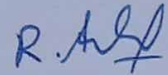
External Examiner

DR. J. SUDAR VAR

DECLARATION

I, ASHRIN.R (21-BM-35) hereby declare that the project titled, "A STUDY ON CONSUMER BUYING BEHAVIOUR OF KANSAS PACKAGED DRINKING WATER" WITH SPECIAL REFERENCE TO POLLACHI" (With special reference to Pollachi taluk) submitted in the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 to March 2024, under the supervision and guidance of, T.MUTHUKANNU Assistant Professor-Department of Business Administration Nallamuthu Gounder Mahalingam Collage. Pollachi-642 001, and it has not formed the Basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University

Signature of the candidate



ASHRIN.R

(21-BM-35)

ACKNOWLEDGMENT

Our endeavour stands incomplete without dedicating our gratitude to a few persons who have contributed a lot towards the successful of our project.

At the outset, we express my gratitude to our **NGM Management** who has given un an opportunity to be a part of Nallamuthu Gounder Mahalingam college, Pollachi, to undertake this programme.

We immensely thankful to our Principal, **Dr. R. Muthukumaran**, for having given us the facilities and opportunity to grow and prove our mettle in this institution.

We render my genuine and sincere gratitude to my Dean-Academic **Dr.S.Saravanababu** , Dean-Research, **Dr.S.Umapathy** of Nallamuthu Gounder Mahalingam College, Pollachi, for their valuable suggestion and constant encouragement.

We would be falling in our duty, if we do not extend our whole hearted gratitude to Head, Department of Business Administration **Mr.D.BHUVANENDRAN HOD I/C** for giving us the whole inspiringsupport and advice throughout the completion of project.

We are pleased to express our gratitude and sincere thanks to our guide **Mrs.T.MUTHUKANNU** Assistant professor of Business Administration, for her constant guidance, valuable advice, encouragement and suggestions to complete this thesis successfully.

We are extremely thankful to **Mr.T.Manikandan., Mrs.R.Vishalakshi., MS.M.Manjula Devi.,** Assistant Professors of Business Administration, who have provided the necessary help to complete the project.

With great happiness, we would like to thank our family & friends for giving us love, affection and encouragement throughout my endeavour.

ASHRIN.R

(21-BM-35)

**“A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL
MEDIA ADVERTISING”**

Project Report submitted to Bharathiar University, in partial fulfillment of the
requirement for the award of the Degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
ASMITHA.N
(21-BM-36)

Under the guidance of
T.MUTHUKANNU M.com., M.Phil.,
Assistant Professor
Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NACC & ISO 9001:2015 Certified Institution)
Pollachi - 642 001 Tamil Nadu, India

APRIL 2024

CERTIFICATE

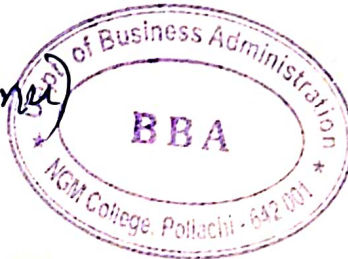
CERTIFICATE

This is to certified that the project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISING" Submitted to the Bharathiar University, in partial fulfillment of the requirement for the word of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by ASMITHA.N (21-BM-36) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. under may supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Countersigned

T. Muthu Kumar
Research Guide

(T. Muthu Kumar)



T. Muthu Kumar
Internal Examiner

11.18

Head of the Department

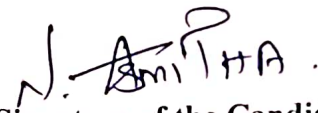
D. BHUVANENDRAN, MBA, M. PHIL, PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V.
23.4.24
External Examiner
DR. J. SUDARVEL

DECLARATION

DECLARATION

ASMITHA.N (21-BM-36) hereby declare that the project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISING" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of T.MUTHUKANNU Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any University.


Signature of the Candidates
ASMITHA.N (21-BM-36)

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS CADBURY
CHOCOLATE IN POLLACHI TALUK"**

PROJECT REPORT

Submitted by

L. ATHISTALAKSHIMI

(21-BM-37)

K.S. SMEHA

(21-BM-53)

A Project report in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of the Bharathiar University

Under the guidance

Mr.D.BHUVANENDRAN, M.B.A., M.Phil. PGDCA.,

Head (i/c) -Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited with NAAC & ISO 9001:2008 Certified Institution)

POLLACHI-642 001

APRIL-2024

CERTIFICATE

CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS CADBURY CHOCOLATE IN POLLACHI TALUK " project submitted to the Bharathiar University is a partial fulfillment of the requirements for the award of the degree of Bachelor of Administration, is a record of original work done by **LATHISTALAKSHMI (21-BM-37) & K.S.SMEHA (21-BM-53)**, during the period December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College Pollachi-642 001. Under the Supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any university.

Counter signed

[Signature]

Research Guide

(D. BHUVANENDRAN)

[Signature]

Internal Examiner

(D. BHUVANENDRAN)



[Signature]

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

[Signature]
23.4.24
External Examiner

D. J. SUDARVEL

DECLARATION

DECLARATION

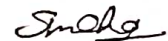
We L.Athistalakshmi (21-BM-37) & K.S.Smeha (21-BM-53) Hereby Declare That This Project Work Entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS CADBURY CHOCOLATE IN POLLACHI TALUK" Submitted To Bharathiar University, In Partial Fulfillment Of The Requirements For The Award Of The Degree Of Bachelor Of Business Administration Is A Record Of Original And Independent Research Work Done By Us During The Period December 2023 to March 2024, Under The Supervision And Guidance Of **Mr.D.Bhuvanendran** Head(i/c)-Department Of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi-642 001, And It Has Not Formed The Basis For The Award Of Any Degree/Diploma Associateship/Fellowship Or Other Similar Title To Any Candidate In Any University.

Signature of the candidate



L.Athistalakshmi

(21-BM-37)



K.S.Smeha

(21-BM-53)

**"A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF
HALDIRAM SNACKS PRODUCTS"**

(With special reference to pollachi taluk)

PROJECT REPORT

Submitted by

P.AVIVA (21-BM-38)

S.SRIRANJINI (21-BM-54)

A Project report in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of the Bharathiar University

Under the guidance

Dr.T.MANIKANDAN, M.B.A., M.Phil. PGDCA.,Ph.D.,

Assistant Professor-Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University. Coimbatore)

(Re-Accredited with NAAC & ISO 9001:2008 Certified Institution)

POLLACHI-642 001, TAMILNADU, INDIA

APRIL-2024

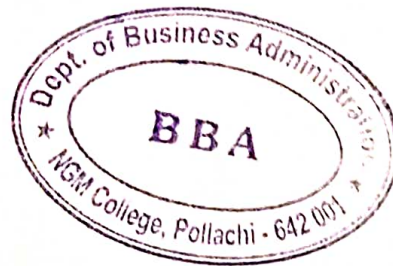
CERTIFICATE

CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM SNACKS PRODUCTS" (With special reference to pollachi takul) project submitted to the Bharathiar University is a partial fulfillment of the requirements for the award of the degree of Bachelor of Administration, is a record of original work done by P.AVIVA (21-BM-38) & S.SRIRANJINI (21-BM-54), during the period 2024 of their research in the Department of Business Administration at. Nallamuthu Gounder Mahalingam College Pollachi-642 001, Under the Supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any university.

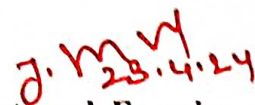
Counter signed


Research Guide
Dr. P. Manikandan




Head of the Department
D. BHUVANENDRAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College,
Pollachi - 642 001.


