

A STUDY ON CONSUMERS BRAND PREFERENCE TOWARDS COSMETIC PRODUCTS

A Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli
in partial fulfilment of the requirements for the award of the degree of

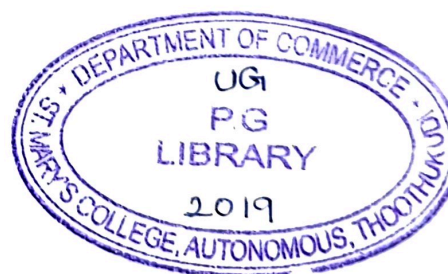
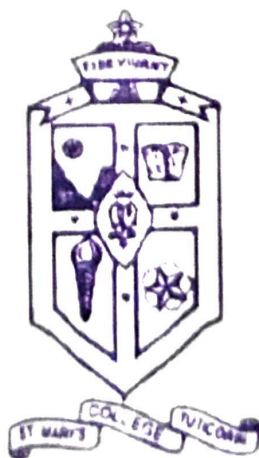
BACHELOR OF COMMERCE

Submitted By

NAME	REGISTER NO.
R. Kausalya	16AUCO23
M. Maheshwari	16AUCO25
B. Robina	16AUCO47
A. Macmila	16AUCO24
S. Grace Teena	16AUCO12

Under the supervision and guidance of

Ms. S. Chris Roshal M.Com., M.Phil.



PG & Research Department of Commerce
St.Mary's College (Autonomous)
Re-Accredited with 'A' Grade by NAAC
Thoothukudi
March - 2019

Ms. S. Chris Roshal M.Com., M.Phil.

Assistant Professor of Commerce

St.Mary's College (Autonomous)

Thoothukudi - 628 001

CERTIFICATE

This is to certify that the project entitled "**A study on consumers brand preference towards cosmetic products**" is submitted by the candidates R. Kausalya, M. Maheshwari, B. Robina, A. Macmila and S. Grace Teena in partial fulfilment of the requirements for the degree of **Bachelor of Commerce to St.Mary's College (Autonomous) Thoothukudi**, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 29.03.2019

P. Jeyaselvi

Head of the Department

Chris Roshal. S.

Faculty Guide

P. Jeyaselvi

Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001

Lucia Rose

Principal

St. Mary's College (Autonomous)
Thoothukudi - 628 001.

A. Kanakaselvi
External Examiner 5/4/19



DECLARATION

We hereby state that the project entitled **“A study on consumers brand preference towards cosmetic products”** submitted to St.Mary’s College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 29.03.2019

The Group

1. R. Kaulbarya
2. NT. Ntateshucui
3. B. Robina
4. A. Macmila.
5. S. Grace Teona

Chir Poshel. S.
Counter Signed

(Guide)

ACKNOWLEDEMENT

Thanks is a small word filled with heartfelt gratitude. We acknowledge the abundant blessings and grace of God, Almighty who has always been our source of energy and knowledge.

We extend our special thanks and gratitude to our Principal **Dr. Sr. A. S. J. Lucia Rose M.Sc., M.Phil., PGDCA, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is our real pleasure to extend our thanks to our Head of the Department and Associate Professor of Commerce **Mrs. P. JEYASELVI** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Ms. Chris Roshal, Assistant Professor, Department of Commerce, St. Mary's College (AUTONOMOUS), Thoothukudi**, for her excellent guidance and continuous effort taken to complete my project work successfully.

Last but not least, we record our sincere thanks to our parents and friends for their encouragement during the work.

-The group

**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS
BATA PRODUCTS**

A Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

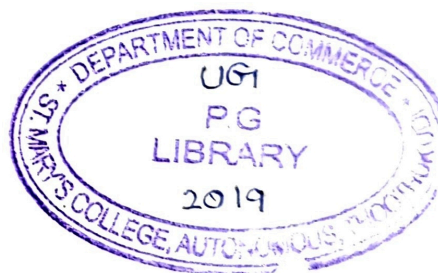
NAME

REGISTER NUMBER

1. MARIA ANUBA.J	16AUCO28
2. DHANA SELVI.G	16AUCO10
3. PON PATHIRAKALI.K	16AUCO41
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Under the Supervision and Guidance of

MS.R.JENIFER TRINNA. M Com., M.Phil., MBA



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE [AUTONOMOUS]

Re-Accredited with 'A' Grade by NAAC

Thoothukudi-628001

MARCH-2019

MS.R.JENIFER TRINNA,M.com.,M.Phil.,MBA

Assistant Professor of commerce.

