

**A STUDY ON CUSTOMER SATISFACTION OF WATER PURIFIER
(WITH SPECIAL REFERENCE TO POLLACHI TALUK)**

PROJECT REPORT

Submitted by

G. ABISHEK (18-BM-02)

S. MOHANRAJ (18-BM-16)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

Dr. K. VEERAKUMAR

M.B.A., M.Phil., M.Com., M.Phil., MA-YHE., M.Lisc., PGDCA., Ph.D.

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.

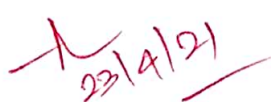
APRIL – 2021

CERTIFICATE

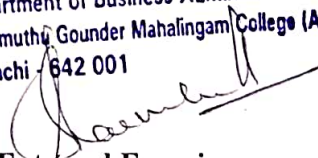
This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION OF WATER PURIFIER (WITH SPECIAL REFERENCE TO POLLACHI TALUK)" Project submitted to the Bharathiar University, in Partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original research work done by G. ABISHEK (18-BM-02) & S. MOHANRAJ (18-BM-16) during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.

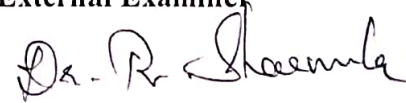



19/4/21
Research Guide


23/4/21
Internal Examiner


19/4/21
Head of the Department
Dr. K. VEERAKUMAR
MBA, M.Phil., M.Com., IB, M.Phil., MA-YHE, M.Lisc., PGDCA, Ph.D.
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001


External Examiner


Dr. R. Shanmugam

DECLARATION

We, **G. ABISHEK (18-BM-02) & S. MOHANRAJ (18-BM-16)** hereby declare that the project titled, **“STUDY ON CUSTOMER SATISFACTION OF WATER PURIFIER (WITH SPECIAL REFERENCE TO 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of **Dr. K. VEERAKUMAR**, 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/Associateship/Fellowship or other similar title to any candidate in any University

Signature of the Candidate

G. ABISHEK (18-BM-02)

S. MOHANRAJ (18-BM-16)

A STUDY ON CONSUMER SATISFACTION ON TWO WHEELER

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

R.ARUNNITH(18-BM-03)

R.PREMRAJ (18-BM-22)

*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 of

Mr.D.BHUVANENDRAN, M.B.A., M.Phil.,PGDCA.,
Assistant Professor Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

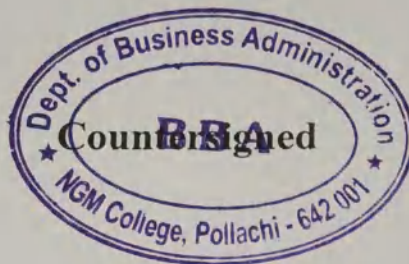
(Re-Accredited by NAAC & ISO 9001 : 2015 Certified Institution)

POLLACHI – 642 001, TAMILNADU, INDIA

April – 2021

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER SATISFACTION ON TWO WHEELER (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 **R.ARUNNITH (18-BM-03) & R.PREMRAJ (18-BM-22)** during the period 2020 - 2021 of his 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.



[Signature]
19.4.2021

Research Guide

[Signature]
[D. BHUVANENDRAN]

[Signature]
19/4/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.Lisc., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

[Signature]
23.4.2021

Internal Examiner

[Signature]
[D. BHUVANENDRAN]

[Signature]

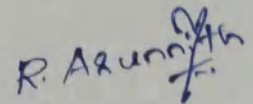
External Examiner

[Signature]
Dr. R. Shaemila

DECLARATION

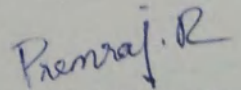
We **R.ARUNNITH(18-BM-03) & R.PREMRAJ (18-BM-22)** hereby declare that the project titled, “**A STUDY ON CONSUMER SATISFACTION ON TWO WHEELER (With Special Reference to Pollachi Taluk)**” submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Mr.D.Bhuvanendran** 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