Internal Examiner
Dr. P. Manikandan

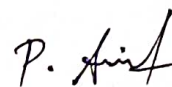

External Examiner
Dr. J. SUDARVAL

DECLARATION

DECLARATION

We P.Aviva (21-BM-38) & S.Sriranjini (21-BM-54) Hereby Declare That This Project Work Entitled "Marketing Strategies And Brand Loyalty Of Haldiram Snacks products" Submitted To Bharathiar University, In Partial Fulfillment Of The Requirements For The Award Of The Degree Of Bachelor Of Business Administration Is A Record Of Original And Independent Research Work Done By Us During The Period 2024, Under The Supervision And Guidance Of **Dr.T.Manikandan**, Assistant Professor-Department Of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi-642 001, And It Has Not Formed The Basis For The Award Of Any Degree/Diploma Associateship/Fellowship Or Other Similar Title To Any Candidate In Any University.

Signature of the candidate



P. AVIVA

(21-BM-38)



S. SRIRANJINI

(21-BM-54)

A STUDY ON CUSTOMER PREFERENCE TOWARDS WASHING MACHINE

PROJECT REPORT

Submitted by

T.ARINI (21-BM-34)

E.DEEPIKA (21-BM-39)

A project report in partial fulfillment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM

COLLEGE

(An Autonomous institution Affiliated to Bharathiar University,
Coimbatore) (Re-Accredited by NAAC & ISO 9001:2015 Certified

Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS WASHING MACHINE" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **T. ARINI (21-BM-34) & E.DEEPIKA (21-BM-39)** During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Countersigned

R. V. Lakshmi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
Assistant Professor & Head (i/s)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. V. Lakshmi

Internal Examiner

(R. VISALAKSHI)

J. M. V.
23.4.24
External Examiner

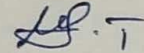
DR. J. SUDARVEL

DECLARATION

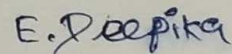
We T. ARINI (21-BM-34) & E. DEEPIKA(21-BM-39) hereby declare that the project titled "A STUDY ON CONSUMER PREFERENCE TOWARDS WASHING MACHINE" Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, Mrs.R.VISALAKSHI Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, and it 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.

Signature of the Candidate

T. ARINI (21-BM-34)



E. DEEPIKA (21-BM-39)



ACKNOWLEDGMENT

Our endeavor stands incomplete without dedicating our gratitude to a few persons who have contributed a lot towards the successful of our project.

At the outside, we express our gratitude to our **NGM Management** who has given us an opportunity to be a part of Nallamuthu Gounder Mahalingam college, Pollachi, to undertake this programme.

We are immensely thankful to our principal, **Dr.R.MUTHUKUMARAN**, for providing us with the facilities and opportunities to grow and prove our mettle in this institution.

We render our genuine and sincere gratitude to our Dean-Academic **Dr.S.SARAVANABABU**, Dean-Research, **Dr.S.UMAPATHY** of Nallamuthu Gounder Mahalingam College, Pollachi, for their valuable suggestions and constant encouragement.

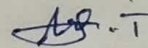
We render our special gratitude to our Head of the Department of Business Administration **Mr.D.BHUVANENDRAN** for providing us the whole inspiring support and advice throughout the completion of the project.

We are pleased to express our gratitude and sincere thanks to our guide **Mrs.R.VISALAKSHI** Assistant professor of Business Administration, for her constant guidance, valuable advice, encouragement and suggestions to complete this project successfully.

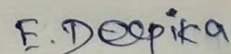
We are extremely thankful to **D.T. MANIKANDAN**, **Mrs.M.MANJULADEVI**, **Mrs.T.MUTHUKANNU**, Assistant Professors of Business Administration, who have provided the necessary help to complete the project.

With great happiness, we would like to thank our family & friends for giving us love, affection and encouragement throughout our endeavor.

T. ARINI (21-BM-34)



E. DEEPIKA (21-BM-39)



“CONSUMER PREFERENCE AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS”

PROJECT REPORT

Submitted by

K.DHANUSHRI (21-BM-40)

R.SUBICKSHA (21-BM-56)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

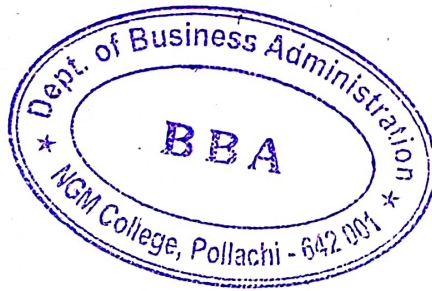
CERTIFICATE

This is certify that the project entitled “CONSUMER PREFERENCES AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS” Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **K.DHANUSHRI (21-BM-40) & R.SUBICKSHA (21-BM-56)** During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

R. Visalakshi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Internal Examiner

(*R. VISALAKSHI*)

J. M. V.
23.4.24

External Examiner

Dr. J. Sudarshan

DECLARATION

We **K.DHANUSHRI (21-BM-40) & R.SUBICKSHA (21-BM-56)** hereby declare that the project titled **“CONSUMER PREFERENCES AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS”** Project submitted to the Bharathiar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, **Mrs.R.VISALAKSHI** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,

K.DHANUSHRI

(21-BM-40)

Dhanushri.K

R.SUBICKSHA

(21-BM-56)

Subicksha.R

A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS

Project Report submitted to Bharathiar University

In partial fulfillment of the requirement for the

award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

DHARANI PS (21-BM-41)

SURUTHIKA G (21-BM-57)

Under the Guidance of

T.MUTHUKANNU., M.Com., M.Phil.,

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001-2015 Certificated Institution)

POLLACHI 642 001, TAMIL NADU, INDIA

APRIL -2024

CERTIFICATE

This to certified that the project work entitled "A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS"- Submitted to the Bharathiar University, in partial fulfillment of the requirement for the word of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by **DHARANI PS (21-BM-41)** and **SURUTHIKA G (21-BM-57)** during the period December 2023- March 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi** under may supervision and guidance the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter Signed

T. Arjun Kumar
Research Guide

(T. Arjun Kumar)



T. Arjun Kumar
Internal Examiner

D. Bhuvanendran
Head of the Department

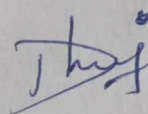
D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V. 23.4.24
External Examiner
Dr. J. Sudarshan

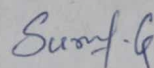
DECLARATION

DHARANI PS (21-BM-41) and **SURUTHIKA G (21-BM-57)** hereby declare that the project work entitled " **A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS**" submitted to the Bharathiar University in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of **T.MUTHUKANNU** Assistant Professor Department of Business Administration, Nallamuthu Gounder Mahalingam College Pollachi 642 001 and has not formed the basis for the award of any Degree Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the Candidates



DHARANI PS (21-BM-41)



SURUTHIKA G (21-BM-57)

INFLUENCES OF ADVERTISEMENT MEDIA ON CONSUMER BEHAVIOUR

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GOMATHI K (21-BM-42)

HIMASRI K H (21-BM-45)

Under the guidance of

Mrs.R. VISALAKSHI., MBA.M.Phil., PGDCA., (Ph.D).,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

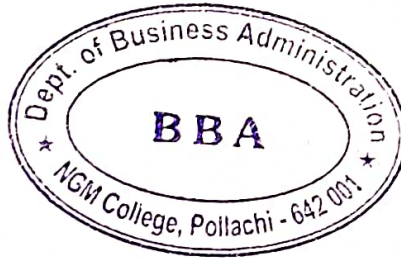
CERTIFICATE

This is to certify that the project work entitled “INFLUENCES OF ADVERTISEMENT MEDIA ON CONSUMER BEHAVIOUR” submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by GOMATHI K (21-BM-42) and HIMASRI K H (21-BM-45) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

R. Visalakshi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Internal Examiner

(R. VISALAKSHI)

J. M. M.
23.4.24

External Examiner

Dr. J. Sudarshan

DECLARATION

GOMATHI K (21-BM-42) and HIMASRI K H (21-BM-45) hereby declare that the project work entitled "INFLUENCES OF ADVERTISEMENT ON CONSUMER BEHAVIOUR" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of Mrs.R.VISALAKSHI, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate

GOMATHI K(21-BM-42)

Gomathi.K

HIMASRI K H (21-BM-45)

Himga

ACKNOWLEDGEMENT

Our endeavour stands incomplete without dedicating our gratitude to a few persons who have contributed a lot towards the successful completion of our project.