St. Mary's College (Autonomous),

Thoothukudi-628001.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMERS' SATISFACTION TOWARDS BATA PRODUCTS" submitted by the candidates, in partial fulfilment of the requirements for the Degree of **Bachelor of Commerce** to St. Mary's College (Autonomous), Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 29.03.19


Head of the Department


P. Jeyaselvi

Head & Associate Professor

Department of Commerce

St. Mary's College (Autonomous)

Thoothukudi - 628 001



Faculty Guide



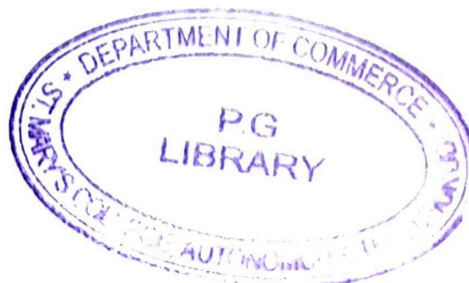
Principal

St. Mary's College (Autonomous)

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External Examiner

5/4/19



DECLARATION

We hereby state that the project entitled "A STUDY ON CUSTOMERS' SATISFACTION TOWARDS BATA PRODUCTS" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: THOOTHUKUDI

Date: 29.03.2019

The Group

1. Maria Anubaj
2. Akana Selvi G
3. Pon Pathirakali. K
4. Shunmugavadivu. R
5. R. Silvia



Counter Signed

(Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. We express our heartfelt thanks to God Almighty for showing his blessings on us for the successful completion of the project.

We also extend our special thanks and gratitude to our Principal **Dr.Sr.A.S.J. LUCIA ROSE M.Sc., M.Phil., PGDCA., Ph.D.** for her support and encouragement.

It gives us immense pleasure to thank our Head of the Department and Associate Professor of Commerce **Mrs.P.JEYASELVI M.Com**, for the excellent guidance and continuous effort taken by her to complete our project work successfully.

We express our deepest sense of gratitude to our guide **Ms. R. JENIFER TRINNA M.Com., M.Phil., MBA .Assistant Professor, Department of commerce, St.Mary's College (AUTONOMOUS), Thoothukudi**, for her excellent guidance and continuous effort taken to complete my project work successfully.

We also thank our department staff members for their support and encouragement.

Last but not the least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

-The Group

A STUDY ON THE PAYMENT SERVICE PAYTM

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli in partial
fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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Under the supervision and guidance of

Mrs. A.AMORA, M.Com. M.Phil, SET.,



PG& RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS) Thoothukudi

(Re-accredited with "A" grade by NAAC)

March- 2019

Mrs. A.AMORA, M.Com. M.Phil, SET.

Assistant Professor, Department of Commerce,

St. Mary's College (Autonomous)

Thoothukudi - 628001.

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON THE PAYMENT SERVICE PAYTM"** submitted by the candidates, **Minmini.S, Daffini.J Fernando, Rejoice.J, Reshma.M, Maria Pabiyola.K**, in partial fulfillment of the requirements for the degree of **Bachelor of Commerce** to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision

Place : Thoothukudi

Date : 28.03.2019

R. Jayaselvi

Head of the Department

**Head & Associate Professor
Department of Commerce
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A. Amora

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A. Kanchan

External Examiner 5/4/2019

Lucia Rose

Principal

**St. Mary's College (Autonomous),
Thoothukudi - 628 001.**



DECLARATION

We hereby state the project entitled "A STUDY ON THE PAYMENT SERVICE PAYTM" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 28.03.2019

The Group

1. *S. Minmini*
2. *J. Daffni fdo.*
3. *J. Ripice*
4. *M. Reshma*
5. *K. Maria Pabiyola*

A. Anon.

[Counter signed]

(Guide)

ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God Almighty who has been our source of energy and knowledge.

We extend our special thanks to our **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** Principal, for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs. J.Jeya Selvi M.Com,** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. A.AMORA, M.Com. M.Phil, Assistant Professor, Department of Commerce,** for the excellent and the untiring guidance throughout the entire process of completing our project.

Finally, we record our sincere thanks to our parents and friends for their encouragement during the work.

- THE GROUP

**CUSTOMERS' SATISFACTION TOWARDS THE SERVICES PROVIDED BY STATE
BANK OF INDIA IN THOOTHUKUDI DISTRICT**

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

NAME

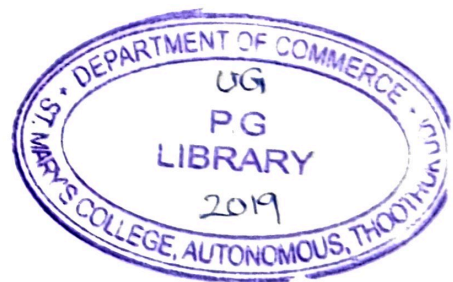
REGISTER NO

1. NIVEDHA FERNANDO.L
2. P.MARY SIYONA SELSIYA
3. S.PAVITHRA
4. P.MUTHU LAKSHMI
5. I.NIVETHA

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Under the supervision and guidance of

Mrs. R.JENIFER TRINNA, M.Com. M. Phil, MBA.



PG and RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with "A" Grade by NAAC

Thoothukudi

March 2019

Mrs. R.JENIFER TRINA, M.Com., M.Phil.,MBA.

Assistant Professor of Commerce,

St.Mary's College (Autonomous)

Thoothukudi -628001.

