

**A STUDY ON RISING SELECTED TRANSPRENEUR**  
(With special references to tamilnadu)

Project submitted to Department of BBA

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted By**

**NAMES**

**REGISTER NO.**

A. Akshal

16SUBA01

E. Maria Stepna Nancy

16SUBA20

R. Nichothemu Arunya

16SUBA26

D. Perciyal

16SUBA29

K. Toshiba Elolia

16SUBA47

Under the guidance of

**MS. S. GAYATHRI MBA, MHRM, M.Phil. SET**

**HEAD & ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ST. MARY'S COLLEGE (AUTONOMOUS)**

**(Re-accredited with 'A' Grade by NAAC)**

**THOOTHUKUDI – 628001**

**MARCH 2019**

## DECLARATION

We hereby declare that the project entitled "A STUDY ON RISING SELECTED TRANSPRENEUR (with special references in tamilnadu), Submitted for the BBA degree is original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Signature of the students,

Place: Thoothukudi

Date: 29.03.2019

1. M. Arif .

2. E. Nancy .

3. R. Arun .

4. D. Poriyal

5. K. Jasira Elola

## CERTIFICATE

It is certificated that this project work entitled "A STUDY ON RISING SELECTED TRANSPRENEUR (with special references in tamilnadu), is submitted to St. Mary's college (Autonomous). Thoothukudi affiliated to MANONMANIAM SUNDARNAR UNIVERSITY, Tirunelveli in partial fulfillment of the requirements for the degree of Bachelor of Business Administration and the work is done during the period Nov 2018-2019 by the following students.

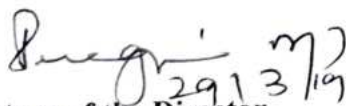
NAMES	REGISTER NO.
A. Akshal	16SUBA01
E. Maria Stepna Nancy	16SUBA20
R. Nichothemu Arunya	16SUBA26
D. Perciyal	16SUBA29
K. Toshiba Elolia	16SUBA47



Signature of the Guide



Signature of the Head of Department



Signature of the Director

Director

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



Signature of the Principal

Principal

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



Signature of the Examiner

V. GOPALAKRISHNAN M.Com., M.B.A., M.Phil., PGDMM, SET,

V. GOPALAKRISHNAN M.Com., M.B.A., M.Phil., PGDMM, SET,  
HEAD & ASSISTANT PROFESSOR  
Dept of Business Administration  
Kamaraj College, Tuticorin

**AN EMPIRICAL STUDY ON PERFORMANCE OF EVENT  
MANAGEMENT (with special reference to selected corporation in South  
Tamilnadu)**

Project submitted to Department of BBA

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI**

In partial fulfillment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

Submitted By

Names	Register No.
ANU DEVADHARSHINI.V	16SUBA02
MARIESWARI.V	16SUBA21
NIVETHA.A	16SUBA27
SANTHANA SARANYA.S	16SUBA34
SUGIRTHA .K	16SUBA39

Under the guidance of

**Mrs. A. MARIA SAHAYA STEFFI B.B.A., M.H.R.M.**

Assistant Professor



Department of Business Administration  
**ST.MARY'S COLLEGE (AUTONOMOUS)**  
(Re-accredited with 'A' Grade by NAAC)

Thoothukudi - 628 001

MARCH (2019)

## DECLARATION

We hereby declare that the project entitled, "AN EMPIRICAL STUDY ON PERFORMANCE OF EVENT MANAGEMENT WITH SPECIAL REFERENCE SELECTED CORPORATION IN SOUTH TAMILNADU" submitted for the B.B.A degree is original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 29.03.2019

Signature of the student

1. V. Anu
2. V. Masigwasi
3. A. Ritha
4. S. Santhana Saranya
5. K. Sulu




## CERTIFICATE

It is certificated that this project work entitled "AN EMPIRICAL STUDY ON EVENT MANAGEMENT (With the special reference to selected corporation in south Tamilnadu)" is submitted to St.Mary's College (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfillment of the requirements for the degree of Bachelor of Business Administration and the work is done during the year 2018-2019 by the following students.

NAMES	REGISTER NO
ANU DEVADHARSHINI.V	16SUBA02
MARIESWARI.V	16SUBA21
NIVETHA.A	16SUBA27
SANTHANA SARANYA.S	16SUBA34
SUGIRTHA.K	16SUBA39

*Maria sahaya stetti. A*  
Signature of the Guide

  
Signature of the H.O.D

  
Signature of the Director

Director

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

  
05/04/19

Signature of the External Examiner

*Lucia Rose*  
Signature of the principal  
Principal  
St. Mary's College (Autonomous)  
Thoothukudi - 628 001.