At the outset, we express our gratitude to our **NGM MANAGEMENT** who has given us an opportunity to be a part of Nallamuthu Gounder Mahalingam College, Pollachi to undertake this Programme.

We are immensely thankful to our principal **Dr.R.MUTHUKUMARAN**, for having given us the facilities and opportunities to grow and prove our mettle in this institution.

We render our genuine and sincere gratitude to our Dean-Academic, **Dr.S.SARAVANABABU**, Dean-Research **Dr.S.UMAPATHY** of Nallamuthu Gounder Mahalingam College, Pollachi, for the valuable suggestions and constant encouragement.

We would be falling in our duty, if we do not extend our wholehearted gratitude to the Head of Department of Business Administration, **Mr.D.BHUVANENDRAN**, for giving us the whole inspiring support and advice throughout completion of the project.

We are pleased to express our gratitude and sincere thanks to our guide, **Mrs.R.VISALAKSHI**, Assistant professor- Department of Business Administration, for her constant guidance, valuable advice, encouragement and suggestions to complete this project successfully.

We are extremely thankful to **Dr.T.MANIKANDAN**, **Mrs.M.MANJULADEVI**, **Mrs.T. MUTHUKANNU**, Assistant Professor's of Business Administration, who have provided the necessary help to complete the project.

With great happiness, we would like to think of our family & friends for giving as love, affection and encouragement throughout our endeavour.

GOMATHI K (21-BM-42)

HIMASRI K H (21-BM-45)

FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
HEMALATHA S (21-BM-44)
VARSHINI V(21-BM-59)

Under the guidance of
Dr.T.MANIKANDAN.,MBA.M.Phil.,PGDCA.,Ph.D.,
Assistant professor



Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)
POLLACHI-642 001, TAMIL NADU, INDIA
APRIL-2024

CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled "FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by HEMALATHA S (21-BM-44) and VARSHINI V(21-BM-59) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed



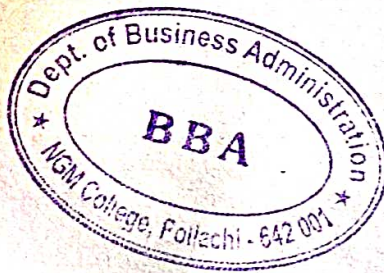
Research Guide

Dr. P. Mani Kandan



Head of the Department

D. BHUVANENDRAN, MEd, MPhil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Mani Kandan

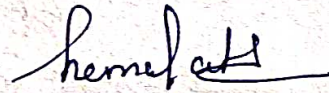
J. M. M.
23.4.24
External Examiner
Dr. J. SUDARVEL

DECLARATION

DECLARATION

HEMALATHA S (21-BM-44) and VARSHINI V(21-BM-59) hereby declare that the project work entitled **"FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART"** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Dr. T. MANIKANDAN**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



HEMALATHA S (21-BM-44)



VARSHINI V(21-BM-59)

INFLUENCES OF ADVERTISEMENT MEDIA ON CONSUMER BEHAVIOUR

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GOMATHI K (21-BM-42)

HIMASRI K H (21-BM-45)

Under the guidance of

Mrs.R. VISALAKSHI., MBA.M.Phil., PGDCA., (Ph.D).,

Assistant professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

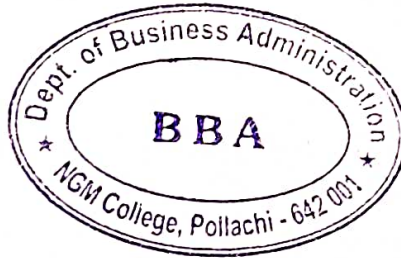
CERTIFICATE

This is to certify that the project work entitled "INFLUENCES OF ADVERTISEMENT MEDIA ON CONSUMER BEHAVIOUR" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by GOMATHI K (21-BM-42) and HIMASRI K H (21-BM-45) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

R. Visalakshi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Internal Examiner

(R. VISALAKSHI)

J. M. M.
23.4.24

External Examiner

Dr. J. Sudarshan

DECLARATION

GOMATHI K (21-BM-42) and HIMASRI K H (21-BM-45) hereby declare that the project work entitled "INFLUENCES OF ADVERTISEMENT ON CONSUMER BEHAVIOUR" submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of Mrs.R.VISALAKSHI, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate

GOMATHI K(21-BM-42)

Gomathi.K

HIMASRI K H (21-BM-45)

Himga

ACKNOWLEDGEMENT

Our endeavour stands incomplete without dedicating our gratitude to a few persons who have contributed a lot towards the successful completion of our project.

At the outset, we express our gratitude to our **NGM MANAGEMENT** who has given us an opportunity to be a part of Nallamuthu Gounder Mahalingam College, Pollachi to undertake this Programme.

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We are extremely thankful to **Dr.T.MANIKANDAN**, **Mrs.M.MANJULADEVI**, **Mrs.T. MUTHUKANNU**, Assistant Professor's of Business Administration, who have provided the necessary help to complete the project.

With great happiness, we would like to think of our family & friends for giving as love, affection and encouragement throughout our endeavour.

GOMATHI K (21-BM-42)

HIMASRI K H (21-BM-45)

**A STUDY ON BUYING BEHAVIOUR TOWARDS CARS
(IN POLLACHI)**

PROJECT REPORT

Submitted in partial fulfillment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of the Bharathiar University

Submitted by

JAYASUTHA. A (21-BM-46)

Under the guidance of

Mrs.R.Visalakshi, MBA, M.Phil., PGDCA, (Ph.D.)

Assistant Professor – Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous College Affiliated to Bharathiar University)

Re-Accredited with 'A' Grade by NAAC

An ISO 9001:2015 Certified Institution

POLLACHI – 642 001

April - 2024

DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

Pollachi – 642 001

CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON BUYING BEHAVIOUR TOWARDS CARS (IN POLLACHI)" is a bonafide research work done by Ms. A. JAYASUTHA (21-BM-46) student of BBA in Nallamuthu Gounder Mahalingam College, Pollachi, during the year 2023-2024, submitted in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration of Bharathiar University and that dissertation has not formed the basis for the award previously of any degree, diploma, associate ship, fellowship or any other similar title.