CERTIFICATE

This is to certify that the project entitled **"CUSTOMER SATISFACTION TOWARDS THE SERVICES PROVIDED BY STATE BANK OF INDIA IN THOOTHUKUDI DISTRICT"** submitted by the candidates, **Nivedha Fernando, L.P.Mary Siyona Selsiya, S.Pavthira, P.Muthu Lakshmi, I.Nivetha** in partial fulfillment of the requirements for the degree of **Bachelor of Commerce** to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision.

Place : Thoothukudi

Date : 29.03.2019

P. Jayaselvi

Head of the Department

Jenifer Trina R

Faculty Guide

P. Jayaselvi

Head / Associate Professor

Department of Commerce

St. Mary's College (Autonomous)

Thoothukudi - 628 001

Lucia Rose

Principal

St. Mary's College (Autonomous)

Thoothukudi - 628 001

G. Kamali Selvi

External Examiner

5/4/2019

DECLARATION

We hereby state the project entitled "CUSTOMER SATISFACTION TOWARDS THE SERVICE PROVIDED BY STATE BANK OF INDIA IN THOOTHUKUDI DISTRICT" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 29.03.2019

The Group

1. Nivedha Fernando. L.
2. Mary siyona sel/siya. P
3. Pavithra. S
4. Muthu lakshmi. P
5. Niveetha I.

Penelope Pereira
Counter signed

(Guide)

ACKNOWLEDGEMENT

Thanks are a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil,Ph.D.** for here support and encouragement

We wish to convey our profound gratitude to thank our head of the department **Mrs. J.Jeyaselvi M.Com** for her encouragement and guidance.

It gives us immense pleasure to thank our esteemed guide **Mrs. R.JENIFER TRINA, M.Com. M.Phil,MBA,Assitant Professor, Department of Commerce, St. Mary's College (Autonomous),Thoothukudi,**

For the excellent guidance and continous effort taken by her to complete the project work successfully.

We also thank our other department staffs for their support and encouragement.

Last but not least, we thank our parent and friends for their moral support and encouragement in bringing out this project a successful one.

-THE GROUP

**A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS
SENSODYNE PRODUCTS**

**A project report submitted to
ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**Affiliated to
Manonmaniam Sundaranar University, Tirunelveli
in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE**

Submitted by

Names	Register No.
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M.Geerthika	16AUCO11
G.Jenifer clara	16AUCO19
S.Pavithra	16AUCO39
M.Saratha	16AUCO54

**Under the supervision and guidance of
Ms.S .CHRIS ROSHAL, M.Com., M.Phil.**



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (Autonomous)

Re – accredited with "A" Grade by NAAC

Thoothukudi-628001

March 2019

MS. S. CHRIS ROSHAL, M.Com., M.Phil
Assistant Professor of Commerce,
St. Mary's college (Autonomous),
Thoothukudi - 628001.

CERTIFICATE

This is certify that the project entitled "A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS SENSODYNE PRODUCTS" is submitted by the candidates X.Antony Francis Infanta, M.Geerthika, G.Jenifer Clara, S.Pavithra and M.Saratha in partial fulfillment of the requirement for the degree of "BACHELOR OF COMMERCE" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by them during the period of their study under my guidance and supervision.


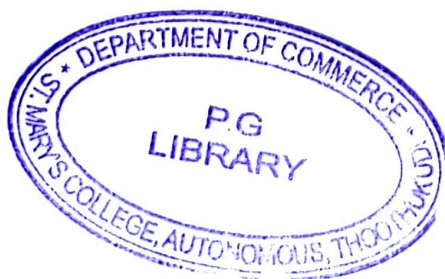
Place: Thoothukudi

Date: 29.03.2019



Head of the Department

P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001


Faculty guide
External Examiner 5/4/2019
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001

DECLARATION

We hereby state that the project entitled "A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS SENSODYNE PRODUCTS" is submitted to St. Mary's college (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of "Bachelor of Commerce" is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 29.03.2019

The Group

1. X. Antony Francis Infanta.
2. M. Geerthika
3. G. Jenifer Clara.
4. S. Pavithra
5. M. Saratha.

Chris Roshal. S.

Counter signed

(FACULTY GUIDE)

ACKNOWLEDEMENT

Thanks is a small word filled with heartfelt gratitude. We acknowledge the abundant blessings and grace of God, Almighty who has always been our source of energy and knowledge.

We extend our special thanks and gratitude to our Principal **Dr. Sr. A. S. J. Lucia Rose M.Sc., M.Phil., PGDCA, Ph.D.** for her constant encouragement and blessings for doing this work successfully.

It is our real pleasure to extend our thanks to our Head of the Department and Associate Professor of Commerce **Mrs. P. JEYASELVI** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Ms. Chris Roshal, Assistant Professor, Department of Commerce, St. Mary's College (AUTONOMOUS), Thoothukudi**, for her excellent guidance and continuous effort taken to complete our project work successfully.

Last but not the least, we record our sincere thanks to our parents and friends for their encouragement during the work.