**V. GOPALAKRISHNAN** M.Com., M.B.A., M.Phil., PGDMM, SET,  
HEAD & ASSISTANT PROFESSOR  
Dept of Business Administration  
Kamaraj College, Tuticorin

**A STUDY ON VIABILITY RATE OF NON-DEGREE HOLDERS**

**(With reference to Thoothukudi)**

Project submitted to Department of Business Administration

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted By**

**NAMES**

**REGISTER NO.**

**ASHILA.B**

**16SUBA03**

**MUTHUVELKANILM**

**16SUBA25**

**SHANMUGAPRIYA.T**

**16SUBA35**

**SIVAPRIYA.S**

**16SUBA38**

**SUNDHARILM**

**16SUBA41**

**Under the guidance of**

**Ms. D. VIJAYALAKSHMI, M.B.A., PH.D.,**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

**ST.MARY'S COLLEGE (AUTONOMOUS)**

**(Re-accredited with 'A' grade by NAAC)**

**THOOTHUKUDI - 628001**

**MARCH - 2019**

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON VIABILITY RATE OF NON-DEGREE HOLDERS WITH REFERENCE TO THOOTHUKUDI" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 29. 03. 2019

Signature of the student

1. B. Ashila
2. M. Muthukrishnan
3. T. Shanmuga Priya
4. S. Siva Priya
5. M. Sundharani



## CERTIFICATE

This is to certify that this project work entitled "A STUDY ON VIABILITY RATE OF NON-DEGREE HOLDERS WITH REFERENCE TO THOOTHUKUDI" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI in partial fulfillment for the award of degree of bachelor of Business Administration and is a work done during the year 2018-2019 by the following students.

### NAMES

### REGISTER NO.

ASHILA.B

16SUBA03

MUTHUVELKANILM

16SUBA25

SHANMUGAPRIYA.T

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SIVAPRIYA.S

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SUNDHARI.M

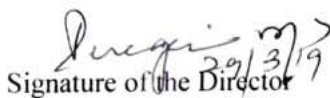
16SUBA41



Signature of the Guide



Signature of the H.O.D



Signature of the Director

Director

Self Supporting Courses

St. Mary's College (Autonomous)

Thoothukudi - 623 001.



Signature of the principal

Principal

St. Mary's College (Autonomous)  
Thoothukudi - 623 001.



Signature of the External Examiner

V. GOPALAKRISHNAN M.Com, M.B.A, M.Phil, PGDMM, SET,

HEAD & ASSISTANT PROFESSOR

Dept of Business Administration

Kamaraj College, Tuticorin

**A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING  
BEHAVIOUR TOWARDS FMCG PRODUCTS**

**(with special reference to thoothukudi consumers)**

A project submitted to Department of BBA

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELLI**

In partial fulfilment of the requirements

for the reward of the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION(SSC)**

**Submitted By**

<b>NAMES</b>	<b>REG. NO</b>
CHRISTEENA MASCARENHAS.A	16SUBA06
INDUMATHI.N	16SUBA11
LAKSHMI PRIYA.S	16SUBA15
MATLIN.S	16SUBA23
TAMILARASI.M	16SUBA42
VIJITHA SELVARATHI.J	16SUBA44

Under the guidance of

**Ms. D. VIJAYALAKSHMI, M.B.A., Ph.D.,**

**Assistant professor of the department.**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ST. MARY'S COLLEGE (AUTONOMOUS)**

**( Reaccredited with 'A' Grade by NAAC)**

**THOOTHUKUDI-628001**

**MARCH 2019**

## CERTIFICATE

This is to certify that this project work entitled "A STUDY ON IMPACT OF CELEBRITY ENDORSMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS WITH SPECIAL REFERENCE TO THOOTHUKUDI CONSUMERS" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to in MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the award of the Degree of Bachelor of Business Administration and is a work done during the year 2018-2019 by the following students.

CHRISTEENA MASCARENHAS.A

16SUBA06

INDUMATHILN

16SUBA11

LAKSHMI PRIYA.S

16SUBA15

MATLIN.S

16SUBA23

TAMIL ARASI.M

16SUBA42

VIJITHA SELVARATHILJ

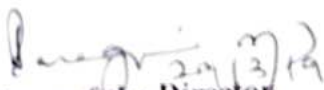
16SUBA44



Signature of the Guide



Signature of H.O.D



Signature of the Director

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



Signature of Principal

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



Signature of the External Examiner

V. GOPALAKRISHNAN M.Com. M.B.A. M.Phil. PGDMM, SET,  
HEAD & ASSISTANT PROFESSOR  
Dept of Business Administration  
Kamaraj College, Tiruchennai

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON IMPACT OF CELEBRITY ENDORSMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS WITH SPECIAL REFERENCE TO THOOTHUKUDI CONSUMERS" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar title.