R.ARUNNITH

(18-BM-03)



R.PREMRAJ

(18-BM-22)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF
E-BANKING SERVICE**

(With Special Reference To Pollachi)

PROJECT REPORT

Submitted by

M.DHEENA DHAYALAN (18-BM-05)

G.ROHITHVISVA (18-BM-23)

*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 of

Mr.T.MANIKANDAN M.B.A., M.Phil.,PGDCA.,

Assistant Professor – Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

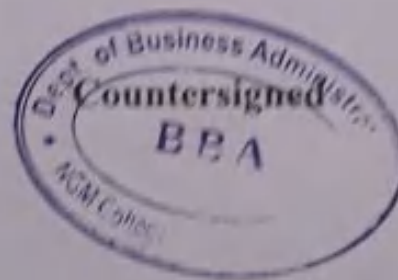
(Re-Accredited by NAAC & ISO 9001 : 2015 Certified Institution)

POLLACHI – 642 001, TAMILNADU, INDIA

APRIL – 2021

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF E-BANKING SERVICE WITH SPECIAL REFERENCE TO 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 MDHEENA DHAYALAN (18-BM-05) & G.ROHITHVISVA (18-BM-23) during the period 2020 - 2021 of his research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.



[Signature]
19/04/2021
Research Guide

[Signature]
23/04/21
Head of the Department
Dr. K. VEERAKUMAR
MBA, M.Phil, B.Com, B.Ed, Ph.D, MA, THE, M.Lisc, PGDCA, Ph.D.
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001

[Signature]
22/04/2021
Internal Examiner

[Signature]
External Examiner
Dr. R. Channila

DECLARATION

We, **M.DHEENA DHAYALAN(18-BM-05) & G.ROHITH VISVA (18-BM-23)** hereby declare that the project titled, **"A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF E-BANKING SERVICE 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Mr.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

M.Dheena Dhayan

M.DHEENA DHAYALAN

(18-BM-05)

G.Rohith Visva

G.ROHITH VISVA

(18-BM-23)

A STUDY ON PROBLEMS FACED BY COIR INDUSTRY IN POLLACHI CITY

(With Special Reference To Pollachi Taluk)

PROJECT REPORT

Submitted by

S.GOKUL KRISHNA (18-BM-06)

S.SAKTHIVEL (18-BM-24)

*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 of

Mrs.R.VISALAKSHI.,MBA.,M.Phil.,PGDCA.,

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– 2021

CERTIFICATE

This is certify that the project entitled "A STUDY ON PROBLEMS FACED BY COIR INDUSTRY IN POLLACHI CITY(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 S.GOKUL KRISHNA (18-BM-06),S.SAKTHIVEL(18-BM-24)during the period 2020 - 2021 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.



R. Visakh
19/04/21
Research Guide
(R.VISAKHAKSHI)

19/4/21

Head of the Department
Dr. K. VEERAKUMAR
MBA, M.Phil., M.Com., IB, M.Phil., MA-THE, M.Lisc., PGDCA, Ph.D.
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001

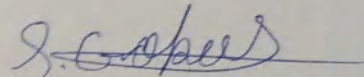
R. Visakh
23/04/21
Internal Examiner
(R.VISAKHAKSHI)

External Examiner
Dr. R. Shanmugam

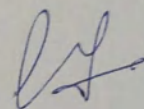
DECLARATION

We, **S.GOKUL KRISHNA (18-BM-06) & S.SAKTHIVEL (18-BM-24)** hereby declare that the project titled, **"A STUDY ON PROBLEMS FACED BY COIR INDUSTRY IN POLLACHI CITY (With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, 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



S. GOKUL KRISHNA (18-BM-06)



S. SAKTHIVEL (18-BM-24)

A STUDY ON CUSTOMER PREFERENCE OF SKYBAGS

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

S.HARIHARAN (18-BM-07)

T.VISHNU PRADEEP (18-BM-30)