- The group

**COMPARATIVE STUDY ON CONSUMERS BEHAVIOUR TOWARDS
ROYAL ENFIELD AND KTM IN THOOTHUKUDI DISTRICT**

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

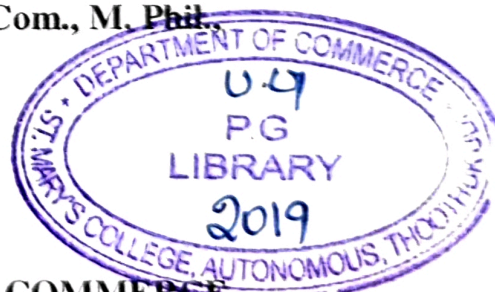
BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NO
1. P. ANTONY MARIA GAYATHRI	16AUCO02
2. S. CARLIN	16AUCO07
3. J. INFENTINA	16AUCO15
4. P.MARIA SELVA AJITHA	16AUCO31
5. A.VICTORIA NANCY	16AUCO65
6. J. SOUMIAH	16SUCG51

Under the supervision and guidance of

Mrs. A. INDRA REFLINE MISSIER, M.Com., M. Phil.



PG and RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with "A" Grade by NAAC

Thoothukudi

March 2019

Mrs. A. INDRA REFLINE MISSIER, M.Com., M.Phil.,

Assistant Professor of Commerce,

St.Mary's College (Autonomous)

Thoothukudi -628001.

CERTIFICATE

This is to certify that the project entitled **“COMPARATIVE STUDY ON CONSUMERS BEHAVIOUR TOWARDS ROYAL ENFIELD AND KTM IN THOOTHUKUDI DISTRICT”** is submitted by the candidates, **P. Antony Maria Gayathri , S. Carlin , J. Infentina , P. Maria Selva Ajitha , A. Victoria Nancy , J. Soumiah** in partial fulfillment of the requirements for the degree of **Bachelor of Commerce** to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision.

Place : Thoothukudi

Date : 28.03.2019

P. Jeyaselvi

Head of the Department

P. Jeyaselvi

Head & Associate Professor

Department of Commerce

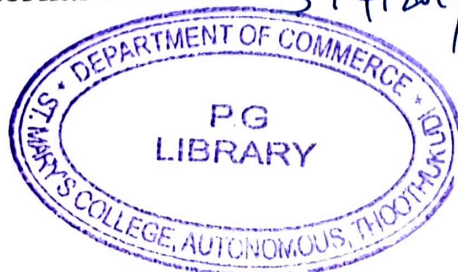
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Thoothukudi - 628 001

A. Indra Repline Missier

Faculty Guide

C. Kamale Selvi
External Examiner 5/4/2019



Lucia Rose

Principal

St. Mary's College (Autonomous)

Thoothukudi - 628 001.

DECLARATION

We hereby state the project entitled "COMPARATIVE STUDY ON CONSUMERS BEHAVIOUR TOWARDS ROYAL ENFIELD AND KTM IN THOOTHUKUDI DISTRICT" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 28.03.2019

The Group

1. P. Antony Maria Gayathri.
2. S. Carlin
3. J. Infantina
4. P. Maria Selva Ajitha.
5. A. Victoria Nancy.
6. J. Soumiah

A. Andia Refline Missier.

Counter signed

(Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our Principal **Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M. Phil., Ph.D.**, for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Associate Professor of commerce **Mrs. P. Jeya Selvi M.Com.**, of Commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. A. INDRA REFLINE MISSIER, M.Com., M.Phil., Assistant Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi**, for her excellent guidance and continuous effort taken to complete the project work successfully.

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

-THE GROUP

**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS
NIPPON PAINT**

Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli
in partial fulfilment of the requirements for the award of the degree of

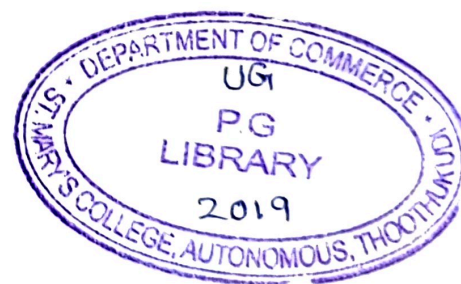
BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NUMBER
1. K.BASHIRIYA BENAZIR.	16AUCO04
2. D.JEFRINA RAYEN.	16AUCO18
3. K.MARIA GRASY DIRANA.	16AUCO29
4. A.GOWSALYA DEVI.	16SUCG17
5. J.STEEPA.	16SUCG52

Under the Supervision and Guidance of

MRS.P.JEYASELVI. M Com.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE [AUTONOMOUS]

Re-Accredited with 'A' Grade by NAAC

Thoothukudi-628001

March 2019

Mrs. P. JEYASELVI M.com.,
Head and Associate Professor,
Department of Commerce,
St. Mary's College (Autonomous),
Thoothukudi-628001.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMERS' SATISFACTION TOWARDS NIPPON PAINT" submitted by the candidates, k. Bashiriya Benazir, D. Jefrina Rayen, K. Maria Grasy Dirana, A. Gowsalya Devi, J. Steepa in partial fulfilment of the requirements for the Degree of Bachelor of Commerce to St. Mary's College (Autonomous), Tuticorin, affiliated to Manonmaniam Sundaranar University, Tirunelveli is work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 28.03.2019