[Signature]

Head of the Department

D. BHUVANENDRAN, M.B.A., M.Phil., PGDCA,

Assistant Professor & Head (I/C)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

Viva-Voce Held on 23.4.2024

[Signature]

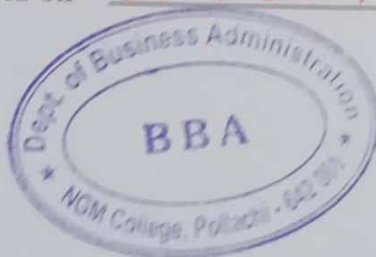
Project Guide

(R. VISALAKSHI)

[Signature]

Internal Examiner

(R. VISALAKSHI)



[Signature]

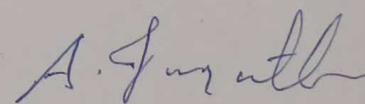
External Examiner

Dr. J. SUDHAKAR

DECLARATION

I hereby declare that the dissertation entitled “**A STUDY ON BUYING BEHAVIOUR TOWARDS CARS (IN POLLACHI)**” submitted to **BHARATHIAR UNIVERSITY**, Coimbatore, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original work done by me, under the guidance of **Mrs.R.VISALAKSHI, MBA, M.Phil., PGDCA, (Ph.D.)**, Assistant Professor, Department of Business Administration, during the period of 2023-2024 at **Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi**.

Signature of the Candidate



JAYASUTHA. A (21-BM-46)

Place:

Date:

CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK

Project Report submitted to Bharathiar University,
in partial fulfillment of the requirement for the
award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MAHALAKSHMI N (21 BM 47)

SATHYA SRI D (21 BM 52)

Under the guidance of

T.MUTHUKANNU M.com., M.Phil.,

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University , Coimbatore)

(Re-Accredited by NAAC & ISO 9001-2015 Certificated Institution)

POLLACHI 642 001, TAMIL NADU, INDIA

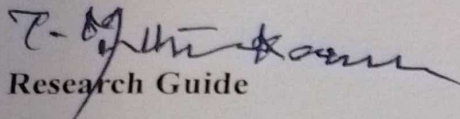
APRIL 2024

CERTIFICATE

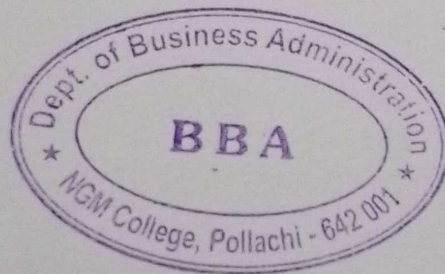
CERTIFICATE

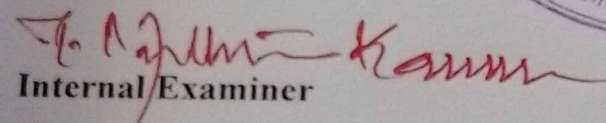
This is to certified that the project work entitled "**CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK**" Submitted to the Bharathiar University, in partial fulfillment of the requirement for the word of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by **MAHALAKSHMI N (21-BM-47)** and **SATHYA SRI D(21-BM-52)** during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. under may supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Countersigned

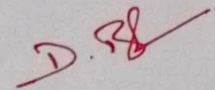

Research Guide

(T. Muthukumar)



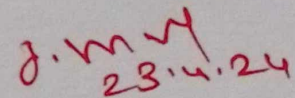

Internal Examiner

(T. Muthukumar)

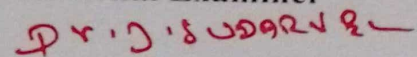


Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


23.4.24

External Examiner

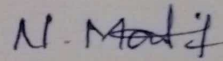


DECLARATION

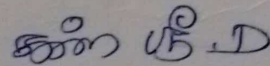
DECLARATION

MAHALAKSHMI N (21 BM 47) and **SATHYA SRI D (21 BM 52)** hereby declare that the project work entitled “**CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK**” submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Mrs T MUTHUKANNU**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the Candidates



MAHALAKSHMI N (21BM 47)



SATHYA SRI D (21 BM 52)

**“CUSTOMER SATISFACTION REGARDING THE QUALITY OF
HONEY PROCURED FROM HONEY FARMS IN
POLLACHI TALUK”**

PROJECT REPORT

Submitted by

MATHUMITHA.L (21-BM-48)

VARSHINI.S (21-BM-58)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar university

Under the guidance

Mr.D.BHUVANENDRAN MBA.,M.Phil.,PGDCA.,

Head (i/c) –Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

CERTIFICATE

CERTIFICATE

This is certify that the project entitled “CUSTOMER SATISFACTION REGARDIG THE QUALITY OF HONEY PROCURED FROM HONEY FARMS IN POLLACHI TALUK” Project submitted to the Bharathiar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by MATHUMITHA L (21-BM-48), VARSHINI S (21-BM-58) During the period December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/Diploma/ Associateship/ Fellowship or other similar title of any candidate of any University.

Countersigned

D. Bhuvanendran

Research Guide

(i). *Bhuvanendran*

D. Bhuvanendran

Head of the Department

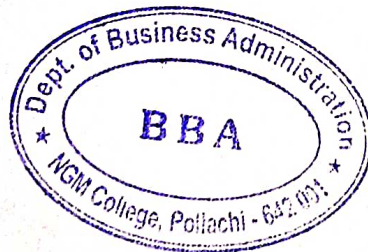
D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,

Assistant Professor & Head (I/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001.



D. Bhuvanendran

Internal Examiner

(i). *Bhuvanendran*

J. M. M.
23.4.24

External Examiner

DR. J. SUDARVEL

DECLARATION

DECLARATION

We, **MATHUMTHA L (21-BM-48)** , **VARSHINI S (21-BM-58)** hereby declare that the project titled **"CUSTOMER SATISFACTION REGARDING THE QUALITY OF HONEY PROCURED FROM HONEY FARMS IN POLLACHI TALUK"** submitted to the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 to March 2024, under the supervision and guidance of **Mr.D.BHUVANENDRAN MBA.,M.Phil.,PGDCA., Head(I/C)– Department of Business Administration ,Nallamuthu Gounder Mahalingam Collage, Pollachi-642 001,** and it has not formed the Basis for the award of any Degree/Diploma/Associateship /Fellowship or other similar title to any candidate in any University.

Varshini

Signature of the candidate

MATHUMITHA L (21-BM-48) *Mathy.L*

VARSHINI S (21-BM-58)

**“A STUDY ON IMPACT OF READING NEWSPAPER AFTER THE EMERGENCE
OF SOCIAL MEDIA”**

PROJECT REPORT

Submitted by

S. NIVETHA (21-BM-49)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINEES ADMINISTARTION

Of Bharathiar university

Under the guidance

Dr. T. MANIKANDAN, MBA., M.Phil., PGDCA., Ph.D.

Assistant Professor - Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER⁹ MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University Coimbatore)

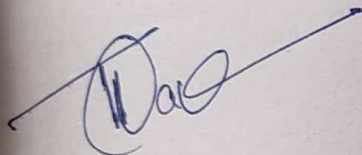
(Re- Accredited with NAAC& ISO 9001:2008 Certified Institution)

POLLACHI -642 001, TAMILNADU, INDIA

APRIL -2024

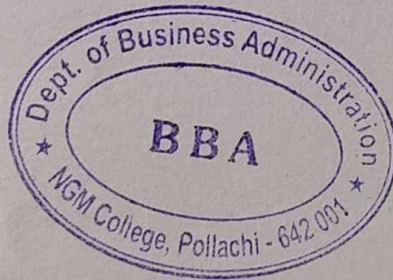
CERTIFICATE

This is certify that the project entitled "A STUDY ON IMPACT OF READING NEWSPAPER AFTER THE EMERGENCE OF SOCIAL MEDIA" project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration. Is a record of original research work done by **S. NIVETHA (21-BM-49)** During the period 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under the supervision and guidance and the thesis has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship Or Other similar title of any Candidate of any University.