*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 of

Ms.R.SINDHUJA M.B.A., M.Phil.,PGDCA.,

Assistant Professor – Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

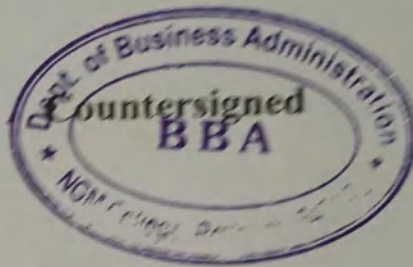
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POLLACHI – 642 001, TAMILNADU, INDIA

APRIL – 2021

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER PREFERENCE OF SKYBAGS(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 S.HARIHARAN (18-BM-07) & T.VISHNU PRADEEP (18-BM-30) during the period 2020 - 2021 of thier research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



R. Sindhuja
19/04/2021

Research Guide

K
19/4/21

Head of the Department

Dr. K. VEERAKUMAR

BEA, MPhil, MCom, B.Ed, Ph.D., PGDCA, PGD

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

R. Sindhuja
23/04/2021

Internal Examiner

Dr. R. Shanmuga

External Examiner

DECLARATION

We, **S.HARIHARAN (18-BM-07) & T.VISHNU PRADEEP (18-BM-30)** hereby declare that the project titled, **"A STUDY ON CUSTOMER PREFERENCE OF SKYBAGS(With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Ms.R.SINDHUJA** 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

S. Hari Haran

T. Vishnu Pradeep

S.HARIHARAN

(18-BM-07)

T.VISHNU PRADEEP

(18-BM-30)

**A STUDY ON PEOPLE AWARENESS, PREFERENCE AND
SATISFACTION TOWARDS LIC WITH REFERENCE TO POLLACHI
(THALUK)**

PROJECT REPORT

Submitted by

N. HARIKANNAN (18-BM-08)

P. JAYABHARATHI (18-BM-45)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

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

May-2021

CERTIFICATE

This is certify that the project entitled "A STUDY ON PEOPLE AWARENESS, PREFERENCE AND SATISFACTION TOWARDS LIC WITH REFERENCE TO POLLACHI (THALUK)" 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 N. HARIKANNAN (18-BM-08) & P. JAYABHARATHI (18-BM-45) during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



17.12.19.4.2021
Research Guide

(17.12.19.4.2021)

17.12.19.4.2021
Internal Examiner

(17.12.19.4.2021)

19/4/21
Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.Phil., MA, Y.M.E., M.Lit., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

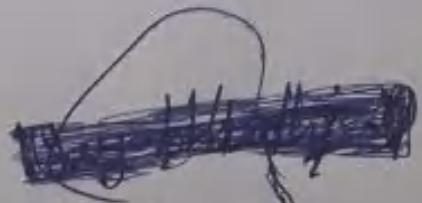
Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

Dr. P. Shanmuga
External Examiner

DECLARATION

We, **N. HARIKANNAN (18-BM-08) & P. JAYABHARATHI (18-BM-45)** hereby declare that the project titled, **"A STUDY ON PEOPLE AWARENESS, PREFERENCE AND SATISFACTION TOWARDS LIC WITH REFERENCE TO POLLACHI (THALUK)"**, 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of **Mr. D. BHUVANENDRAN**, 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



P. Jayabharathi P.
Signature of the Candidate

N. HARIKANNAN (18-BM-08)

P. JAYABHARATHI (18-BM-45)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY
WITH SPECIAL REFERENCE TO POLLACHI**

PROJECT REPORT

Submitted by

K.JAYARAM (18-BM-09)

M.MOHAMMED ARSHATH (18-BM-13)

*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 of

Mr.T.MANIKANDAN M.B.A., M.Phil.,PGDCA.,

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 – 2021

CERTIFICATE

This is certify that the project entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY WITH SPECIAL REFERENCE TO 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 **K JAYARAM(18-BM-09) & M.MOHAMMED ARSHATH(18-BM-13)** during the period 2020 - 2021 of his 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.