P. Jeyaselvi

Head of the Department

P. Jeyaselvi

Head & Associate Professor

Department of Commerce

St. Mary's College (Autonomous)

Thoothukudi - 628 001

P. Jeyaselvi

Faculty Guide

Lucia Rose

Principal

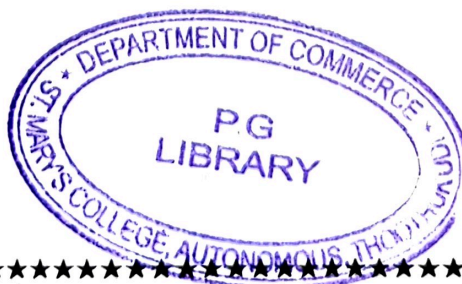
St. Mary's College (Autonomous)

Thoothukudi - 628 001.

A. Kamal Selvi

External Examiner

5/4/2019



DECLARATION


We hereby state that the project entitled "A STUDY ON CUSTOMERS' SATISFACTION TOWARDS NIPPON PAINT" submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place : THOOTHUKUDI

Date : 28.03.2019

The Group

1. K. Bashirupa Benazir
2. D. Jafina Rayen
3. K. Maria Ursula Diana
4. A. Gousalya Devi
5. J. Steepa


Counter Signed (Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showing his blessings on us for the successful completion of the project.

We also extend our special thanks and gratitude to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., M.Phil., PGDCA., Ph.D.** for her support and encouragement.

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-THE GROUP

A STUDY ON SOCIAL MEDIA MARKETING WITH SPECIFIC REFERENCE TO WHATSAPP

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli, in partial
fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NUMBER
Clemencia. P	16AUC008
Berthin. J	16AUC005
Sajeena Shaulin. S	16AUC052
Saranya. A	16AUC053
Then Tamil Thendral. V	16AUC063

Under the supervision and guidance of

Mrs. D. DAISY BAI M.Com. M.Phil.



PG & RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A" grade by NAAC

Thoothukudi.

March- 2019

Mrs. D. DAISY BAI M.Com, M.Phil.

Associate Professor of Commerce,

St. Mary's College (Autonomous),

Thoothukudi -628001.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON SOCIAL MEDIA MARKETING WITH SPECIFIC REFERENCE TO WHATSAPP" submitted by the candidates, P. Clemencia, J. Berthin, S. Sajeena Shaulin, A. Saranya, and V. Then Tamil Thendral, in partial fulfillment of the requirements for the degree of "Bachelor of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by them during the period of their study under my guidance and supervision.

Place : Thoothukudi

Date : 29.03.2019

P. Jeyaselvi

Head of the Department

P. Jeyaselvi

Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001

Daisy Bai
Faculty Guide

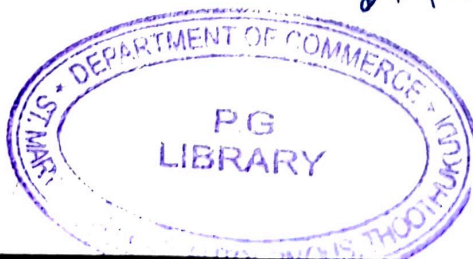
A. Kamal Selvi

External Examiner

5/4/2019

Lucia Rose
Principal

St. Mary's College (Autonomous)
Thoothukudi - 628 001.



DECLARATION

We hereby state that the project entitled "A STUDY ON SOCIAL MEDIA MARKETING WITH SPECIFIC REFERENCE TO WHATSAPP" submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Bachelor of Commerce** is our unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 29.03.2019

The Group

1. P. Clemencia
2. J. Berthin
3. S. Sajeena
Shaulin
4. A. Saranya.
5. V. Then Thamil
Thendral


Counter signed

(Guide)

ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of **GOD Almighty** who has been our source of energy and knowledge.

We extend our sincere thanks to **Dr.Sr.A.S.J. Lucia Rose** M.Sc., PGDCA, M. Phil, Ph.D. Principal, **St.Mary's College (Autonomous) Thoothukudi**, for the constant support, encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to Head of the department of Commerce **Mrs. J.Jeya selvi M.Com.** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. D. DAISY BAI, M.Com., M.Phil.** Associate Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally we record our sincere thanks to our parents and friends for their encouragement during the work.

With deep sense of gratitude, we thank all those who have responded whole heartedly to complete our project.

-THE GROUP

A STUDY ON CUSTOMER SATISFACTION TOWARDS INDIAN TERRAIN BRAND IN THOOTHUKUDI DISTRICT

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements

for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

Names

Register No.