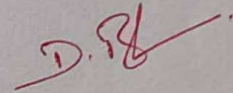


Research Guide

Dr. P. Mani Kandan.

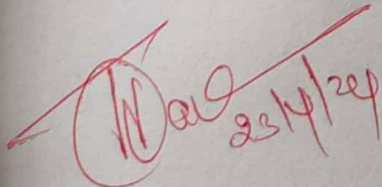


Countersigned



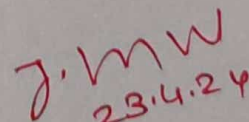
Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Mani Kandan.



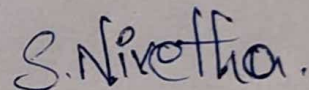
External Examiner

Dr. J. SUDARVEL

DECLARATION

I, **S.NIVETHA (21-BM-49)** Hereby Declare that this project work entitled “**A STUDY ON IMPACT OF READING NEWSPAPER AFTER THE EMERGENCE OF SOCIAL MEDIA**” submitted to Bharathiar University, In partial fulfillment of the requirement for the award of the Degree Of Bachelor Administration is a record of the original and independent research work done by me during the period of 2024, under the supervision and guidance of **Dr.T.MANIKANDAN**, Assistance Professor Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi-642001, and it has not formed the basis for the award of any Degree/Diploma Associated/Fellowship or other Similar title to any candidate in any university.

Signature of the candidate



S. NIVETHA

(21-BM-49)

A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI

Project Report submitted to Bharathiar University,

In partial fulfillment of the requirement for the

Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PRIYADARSHINI R (21-BM-50)

SRIDARSHINI A (21-BM-55)

Under the guidance of

Mrs.R.VISALAKSHI.,MBA.M.Phil.,PGDCA.,(Ph.D).,

Assistant professor



Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

CERTIFICATE

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Counter signed

R. V. Lakshmi

Research Guide



R. V. Lakshmi

Internal Examiner

(R. V. LAKSHMI)

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V.
23.4.24
External Examiner
Dr. J. SUDARVEL

Declaration

DECLARATION

PRIYADARSHINI R (21-BM-50) and SRI DARSHINI A (21-BM-55) hereby declare that the project work entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE PRODUCT WITH SPECIAL REFERENCE TO POLLACHI"** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Mrs.R.VISALAKSHI**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate

PRIYADARSHINI R (21-BM-50)

Priyadarshini R

SRI DARSHINI A(21-BM-55)

Sri

A STUDY ON CUSTOMER AND PREFERENCE TOWARDS BRANDED FOOTWEARS

(with special reference to Pollachi taluk)

PROJECT REPORT

Submitted by

R. SUJITHRA (21-BM-51)

*A Project report in partial fulfilment of the requirement
for the award of degree of*

BACHELOR OF BUSINESS ADMINISTRATION
Of Bharathiar university

Under the guidance of
Dr.T. MANIKANDAN, MBA.,M.Phil.,PGDCA.,Phd.
Assistant Professor- Department Of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**
(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC & ISO 900:2015 Certified Institution)

**POLLACHI-642001, TAMIL NADU, INDIA
APRIL 2024**

CERTIFICATE

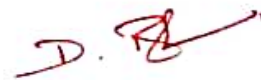
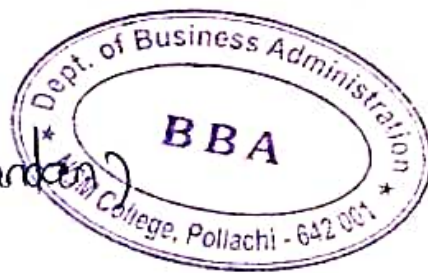
This is to certify that the project work "A STUDY ON CUSTOMER AWARENESS AND PREFERENCE TOWARDS TOWARDS BRANDED FOOTWEARS IN POLLACHI TALUK" project submitted to the Bharathiar University is a partial fulfilment of the of the requirements for toward of the degree of Administration, is record of origin work done by R.SUJITHRA (21-BM-51) during period of time 2023-2024 of their research in the Department of Business Administration at, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under the supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Association / Fellowship or other similar title to any candidate in any university.

Counted signed



Research Guide

Dr. P. Manikandan



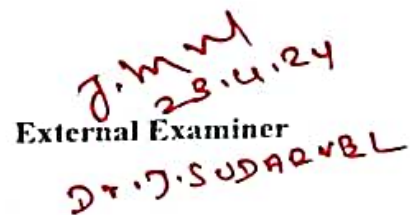
Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Manikandan

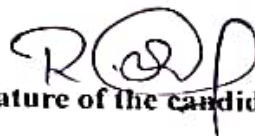


External Examiner

Dr. J. SUDARSHAN

DECLARATION

R.SUJITHRA (21-BM-51) hereby declare that this project work **“A STUDY ON CUSTOMER AWARENESS AND PREFERENCE TOWARDS BRANDED FOOTWEARS IN POLLACHI TALUK”** project submitted to the Bharathiar University is a partial fulfilment of the of the requirements for toward of the degree of Administration, is record of origin and independent research work done during period of time 2023-2024, under the supervision and guidance of **Dr.T.Manikandan**, Assistant professor- Department of Business Administration at, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under the supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Association / Fellowship or other similar title to any candidate in any university.


Signature of the candidate

**R.Sujithra
(12-BM-51)**

CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK

Project Report submitted to Bharathiar University,
in partial fulfillment of the requirement for the
award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MAHALAKSHMI N (21 BM 47)

SATHYA SRI D (21 BM 52)

Under the guidance of

T.MUTHUKANNU M.com., M.Phil.,

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University , Coimbatore)

(Re-Accredited by NAAC & ISO 9001-2015 Certificated Institution)

POLLACHI 642 001, TAMIL NADU, INDIA

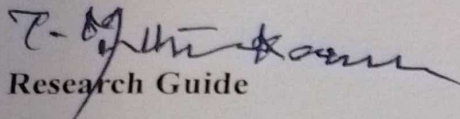
APRIL 2024

CERTIFICATE

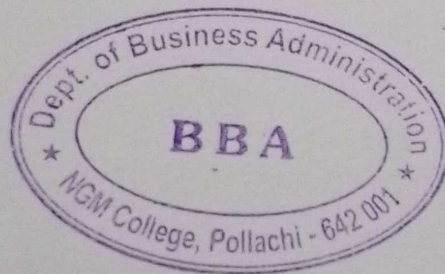
CERTIFICATE

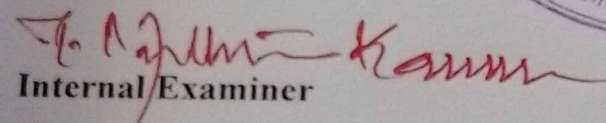
This is to certified that the project work entitled "**CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK**" Submitted to the Bharathiar University, in partial fulfillment of the requirement for the word of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by **MAHALAKSHMI N (21-BM-47)** and **SATHYA SRI D(21-BM-52)** during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. under may supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Countersigned

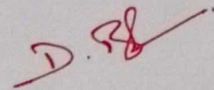

Research Guide

(T. Muthukumar)



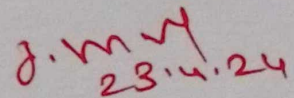

Internal Examiner

(T. Muthukumar)

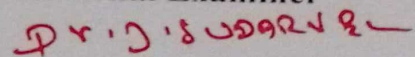


Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


23.4.24

External Examiner

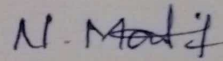


DECLARATION

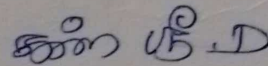
DECLARATION

MAHALAKSHMI N (21 BM 47) and **SATHYA SRI D (21 BM 52)** hereby declare that the project work entitled “**CONSUMER AWARENESS TOWARDS THE USAGE OF JIO NETWORK**” submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Mrs T MUTHUKANNU**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the Candidates