11 Dec 19/04/2021

Research Guide

A 23/04/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., B.L., LL.M., M.A., M.E., M.Lisc., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

11 Dec 23/04/2021

Internal Examiner

Shamila

External Examiner

DECLARATION

We, **K.JAYARAM (18-BM-09) M.MOHAMMED ARSHATH (18-BM-13)** hereby declare that the project titled, “**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Mr.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

K. Jayaram

K.JAYARAM

(18-BM-09)

M. Arshath

M.MOHAMMED ARSHATH

(18-BM-13)

**IMPACT OF SOCIAL MEDIA ON ADVERTISEMENT – WITH
SPECIAL REFERENCE TO POLLACHI TOWN**

PROJECT REPORT

Submitted by

S. KALEESWARAN (18-BM-10)

C. VISHNU PRABHU (18-BM-29)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

Mrs. R. VISALAKSHI, MBA., M.Phil., PGDCA.,

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 – 2021

CERTIFICATE

This is certify that the project entitled "IMPACT OF SOCIAL MEDIA ON ADVERTISEMENT – WITH SPECIAL REFERENCE TO POLLACHI TOWN" 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 S. KALEESWARAN (18-BM-10) & C. VISHNU PRABHU (18-BM-29) during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under our 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

R. Visalakshi
19/4/21

Internal Examiner

R. Visalakshi
23/04/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.Phil., MA, YHE, M.Lisc., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

External Examiner

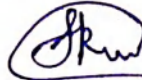
Dr. R. Shanmuga

DECLARATION

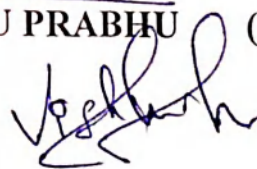
We, **S. KALEESWARAN (18-BM-10) & C. VISHNU PRABHU (18-BM-29)** hereby declare that the project titled, **"IMPACT OF SOCIAL MEDIA ON ADVERTISEMENT – WITH SPECIAL REFERENCE TO POLLACHI TOWN"**, submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period 2020 – 2021, 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

S. KALEESWARAN (18-BM-10)



C. VISHNU PRABHU (18-BM-29)



**A STUDY ON CUSTOMER SATISFACTION OF AFTER SALES AND
SERVICE OF HARIRAMS HONDA**

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

E.KARTHIKEYAN (18-BM-11)

S.SANJAY KRISHNAN (18-BM-25)

*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 of

Ms.R.SINDHUJA M.B.A., M.Phil.,PGDCA

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, IND

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION OF AFTER SALES AND SERVICE OF HARIRAMS HONDA (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 E.KARTHIKEYAN(18-BM-11) & S.SANJAY KRISHNAN(18-BM-25) during the period 2020 - 2021 of his research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.



R. Sindhya
16/04/2021

Research Guide

19/4/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.Phil., MA-THE, M.Lisc., PGDCA, Ph.D.
Assistant Professor & Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001

R. Sindhya
23/04/2021

Internal Examiner

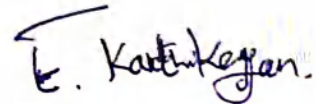
Dr. R. Shreevani

External

DECLARATION

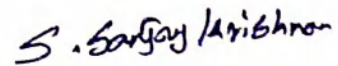
We, **E.KARTHIKEYAN(18-BM-11) & S.SANJAY KRISHNAN(18-BM-25)** hereby declare that the project titled, **"A STUDY ON CUSTOMER SATISFACTION OF AFTER SALES AND SERVICE OF HARIRAMS HONDA(With Special Reference to Pollachi Taluk)** submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Ms.R.SINDHUJA** 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



E.KARTHIKEYAN

(18-BM-11)



S.SANJAY KRISHNAN

(18-BM-25)

A STUDY ON CONSUMER SATISFACTION ON TOWARDS ORGANIC FOODS

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

R.KISHORE KANNAN (18-BM-12)

A.MUTHU KUMAR (18-BM-17)

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 of

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

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

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER SATISFACTION ON TOWARDS ORGANIC FOODS (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 **R.KISHORE KANNAN (18-BM-12) & A.MUTHU KUMAR (18-BM-17)** during the period 2020 - 2021 of his 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.