J. Hebzibha Gnanalet

16AUC013

M. Antony Priya

16AUC003

A. Maheswari

16AUC026

C. Manimala

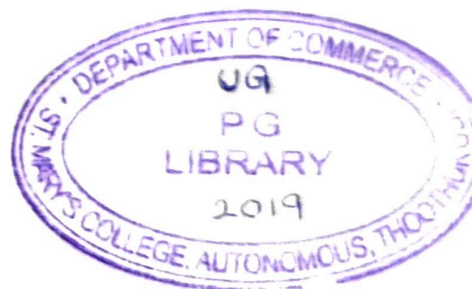
16AUC027

F. Queen Roke Jenifer

16AUC043

Under the supervision and guidance of

Mrs. A. INDRA REFLINE MISSIER, M.Com., M.Phil.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (Autonomous)

Re – accredited with “A” Grade by NAAC

Thoothukudi-628001

Mrs. A. INDRA REFLINE MISSIER, M.Com., M.Phil.

Assistant Professor of Commerce,

St. Mary's college (Autonomous)

Thoothukudi - 628001.

CERTIFICATE

This is certify that the project entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS INDIAN TERRAIN BRAND IN THOOTHUKUDI DISTRICT"** is submitted by the candidates, J. Hebzibha Gnanalet, M. Antony Priya A. Maheswari, C. Manimala, F. Queen Roke Jenifer in partial fulfilment of the requirements for the degree of **"BACHELOR OF COMMERCE"** to **ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI**, affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 28.03.2019

A. Jeyaselvi

Head of the Department

P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001

A. India Refline Missier

Faculty guide

A. Kamal Selvi
External Examiner 5/4/2019



Lucia Rose

Principal
St. Mary's College (Autonomous),
Thoothukudi - 628 001.

DECLARATION

We hereby state that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS INDIAN TERRAIN BRAND IN THOOTHUKUDI DISTRICT" is submitted to St. Mary's college (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar university, Tirunelveli, for the award of the degree of "Bachelor of Commerce" is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 28.03.2019

The Group

1. J. Hebzibha Gnanalet.
2. M. Antony Priya
3. A. Maheswari.
4. C. Manimala
5. F. Queen Roke Jennifer

A. Indira Refline Missier.

Counter signed

(FACULTY GUIDE)

ACKNOWLEDEMENT

Thanks is a small word filled with heartfelt gratitude. We acknowledge the abundant blessings and grace of God, Almighty who has always been our source of energy and knowledge.

We extend our special thanks and gratitude to our Principal **Dr. Sr. A. S. J. LuciaRose M.Sc., M.Phil., PGDCA, Ph.D.** for her constant encouragement and blessings for doing this work successfully.

It is our real pleasure to extend our thanks to our Head of the Department and Associate Professor of Commerce **Mrs. P. Jeyaselvi M.Com.,** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. A. Indra Refline Misser M.Com., M.Phil., Assistant Professor, Department of Commerce, St. Mary's College (AUTONOMOUS), Thoothukudi,** for her excellent guidance and continuous effort taken to complete my project work successfully.

Last but not least, we record our sincere thanks to our parents and friends for their encouragement during the work.

- **The group**

**A STUDY ON CONSUMER PREFERENCE TOWARDS RECKITT
BENCKISER FMCG IN THOOTHUKUDI DISTRICT**

A Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

NAME

REGISTER NUMBER

A. Jesu Antony Caro

16AUCO20

A. Julie Ann

16AUCO21

K. Karpagam

16AUCO22

K. Nikitha

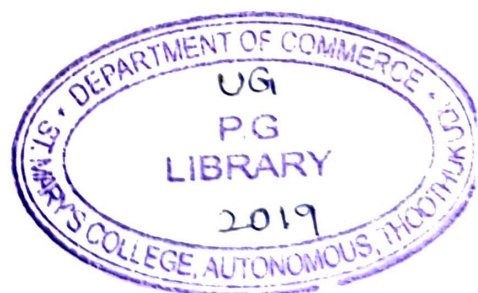
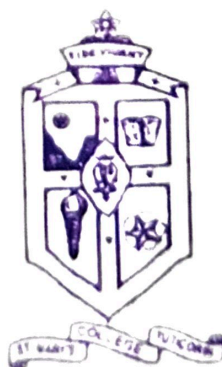
16AUCO37

M. Thanalakshmi

16AUCO62

Under the Supervision and Guidance of

Mrs. P. BANUMATHI, M.Com., M.Phil.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE [AUTONOMOUS]

Re-Accredited with 'A' Grade by NAAC

Thoothukudi-628001

March 2019

Mrs. P. BANUMATHI, M.Com, M.Phil.

Assistant Professor of Commerce,

St. Mary's College (Autonomous)

Thoothukudi - 628001.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS RECKITT BENCKISER FMCG IN THOOTHUKUDI DISTRICT" is submitted by the candidates, Jesu Antony Caro. A, Julie Ann. A, Karpagam. K, Nikitha. K, Thanalakshmi. M in partial fulfilment of the requirement for the degree of Bachelor of Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 29.03.2019

P. Jeyaselvi
Head of the Department

Banumathi
Faculty guide

P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001

E. Kanakalakshmi
External Examiner

Lucia Rose
Principal

St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DECLARATION

We hereby state that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS RECKITT BENCKISER FMCG IN THOOTHUKUDI DISTRICT" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of "Bachelor of Commerce" is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place : THOOTHUKUDI

Date : 29.03.2019

The Group

1. A. Jesu Antony Carey
2. A. Julie Ann
3. K. Kaapagam
4. K. Nikitha
5. M. Thana lakshmi



Counter Signed (Guide)

ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God. Almighty who has always been our source of energy and knowledge.