MAHALAKSHMI N (21BM 47)



SATHYA SRI D (21 BM 52)

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS CADBURY
CHOCOLATE IN POLLACHI TALUK"**

PROJECT REPORT

Submitted by

L. ATHISTALAKSHMI

(21-BM-37)

K.S. SMEHA

(21-BM-53)

A Project report in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of the Bharathiar University

Under the guidance

Mr.D.BHUVANENDRAN, M.B.A., M.Phil. PGDCA.,

Head (i/c) -Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited with NAAC & ISO 9001:2008 Certified Institution)

POLLACHI-642 001

APRIL-2024

CERTIFICATE

CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS CADBURY CHOCOLATE IN POLLACHI TALUK " project submitted to the Bharathiar University is a partial fulfillment of the requirements for the award of the degree of Bachelor of Administration, is a record of original work done by **LATHISTALAKSHMI (21-BM-37) & K.S.SMEHA (21-BM-53)**, during the period December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College Pollachi-642 001. Under the Supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any university.

Counter signed

[Signature]

Research Guide

(D. BHUVANENDRAN)

[Signature]

Internal Examiner

(D. BHUVANENDRAN)



[Signature]

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

[Signature]
23.4.24
External Examiner

D. J. SUDARVEL

DECLARATION

DECLARATION

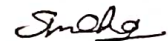
We L.Athistalakshmi (21-BM-37) & K.S.Smeha (21-BM-53) Hereby Declare That This Project Work Entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS CADBURY CHOCOLATE IN POLLACHI TALUK" Submitted To Bharathiar University, In Partial Fulfillment Of The Requirements For The Award Of The Degree Of Bachelor Of Business Administration Is A Record Of Original And Independent Research Work Done By Us During The Period December 2023 to March 2024, Under The Supervision And Guidance Of **Mr.D.Bhuvanendran** Head(i/c)-Department Of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi-642 001, And It Has Not Formed The Basis For The Award Of Any Degree/Diploma Associateship/Fellowship Or Other Similar Title To Any Candidate In Any University.

Signature of the candidate



L.Athistalakshmi

(21-BM-37)



K.S.Smeha

(21-BM-53)

**"A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF
HALDIRAM SNACKS PRODUCTS"**

(With special reference to pollachi taluk)

PROJECT REPORT

Submitted by

P.AVIVA (21-BM-38)

S.SRIRANJINI (21-BM-54)

A Project report in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of the Bharathiar University

Under the guidance

Dr.T.MANIKANDAN, M.B.A., M.Phil. PGDCA.,Ph.D.,

Assistant Professor-Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

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POLLACHI-642 001, TAMILNADU, INDIA

APRIL-2024

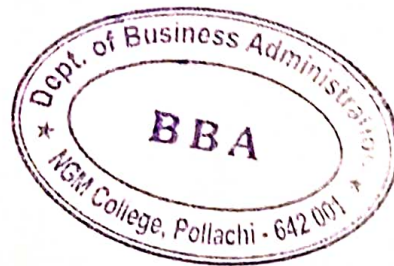
CERTIFICATE

CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM SNACKS PRODUCTS" (With special reference to pollachi takul) project submitted to the Bharathiar University is a partial fulfillment of the requirements for the award of the degree of Bachelor of Administration, is a record of original work done by P.AVIVA (21-BM-38) & S.SRIRANJINI (21-BM-54), during the period 2024 of their research in the Department of Business Administration at. Nallamuthu Gounder Mahalingam College Pollachi-642 001, Under the Supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any university.

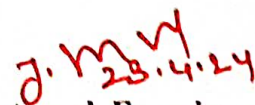
Counter signed


Research Guide
Dr. P. Manikandan




Head of the Department
D. BHUVANENDRAN, MBA, M.Phil, PGDCA,
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College,
Pollachi - 642 001.


Internal Examiner
Dr. P. Manikandan

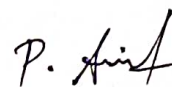

External Examiner
Dr. J. SUDARVAL

DECLARATION

DECLARATION

We P.Aviva (21-BM-38) & S.Sriranjini (21-BM-54) Hereby Declare That This Project Work Entitled "Marketing Strategies And Brand Loyalty Of Haldiram Snacks products" Submitted To Bharathiar University, In Partial Fulfillment Of The Requirements For The Award Of The Degree Of Bachelor Of Business Administration Is A Record Of Original And Independent Research Work Done By Us During The Period 2024, Under The Supervision And Guidance Of **Dr.T.Manikandan**, Assistant Professor-Department Of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi-642 001, And It Has Not Formed The Basis For The Award Of Any Degree/Diploma Associateship/Fellowship Or Other Similar Title To Any Candidate In Any University.

Signature of the candidate



P. AVIVA

(21-BM-38)



S. SRIRANJINI

(21-BM-54)

A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

PRIYADARSHINI R (21-BM-50)

SRIDARSHINI A (21-BM-55)

Under the guidance of

Mrs.R.VISALAKSHI.,MBA.M.Phil.,PGDCA.,(Ph.D).,

Assistant professor



Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)

POLLACHI-642 001, TAMIL NADU, INDIA

APRIL-2024

Certificate

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by PRIYA DARSHINI R (21-BM-50) and SRI DARSHINI A(21-BM-55) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed

R. V. Lakshmi

Research Guide



R. V. Lakshmi

Internal Examiner

(R. V. LAKSHMI)

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V.
23.4.24
External Examiner
Dr. J. SUDARVEL

Declaration

DECLARATION

PRIYADARSHINI R (21-BM-50) and SRI DARSHINI A (21-BM-55) hereby declare that the project work entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE PRODUCT WITH SPECIAL REFERENCE TO POLLACHI"** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Mrs.R.VISALAKSHI**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate

PRIYADARSHINI R (21-BM-50)

Priyadarshini R

SRI DARSHINI A(21-BM-55)

Sri

“CONSUMER PREFERENCE AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS”

PROJECT REPORT

Submitted by

K.DHANUSHRI (21-BM-40)

R.SUBICKSHA (21-BM-56)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

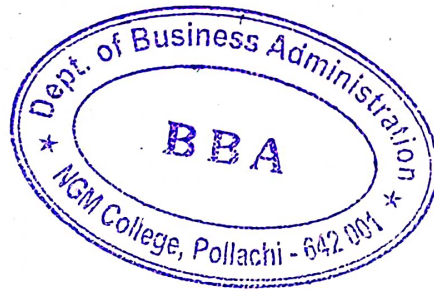
CERTIFICATE

This is certify that the project entitled “CONSUMER PREFERENCES AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS” Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **K.DHANUSHRI (21-BM-40) & R.SUBICKSHA (21-BM-56)** During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed

R. Visalakshi

Research Guide



D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

R. Visalakshi

Internal Examiner

(*R. VISALAKSHI*)

J. M. V.
23.4.24

External Examiner

Dr. J. Sudarshan

DECLARATION

We **K.DHANUSHRI (21-BM-40) & R.SUBICKSHA (21-BM-56)** hereby declare that the project titled **“CONSUMER PREFERENCES AND SATISFACTION TOWARDS HIMALAYAN PRODUCTS”** Project submitted to the Bharathiar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, **Mrs.R.VISALAKSHI** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,

K.DHANUSHRI

(21-BM-40)