D.P.R.
19/4/2021

Research Guide

[*D. BHUVANENDRAN*]

Head of the Department

Dr. K. VEERAKUMAR

MSA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.Lisc., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 64

DECLARATION

We **R.KISHORE KANNAN (18-BM-12) & A.MUTHU KUMAR (18-BM-17)** hereby declare that the project titled, "**A STUDY ON CONSUMER SATISFACTION ON TOWARDS ORGANIC FOODS (With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Mr.D.Bhuvanendran** 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

R. Kishore kannan

R.KISHORE KANNAN

(18-BM-12)

A. Muthu Kumar.

A.MUTHU KUMAR

(18-BM-17)

**A STUDY ON COLLEGE GIRL STUDENTS ADAPTION TOWARDS COSMETIC
PRODUCT WITH REFERENCE TO POLLACHI CITY**

PROJECT REPORT

Submitted by

K.MOHANPRABU (18-BM-14)

N.NAVEEN (18-BM-19)

*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 of

Mrs.R.VISALAKSHI.,MBA.,M.Phil.,PGDCA.,

Assistant Professor – Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

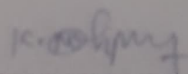
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

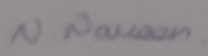
(Re-Acc

DECLARATION

We, K.MOHANPRABU (18-BM-14) & N.NAVEEN (18-BM-19) hereby declare that the project titled, "A STUDY ON COLLEGE GIRL STUDENTS ADAPTION TOWARDS COSMETIC PRODUCT WITH REFERENCE TO POLLACHI CITY" 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 and independent research work done by us during the period 2020 - 2021, 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.

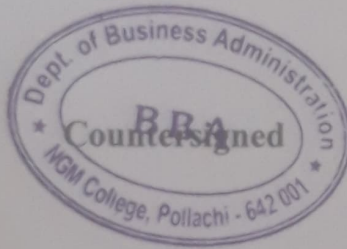
Signature of the Candidate


K.MOHANPRABU
(18-BM-14)


N.NAVEEN
(18-BM-19)

CERTIFICATE

This is certify that the project entitled "A STUDY ON COLLEGE GIRL STUDENTS ADAPTION TOWARDS COSMETIC PRODUCT WITH REFERENCE TO POLLACHI 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 K.MOHANPRABU (18-BM-14) & N.NAVEEN (18-BM-19) during the period 2020 - 2021 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.



R. Visalakshi
19/04/21

Research Guide

(R. VISALAKSHI)

M. Veerakumar
17/4/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., M.P.N., M.A., M.L.S., PGDCA, Ph.D.

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahaling

**A STUDY ON CUSTOMER PREFERENCE TOWARDS
PAZHAMUDHIR SUPER MARKET IN POLLACHI CITY**

PROJECT REPORT

Submitted by

N.MOHAN PRABU (18-BM-15)

K.PRATHAP (18-BM-21)

*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 of

Ms.R.SINDHUJA M.B.A., M.Phil., PGDCA.,

Assistant Professor – Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Aff

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS PAZHAMUDHIR SUPER MARKET IN POLLACHI 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 N.MOHAN PRABU(18-BM-15) & K.PRATHAP (18-BM-21) during the period 2020 - 2021 of thier research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



R. Sindhya
19/04/2021

Research Guide

K. N. B.
17/4/21

Head of the Department

Dr. K. VEERAKUMAR

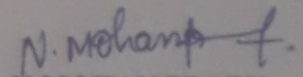
MBA, M.Phil, M.Com, B.B.A, M.Fin, M.A, M.Lic, PGDCA, Ph.D.