We extend our sincere thanks to **Dr. Sr. A.S.J. Lucia Rose M.Sc., M.Phil., PGDCA, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department **Mrs. J. Jeyaselvi M.Com** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. P. Banumathi, Assistant Professor, Department of Commerce, St. Mary's College (AUTONOMOUS), Thoothukudi**, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally, We record our sincere thanks to our parents and friends for their encouragement during the work.

With deep sense of gratitude, We thank all those who have responded wholeheartedly to complete our project.

- The group

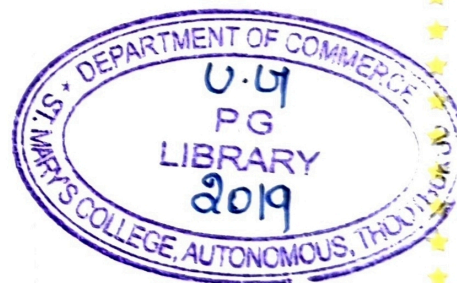
SOCIO-ECONOMIC CONDITIONS OF TAILORS IN PUTHIAMPUTHUR, TUTICORIN (Dt)

*A Project Report Submitted in partial fulfilment of the requirement for the degree of
Bachelor of Commerce to the Manonmaniam Sundaranar University.*

Submitted by

C.MARIA SELVAM	(16AUCO32)
P.MARIA JEROPIYA	(16AUCO30)
P.RAJA RATHNA	(16AUCO44)
A.SNEGHA KAMALESWARI	(16AUCO59)
S.VISALATCHI	(16AUCO70)

**Under the Supervision and Guidance of
Ms. ELIZABETH JAMES M.Com., M.Phil.**



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE [AUTONOMOUS]

Reaccredited with "A" Grade by NAAC

Tuticorin- 628001.

2018 -2019.

Ms. Elizabeth James, M. Com., M. Phil.,

Associate Professor in Commerce,

St. Mary's College (Autonomous)

Tuticorin- 628 001

CERTIFICATE

This is to certify that the project entitled “ **Socio-Economic conditions of tailors in Puthiamputhur, Tuticorin District**” Submitted by the candidates in partial fulfillment of the requirements for the degree of **Bachelor of Commerce of Manonmanium Sundaranar University** is done by them during the period of their study, under my guidance and supervision.

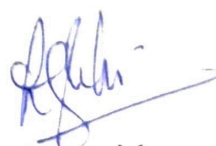
Place: Tuticorin

Date: 29.3.2019

P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001


Head of the Department


External Examiner 5/4/2019


Faculty guide


Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DECLARATION

We hereby declare that the project entitled "**Socio-Economic conditions of tailors in Puthiamputhur, Tuticorin District**" submitted for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Tuticorin

Date: 29. 3. 2019.

The group,

1. C. Mariaselvam ..
2. P. Maria Jeropiya.
3. P. Rajarathna.
4. A. Sneha Kamaleswari
5. Visalatchi's


Countersigned

THE GROUP

ACKNOWLEDGEMENT

At the outset, we express our heartfelt thanks to **God Almighty** for showing his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our principal **Dr. Sr. A.S.J. Lucia Rose M. Sc., M. Phil, PGDCA, Ph. D.** for her support and encouragement.

We wish to convey our professional gratitude to our Head of the Department **Mrs. P. Jeyaselvi M.Com.,** for her encouragement and guidance.

It gives us immense pleasure to thank our esteemed guide **Mrs. Elizabeth James M.Com., M. Phil,** for the excellent guidance and continuous effect by her to complete our project work successfully.

We also thank our department staff for their support and encouragement.

We express our special thanks to **Mr. Senthilganesh** (Tailor in puthiamputhur) for his support to complete my project work successfully.

Last but not the least we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

- **THE GROUP**

CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAMS

IN THOOTHUKUDI DISTRICT

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

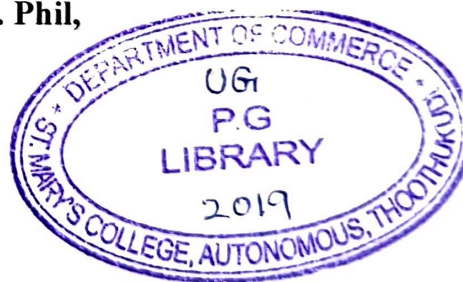
BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NO
1. R.SAHAYA RINALDI FERNANDO	16AUCO51
2. S.JANET GOLDA PEARLCY	16AUCO17
3. S.RUHI RUKSHANA	16AUCO48
4. S.THERES DAYANA	16AUCO64
5. S.MANCHULA DEVI	16AUCO71

Under the supervision and guidance of

Mrs. A. AMORA, M.Com. M. Phil,



PG and RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with "A" Grade by NAAC

Thoothukudi

March 2019

Mrs. A. AMORA, M.Com. M.Phil

Assistant Professor of Commerce,

St.Mary's College (Autonomous)

Thoothukudi -628001.