Dhanushri.K

R.SUBICKSHA

(21-BM-56)

Subicksha.R

A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS

Project Report submitted to Bharathiar University

In partial fulfillment of the requirement for the

award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

DHARANI PS (21-BM-41)

SURUTHIKA G (21-BM-57)

Under the Guidance of

T.MUTHUKANNU., M.Com., M.Phil.,

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001-2015 Certificated Institution)

POLLACHI 642 001, TAMIL NADU, INDIA

APRIL -2024

CERTIFICATE

This to certified that the project work entitled "A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS"- Submitted to the Bharathiar University, in partial fulfillment of the requirement for the word of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by **DHARANI PS (21-BM-41)** and **SURUTHIKA G (21-BM-57)** during the period December 2023- March 2024 of their study in the Department of Business Administration, at **Nallamuthu Gounder Mahalingam College, Pollachi** under may supervision and guidance the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter Signed

T. Arjun Kumar
Research Guide

(T. Arjun Kumar)



T. Arjun Kumar
Internal Examiner

D. Bhuvanendran
Head of the Department

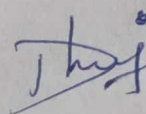
D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

J. M. V. 23.4.24
External Examiner
Dr. J. Sudarshan

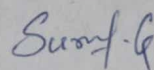
DECLARATION

DHARANI PS (21-BM-41) and **SURUTHIKA G (21-BM-57)** hereby declare that the project work entitled " **A STUDY ON CONSUMER AWARENESS ON THE USAGE OF HELMETS**" submitted to the Bharathiar University in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023- March 2024 under the supervision and guidance of **T.MUTHUKANNU** Assistant Professor Department of Business Administration, Nallamuthu Gounder Mahalingam College Pollachi 642 001 and has not formed the basis for the award of any Degree Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the Candidates



DHARANI PS (21-BM-41)



SURUTHIKA G (21-BM-57)

**“CUSTOMER SATISFACTION REGARDING THE QUALITY OF
HONEY PROCURED FROM HONEY FARMS IN
POLLACHI TALUK”**

PROJECT REPORT

Submitted by

MATHUMITHA.L (21-BM-48)

VARSHINI.S (21-BM-58)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar University

Under the guidance

Mr.D.BHUVANENDRAN MBA.,M.Phil.,PGDCA.,

Head (i/c) –Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

CERTIFICATE

CERTIFICATE

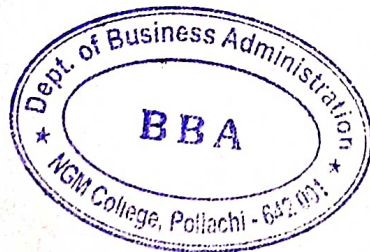
This is certify that the project entitled "**CUSTOMER SATISFACTION REGARDIG THE QUALITY OF HONEY PROCURED FROM HONEY FARMS IN POLLACHI TALUK**" Project submitted to the Bharathiar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **MATHUMITHA L (21-BM-48), VARSHINI S (21-BM-58)** During the period December 2023 to March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/Diploma/ Associateship/ Fellowship or other similar title of any candidate of any University.

Countersigned

D. Bhuvanendran

Research Guide

(i). Bhuvanendran



D. Bhuvanendran

Internal Examiner

(i). Bhuvanendran

D. Bhuvanendran

Head of the Department

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,

Assistant Professor & Head (I/c)

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001.

J. Sudarvel
28.4.24

External Examiner

DR. J. SUDARVEL

DECLARATION

DECLARATION

We, **MATHUMTHA L (21-BM-48)** , **VARSHINI S (21-BM-58)** hereby declare that the project titled **"CUSTOMER SATISFACTION REGARDING THE QUALITY OF HONEY PROCURED FROM HONEY FARMS IN POLLACHI TALUK"** submitted to the Bharathiar University, partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 to March 2024, under the supervision and guidance of **Mr.D.BHUVANENDRAN MBA.,M.Phil.,PGDCA., Head(I/C)– Department of Business Administration ,Nallamuthu Gounder Mahalingam Collage, Pollachi-642 001,** and it has not formed the Basis for the award of any Degree/Diploma/Associateship /Fellowship or other similar title to any candidate in any University.

Varshini

Signature of the candidate

MATHUMITHA L (21-BM-48) *Mathy.L*

VARSHINI S (21-BM-58)

FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART

Project Report submitted to Bharathiar University,
In partial fulfillment of the requirement for the
Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
HEMALATHA S (21-BM-44)
VARSHINI V(21-BM-59)

Under the guidance of
Dr.T.MANIKANDAN.,MBA.M.Phil.,PGDCA.,Ph.D.,
Assistant professor



Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
(Re-Accredited by NAAC&ISO 9001:2015 Certified Institution)
POLLACHI-642 001, TAMIL NADU, INDIA
APRIL-2024

CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled "FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART" submitted to the Bharathiar University, in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of original project work done by HEMALATHA S (21-BM-44) and VARSHINI V(21-BM-59) during the period December 2023 to March 2024 of their study in the Department of Business Administration, at Nallamuthu Gounder Mahalingam College, Pollachi. Under my supervision and guidance, the project has not formed the basis for the award of any degree other similar title to any candidate of any university.

Counter signed



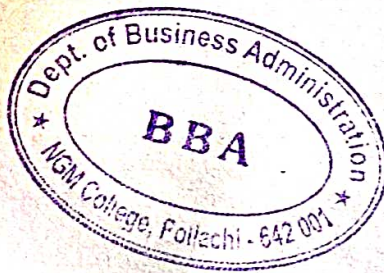
Research Guide

Dr. P. Mani Kandan



Head of the Department

D. BHUVANENDRAN, MEd, MPhil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

Dr. P. Mani Kandan

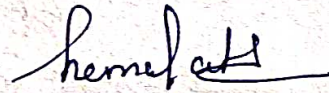
J. M. M.
23.4.24
External Examiner
Dr. J. SUDARVEL

DECLARATION

DECLARATION

HEMALATHA S (21-BM-44) and VARSHINI V(21-BM-59) hereby declare that the project work entitled **"FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR WITH REFERENCE TO FLIPKART"** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of original project work done by as during December 2023 to March 2024 under the supervision and guidance of **Dr. T. MANIKANDAN**, Assistant Professor, Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi -642 001, and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate in any university.

Signature of the Candidate



HEMALATHA S (21-BM-44)



VARSHINI V(21-BM-59)

**“STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP
AS A CAREER AT NGM COLLEGE”**

PROJECT REPORT

Submitted by

ARAVIND.C

A Project report in partial fulfilment of the

requirements For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar University Under the guidance of

Mr.D.BHUVANENDRAN MBA.,M.PHIL.,PGDCA.,

Head- Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM

COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University,
Coimbatore) (Re-Accredited by NAAC & ISO 9001:2015 Certified
Institution) **POLLACHI-642 001, TAMILNADU, INDIA**

APRIL 2024

CERTIFICATE

CERTIFICATE

This is certify that the project entitled "STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP AS A CAREER AT NGM COLLEGE " Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by ARAVIND C (21-BM-01) During the period December 2023 - March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/ Diploma/ Associateship/Fellowship Or other similar title of any candidate of any University.

Countersigned


Research Guide.

(D. Bhuvanendran)


Internal Examiner

(D. Bhuvanendran)




D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

Head of the Department


External Examiner

Dr. J. SUDARSHAN

DECLARATION

DECLARATION

I ARAVIND.C (21-BM-01) hereby declare that the project titled, "STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP AS A CAREER AT NGM COLLEGE "Submitted to the Bharathiar University, fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023 – March 2024, under the supervision and guidance of, Mr.D.BHUVANENDRAN Head - Department of Business Administration, Nallamuthu Gounder Mahalingam Collage, Pollachi-642 001, and it 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.