Assistant Professor & Head

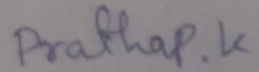
DECLARATION

We, N.MOHAN PRABU (18-BM-15) & K.PRATHAP (18-BM-21) hereby declare that the project titled, "A STUDY ON CUSTOMER PREFERENCE TOWARDS PAZHAMUDHIR SUPER MARKET IN POLLACHI CITY" 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 and independent research work done by us during the period 2020 - 2021, under the Supervision and Guidance of, Ms.R.SINDHUJA 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


N.MOHAN PRABU

(18-BM-15)


K.PRATHAP

(18-BM-21)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BUS
TICKET BOOKING**

(With Special Reference To Pollachi Taluk)

PROJECT REPORT

Submitted by

K.NAVEEN (18-BM-18)

S.VINOD KUMAR (18-BM-28)

*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 of

Mr.T.MANIKANDAN M.B.A., M.Phil.,PGDCA.,

Assistant Professor – Department of Business Administration



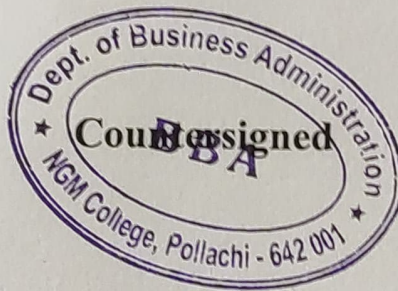
DEPARTMENT OF BUSINESS ADMINISTRATION

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BUS TICKET BOOKING (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 K.NAVEEN(18-BM-18) S.VINOD KUMAR(18-BM-28) during the period 2020 - 2021 of his research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.



Das
19/04/2021

Research Guide

M
23/04/21

Head of the Department

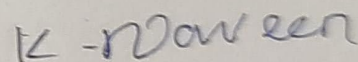
Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., M.Litt., MA-YHE, M.Lisc., PGDCA, Ph.D.

DECLARATION

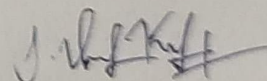
We, K.NAVEEN(18-BM-18) S.VINOD KUMAR(18-BM-28) hereby declare that the project titled, "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BUS TICKET BOOKING (With Special Reference To Pollachi Taluk) " submitted to the Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, Mr.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



K.NAVEEN

(18-BM-18)



S.VINOD KUMAR

(18-BM-28)

COLLEGE STUDENT'S SATISFACTION ON SERVICES OF LIBRARY

PROJECT REPORT

Submitted by

S. SIVAVISHNU (18-BM-27)

N. VISWA (18-BM-31)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

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

CERTIFICATE

This is certify that the project entitled "COLLEGE STUDENT'S SATISFACTION ON SERVICES OF LIBRARY" 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 S. SIVAVISHNU (18-BM-27) & N. VISWA (18-BM-31) during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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

(J. B. HURANENDRAN)

Internal Examiner

(J. B. HURANENDRAN)

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.L

DECLARATION

We, S. SIVAVISHNU (18-BM-27) & N. VISWA (18-BM-31) hereby declare that the project titled, "**COLLEGE STUDENT'S SATISFACTION ON SERVICES OF LIBRARY**", 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of **Mr. D. BHUVANENDRAN**, 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

S. Siva Vishnu
S. SIVAVISHNU (18-BM-27)

N. Viswa
N. VISWA (18-BM-31)

**A STUDY ON ROLE OF EMOTIONAL INTELLIGENCE AND WORK
BALANCE IN JOB STRESS
(WITH SPECIAL REFERENCE TO POLLACHI TALUK)**

PROJECT REPORT

Submitted by

M. DEEPIKA (18-BM-33)

H. MUBASHIRA BEEVI (18-BM-51)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION
of Bharathiar University

Under the guidance of

Mr. T. MANIKANDAN M.B.A., M.Phil., PGDCA.,
Assistant Professor - Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

CERTIFICATE

This is certify that the project entitled "A STUDY ON ROLE OF EMOTIONAL INTELLIGENCE AND WORK BALANCE IN JOB STRESS (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 M. DEEPIKA (18-BM-33) & H. MUBASHIRA BEEVI (18-BM-51) during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