CERTIFICATE


This is to certify that the project entitled **"CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAMS IN THOOTHUKUDI DISTRICT"** submitted by the candidates, **R.Sahaya Rinaldi Fernando, S.Janet Golda Pearley, S.Ruhi Rukshana, S.Theres Dayana, S.Manchula Devi** in partial fulfillment of the requirements for the degree of **Bachelor of Commerce** to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision.

Place : Thoothukudi

Date : 28/03/2019



Head of the Department
P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001



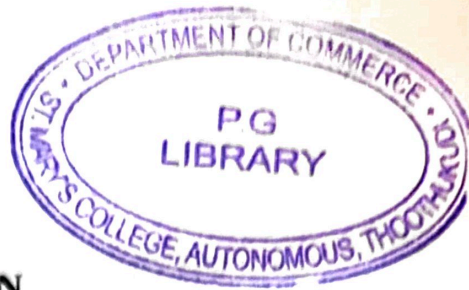
Faculty Guide



Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.



External Examiner 5/4/2019



DECLARATION

We hereby state the project entitled "CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAMS IN THOOTHUKUDI DISTRICT" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 28/03/2019

The Group

1. R. Rinaldi Fdo
2. S. Golda Pearley
3. S. Rutki Rukshana
4. S. Theres Dayana
5. Q. Marchula Derf.

A. Anon

Counter signed

(Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, M. Phil, Ph.D.** for her support and encouragement

We wish to convey our profound gratitude to thank our head of the department **Mrs.P.Jeya Selvi M.Com** for her encouragement and guidance.

It gives us immense pleasure to thank our esteemed guide **Mrs.A.Amora, M.Com. M.Phil, Assitant Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi,**

For the excellent guidance and continous effective taken by her to complete the project work successfully.

We also thank our other department staffs for their support and encouragement.

Last but not least, we thank our parent and friends for their moral support and encouragement in bringing out this project a successful one.

-THE GROUP

A STUDY ON THE CUSTOMERS' PREFERENCE TOWARDS BRITANNIA PRODUCTS

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli

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

BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NUMBER
Sharu Lekha.G	16AUCO55
Infanta Motha.T	16AUCO14
Praba Shamili.A	16AUCO42
Sherina.B	16AUCO56
Snowlin.J	16AUCO60

Under the supervision and guidance of

Dr.FERNANDO ALEXANDERIA,



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A" grade by NAAC

Thoothukudi

March- 2019

Dr. Fernando Alexanderia,
Associate Professor of Commerce,
St. Mary's College (Autonomous)
Thoothukudi - 628001.

CERTIFICATE


This is to certify that the project entitled "A STUDY ON THE CUSTOMERS' PREFERENCE TOWARDS BRITANNIA PRODUCTS" submitted by the candidates SharuLekha.G, InfantaMotha.T, PrabaShamili.A, Sherina. B, Snowlin.J, in partial fulfillment of the requirements for the degree of "Bachelor of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to ManonmaniamSundaranar University, Tirunelveli, is a work done by them during the period of their study, under my guidance and supervision.

Place: Thoothukudi

Date: 29 - 03 - 2019


Head of the Department

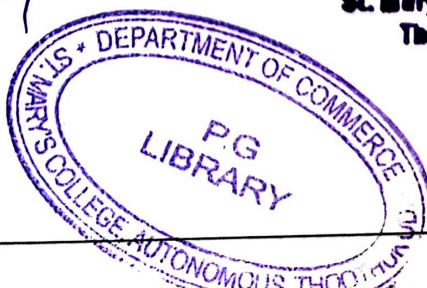
P. Jeyaselvi
Head & Associate Professor
Department of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001


Faculty Guide


External Examiner

5/4/2019


Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.



DECLARATION


We hereby state that the project entitled "A STUDY ON THE CUSTOMERS' PREFERENCE TOWARDS BRITANNIA PRODUCTS" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Bachelor of Commerce is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 29-03-2019

Group

1. G. Sharu Lekha
2. T. Infanta Motha
3. A. Praba Shanili
4. B. Sherina
5. J. Snowlin


Counter signed

(Guide)

ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God Almighty who has always been our source of energy and knowledge.

We extend our sincere thanks to **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** Principal, **St. Mary's College (Autonomous) Thoothukudi**, for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs. J.JeyaSelvi, M.Com**, for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Dr. Fernando Alexandria**, Associate Professor, Department of Commerce, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally, we record our sincere thanks to our parents and friends for their encouragement during the work.

With deep sense of gratitude, we thank all those who have responded whole heartedly to complete our project.

-The Group