Signature of the candidate



ARAVIND.C

(21-BM-01)

A STUDY ON CONSUMER SATISFACTION IN ONLINE

PAYMENT APPLICATION

Project Report submitted to Bharathiar University

In partial fulfillment of the requirement for the

Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

V. BOOBALAN (21-BM-02)

M. JEGAN (21-BM-07)

Under the Guidance of

Dr. T. MANIKANDAN., MBA., M.Phil., PGDCA., Ph.D

Assistant Professor

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001-2015 Certified Institution)

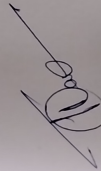
POLLACHI 642 001, TAMIL NADU, INDIA

APRIL -2024

CERTIFICATE

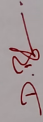
CERTIFICATE

This is certify that the project entitled "A STUDY OM CONSUMER SATISEACTION IN ONLINE PAYMENT APPLICATION" Project submitted to the Bharathiyar University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by V. BOOBALAN (21-BM-02) & M.JEGAN (21-BM-07) During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi - 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any University.

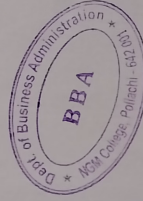


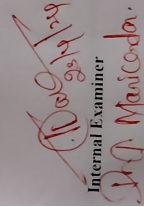
Research Guide

Counter signed

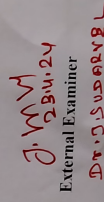


Head of the Department
D. BHUVANENDRAN, B.A., M.A., M.F., Ph.D.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam Collage (Autonomous)
Pollachi - 642 001.





Internal Examiner



External Examiner

DECLARATION

DECLARATION

We **V. BOOBALAN (21-BM-02) & M.JEGAN (21-BM-07)** hereby declare that the project titled "A STUDY ON CONSUMER SATISFACTION IN ONLINE PAYMENT APPLICATION" Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of **Dr.T.MANIKANDAN MBA., M.Phil., PGDCA., Ph.D.,** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,

V. Boobalan **V. BOOBALAN (21-BM-02)**
M. Jegan **M. JEGAN (21-BM-07)**

“Consumer Perceptions: An Analysis of Royal Enfield Motorcycle in pollachi”

PROJECT REPORT

Submitted by

M.DHARSHAN KUMAR (21-BM-03)

S.RAJESH KUMAR (21-BM-23)

A project report in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF BUSINEES ADMINISTARTION

Of

Bharathiar university,

Under the guidance

Mrs.R.VISALAKSHI, M.B.A., M.Phil., PGDCA., (Ph.D)

Assistant professor-Department of Business Administration



Estd. 1957

DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous institution Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited by NAAC & ISO 9001:2015 Certified Institution)

POLLACHI- 642001, TAMILNADU, INDIA

APRIL 2024

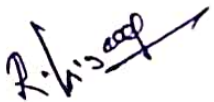
CERTIFICATE



CERTIFICATE

This is certify that the project entitled "CONSUMER PERCEPTIONS: AN ANALYSIS OF ROYAL ENFIELD MOTORCYCLE IN POLLACHI" Project submitted to the Bharathiyar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by M.DHARSHAN KUMAR (21-BM-03) & S.RAJESH KUMAR (21-BM-23) During the period December 2023 to March 2024 of their Research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, under my supervision and guidance and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship / Fellowship or other similar title of any candidate of any University.

Counter signed



Research Guide

(R. V. LAKSHMI)



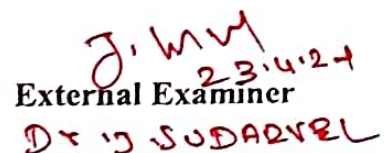
Head of the Department

D. BHUVANENDRAN, M.B.A., M.Phil., PGDCA.,
Assistant Professor of BBA (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Internal Examiner

(R. V. LAKSHMI)



External Examiner
Dr. J. SUDARSHAN

DECLARATION

DECLARATION

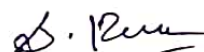
We, **M.DHARSHAN KUMAR (21-BM-03) & S.RAJESH KUMAR (21-BM-26)** here by declare that the project titled, **"CONSUMER PERCEPTIONS: AN ANALYSIS OF ROYAL ENFIELD MOTORCYCLE IN POLLACHI "** Project submitted to the Bharathiyar University, in partial Fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by During the period December 2023 to March 2024, under the supervision guidance of, **Mrs.R.VISALAKSHI** Assistance Professor – Department of Business Administration Nallamuthu Gounder Mahalingam Collage, Pollachi – 642 001, and it 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.

Signature of the Candidate,



M.DHARSHAN KUMAR

(21-BM-03)



S.RAJESH KUMAR

(21-BM-23)

**“A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED
BY THE POLLACHI BANK”**

PROJECT REPORT

Submitted by

DINESH.A (21BM04)

SURIYAMOORTHY.J (21BM30)

*A Project report in partial fulfilment of the
requirements For the award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

Of Bharathiar University Under the guidance of

Mr.D.BHUVANENDRAN MBA.,M.PHIL.,PGDCA.,

HOD (I/C)

Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM

COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University,
Coimbatore) (Re-Accredited by NAAC & ISO 9001:2015 Certified

Institution) **POLLACHI-642 001,**

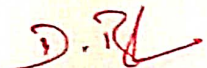
APRIL 2024

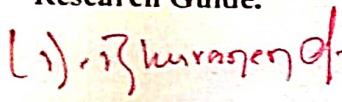
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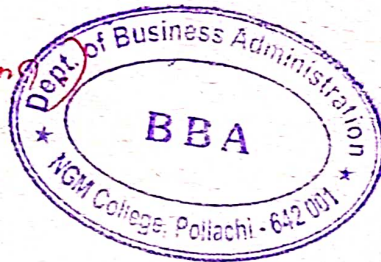
CERTIFICATE

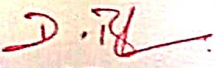
This is certify that the project entitled " A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED BY THE POLLACHI BANK " Project submitted to the Bharathiar University, in partial Fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration Is a record of original research work done by **DINESH A(21BM04)** **SURIYAMOORTHY J (21BM30)** During the period December 2023-March 2024 of their research in the Department of Business Administration at Nallamuthu Gounder Mahalingam Collage, Pollachi -642 001, under my supervision and guidance And the project has not formed the basis for the award of any supervision and guidance and the Project has not formed the basis for the award of any Degree/ Diploma/ Associateship/Fellowship Or other similar title of any candidate of any University.

Countersigned


Research Guide.

(1). 

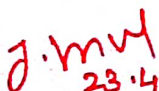



Internal Examiner

(1). 


Head of the Department

D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


23.4.24
External Examiner

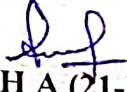


DECLARATION

DECLARATION

Our **DINESH A (21-BM-04) SURIYAMOORTHY J (21BM30)** hereby declare that the project titled, " **A STUDY OF AGRICULTURE LOAN FACILITY PROVIDED BY THE POLLACHI BANK** "Submitted to the Bharathiar University, fulfilment of the requirements for the award of the degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period December 2023-March 2024, under the supervision and guidance of, **Mr.D.BHUVANENDRAN Head** - Department of Business Administration, Nallamuthu Gounder Mahalingam Collage, Pollachi-642 001, and it 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.

Signature of the candidate


DINESH A (21-BM-04)

SURIYAMOORTHY J (21BM30)