[Signature]
19/04/2021

Research Guide

[Signature]
23/04/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M

DECLARATION

We, M. DEEPIKA (18-BM-33) & H. MUBASHIRA BEEVI (18-BM-51) hereby declare that the project titled, "A STUDY ON ROLE OF EMOTIONAL INTELLIGENCE AND WORK BALANCE IN JOB STRESS (WITH SPECIAL REFERENCE TO 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of Mr. 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

M. Deepika.

H. Mf.

Signature of the Candidate

M. DEEPIKA

(18-BM-33)

H. MUBASHIRA BEEVI (18-BM-51)

A STUDY ON CONSUMER PERCEPTION TOWARDS IBACO ICE CREAMS

(With Special Reference To Pollachi)

PROJECT REPORT

Submitted by

S.DEEPIKA (18-BM-34)

V.NANDHINI (18-BM-52)

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 of

Ms.R.VISALAKSHI M.B.A., M.Phil., PGDCA.,

Assistant Professor – Department of Business Administration



CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS IBACO ICE CREAMS (With Special Reference To 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 S.DEEPIKA (18-BM-34) & V.NANDHINI(18-BM-52) during the period 2020 - 2021 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.



R. Visalakshi
19/04/2021

Research Guide

(R.VISALAKSHI)

19/4/21

Head of the Department

Dr. K. VEERAKUMAR

MBA, M.Phil., M.Com., B.A., M.A., M.Litt., PGDCA, Ph.D.

Assistant Professor & Head

</

DECLARATION

We, **S.DEEPIKA(18-BM-34) & V.NANDHINI(18-BM-52)** hereby declare that the project titled, **"A STUDY ON CONSUMER PERCEPTION TOWARDS IBACO ICE CREAMS(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 and independent research work done by us during the period 2020 – 2021, 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

S. Deepika

V. Nandhini

S.DEEPIKA (18-BM-34)

V.NANDHINI (18-BM-52)

**A STUDY ON CONSUMER ATTITUDE AND PERCEPTION
TOWARDS PACKAGED DRINKING WATER – (WITH SPECIAL
REFERENCE TO POLLACHI TOWN)**

PROJECT REPORT

Submitted by

P.M. EVANGELIN CHRISTY (18-BM-35)

B. INDUJA (18-BM-44)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

Mrs. R. SINDHUJA M.B.A., M.Phil

Assistant Professor Department of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER ATTITUDE AND PERCEPTION TOWARDS PACKEGED DRINKING WATER - (WITH SPECIAL REFERENCE TO POLLACHI TOWN)" 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 **P.M.EVANGELIN CHRISTY (18-BM-35) & B.INDUJA (18-BM-44)** during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



R. Induja
19/04/2021

Research Guide

R. Induja
23/04/2021

Internal Examiner

K
19

DECLARATION

We, **P.M.EVANGELIN CHRISTY (18-BM-35) & B.INDUJA (18-BM-44)** hereby declare that the project titled, **“A STUDY ON CONSUMER ATTITUDE AND PERCEPTION TOWARDS PACKEGED DRINKING WATER – (WITH SPECIAL REFERENCE TO POLLACHI TOWN)”**, 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of **Ms. R. SINDHUJA**, 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


B. Induja

Signature of the Candidate

P.M. EVANGELIN CHRISTY (18-BM-35)

B. INDUJA (18-BM-44)

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION
TOWARDS BRANDED CARS (WITH SPECIAL REFERENCE TO
POLLACHI TALUK)**

PROJECT REPORT

Submitted by

D. GAYATHRI (18-BM-36)

P. PAVITHRA (18-BM-54)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

Under the guidance of

Mr. D. BHUVANENDRAN M.B.A., M.Phil., PGDCA.,
Assistant Professor Department of Business Administration



CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS BRANDED CARS (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 **D. GAYATHRI (18-BM-36) & P. PAVITHRA (18-BM-54)** during the period 2020 - 2021 of the research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



D. R.
19.4.2021
Research Guide
[D. BHUVANEENDRAN]

D. R.
23.4.2021
Internal Examiner
[D. BHUVANEENDRAN]

DECLARATION

We, **D. GAYATHRI (18-BM-36) & P. PAVITHRA (18-BM-54)** hereby declare that the project titled, **"A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS BRANDED CARS (WITH SPECIAL REFERENCE TO 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of **Mr. D. BHUVANENDRAN**, 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

D. Gayathri.

D. GAYATHRI (18-BM-36)

P Pavithra.

P. PAVITHRA (18-BM-54)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS PREETHI HOME
APPLIANCE PRODUCT**

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

K.GIRIJA(18-BM-37)

T.PRAVEENA(18-BM-55)

*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 of

Mr.T.MANIKANDAN M.B.A., M.Phil.,PGDCA

Assistant Professor – Department of Business Administration

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS PREETHI HOME APPLIANCE PRODUCT (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 **K.GIRIJA(18-BM-37) & T.PRAVEENA(18-BM-55)** during the period 2020 - 2021 of her research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, under our 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.



[Signature]
19/04/2021
Research Guide

[Signature]

DECLARATION

We, **K.GIRIJA(18-BM-37) & T.PRAVEENA(18-BM-55)** hereby declare that the project titled, **“A STUDY ON CUSTOMER SATISFACTION TOWARDS PREETHI HOME APPLIANCE PRODUCT (With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Mr.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

K. Girija
K.GIRIJA

(18-BM-37)

T. Praveena .
T.PRAVEENA

A STUDY ON SERVICE QUALITY OF POORVIKA MOBILES

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

A.GOKILA (18-BM-38)

S.RAJIYA BEGAM (18-BM-56)

*A Project report in partial fulfillment of the requirements
for the award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

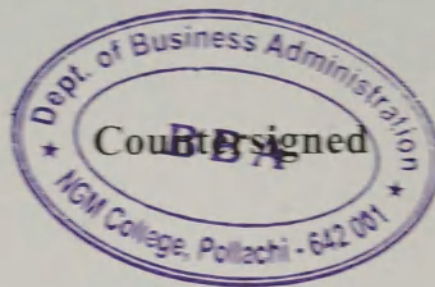
of Bharathiar University

Under the guidance of

Mrs.R.VISALAKSHI M

CERTIFICATE

This is certify that the project entitled "A STUDY ON SERVICE QUALITY OF POORVIKA MOBILES (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 A.GOKILA(18-BM-38) & S.RAJIYA BEGAM(18-BM-56) during the period 2020 - 2021 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.



R. Visalakshi
19/04/21

Research

DECLARATION

We, **A.GOKILA(18-BM-38) & S.RAJIYA BEGAM(18-BM-56)** hereby declare that the project titled, "**A STUDY ON SERVICE QUALITY OF POORVIKA MOBILES (With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, 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

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
ONLINE SHOPPING**

(With Special Reference to Pollachi Taluk)

PROJECT REPORT

Submitted by

P.GOKULASUNDARI (18-BM-39)

K.KRISHNAVENI (18-BM-48)

*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 of

CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING (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 **P.GOKULASUNDARI (18-BM-39) & K.KRISHNAVENI (18-BM-48)** during the period 2020 - 2021 of thier research in the Department of Business Administration at Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, under our 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.



DECLARATION

I, **P.GOKULASUNDARI (18-BM-39) & K.KRISHNAVENI (18-BM-48)** hereby declare that the project titled, “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING(With Special Reference to 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 and independent research work done by us during the period 2020 – 2021, under the Supervision and Guidance of, **Ms.R.SINDHUJA** 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.

P. Gokulasundari
K. Krishnaveni

Signature of the Candidate

**A STUDY ON CUSTOMER SATISFACTION TOWARDS NEWSPAPER
- WITH SPECIAL REFERENCE TO POLLACHI TALUK**

PROJECT REPORT

Submitted by

N. GOWRIMANGAYARKARASI (18-BM-40)

S.A. MADHUMITHA (18-BM-50)

*A Project report submitted in partial fulfillment of the requirements
for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

of Bharathiar University