**Place: Thoothukudi**

**Date:**

**Signature of the students**

1. A. Christeena Mascarenhas.
2. N. Indumathi
3. S. Lakshmi Priya
4. S. Mathin
5. M. Tamilarasi
6. T. Vijitha Belvasathi



**A STUDY ON INDEPENDENT WOMEN ENTREPRENEURS**  
(With special reference to selected women entrepreneurs in Tamil Nadu)

Project submitted to Department of BBA

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted by**

<b>NAMES</b>	<b>REGISTER NO.</b>
<b>DARIKA SONALI. K</b>	<b>16SUBA07</b>
<b>DEEPA. M</b>	<b>16SUBA08</b>
<b>KRISHNAVENI. J</b>	<b>16SUBA14</b>
<b>MARIA SHIRINA. S</b>	<b>16SUBA19</b>
<b>RASHMA RANI. S</b>	<b>16SUBA30</b>
<b>SHINY MESHA DEBHORA. B</b>	<b>16SUBA36</b>

Under the guidance of

**Ms. S. GAYATHRI, MBA. , MHRM. , M. Phil, SET**

**Head & Assistant Professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

**ST. MARY'S COLLEGE (AUTONOMOUS)**

**(Re-accredited with 'A' grade by NAAC)**

**THOOTHUKUDI – 628001**

**MARCH 2019**



## DECLARATION

We hereby declare that the project entitled, "A STUDY ON INDEPENDENT WOMEN ENTREPRENEURS"(with special reference to selected women entrepreneurs in Tamil Nadu) submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 29-03-2019

Signature of the student:

1. Darika Sonali . K .
2. Deepa
3. J. Krishnaveni
4. Maria Shizinaf . S
5. B. Roshini
6. Phiny Mesha Debhora. B

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON INDEPENDENT WOMEN ENTREPRENEURS" (With special reference to selected women entrepreneurs in Tamil Nadu) is submitted to St. Mary's college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment of the requirements for the award of degree of Bachelor of Business Administration, and is a work done during the year 2018-2019 by the following students.

Names	Register No.
K.DarikaSonali.	16SUBA07
M.Deepa	16SUBA08
J.Krishnaveni.	16SUBA14
S.Maria Shirina.	16SUBA19
S. Rashma Rani.	16SUBA30
B. Shiny Mesha Debhora.	16SUBA36



Signature of the Guide:



Signature of the Head of the Department:



Signature of the Director:



Signature of the Principal:

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



Signature of the External Examiner:

V. GOPALAKRISHNAN M.Com., M.B.A., M.Phil., PGDMM., SET.,  
HEAD & ASSISTANT PROFESSOR  
Dept of Business Administration  
Kamaraj College, Tuticorin

**AN EMPIRICAL STUDY ON CHANGING BUYING BEHAVIOUR OF  
WOMEN TOWARDS BOUTIQUE**

**(With special reference to Thoothukudi)**

Project submitted to Department of BBA

**ST.MARY'S COLLEGE(AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY,TIRUNELVELI**

In partial fulfillment of the requirements

For the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted By**

<b>NAMES</b>	<b>REG.NO</b>
K.ELENA	16SUBA09
S.KANAGAVALLI	16SUBA13
M.MAHALAKSHMI	16SUBA17
E.SUMATHI	16SUBA40
K.VIJAYALAKSHMI	16SUBA43

Under the guidance of

**MS. J. MARIA SAHAYA STEFFI, BBA, MHRM.**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION(SSC)**

**ST.MARY'S COLLEGE(AUTONOMOUS)**

**( Reaccredited with 'A' Grade by NACC )**

**THOOTHUKUDI – 628001**

**MARCH-- (2019)**

## DECLARATION

We hereby declare that the project entitled “AN EMPIRICAL STUDY ON CHANGING BUYING BEHAVIOUR OF WOMEN TOWARDS BOUTIQUE” (WITH SPECIAL REFERENCE TO THOOTHUKUDI), Submitted for the BBA degree is original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

**Place:** Thoothukudi

**Date:** 29.03.2019

**Signature of the students,**


1. K. Elena
2. S. Kanagavalli
3. M. Mahalakshmi
4. E. Sumathi
5. K. Vijayalakshmi

## CERTIFICATE

It is certificated that this project work entitled "AN EMPIRICAL STUDY ON CHANGING BUYING BEHAVIOUR OF WOMEN TOWARDS BOUTIQUE" (WITH SPECIAL REFERENCE TO THOOTHUKUDI) is submitted to St. Mary's college(Autonomous). Thoothukudi affiliated to MANONMANIAM SUNDARNAR UNIVERSITY, Tirunelveli in partial fulfillment of the requirements for the degree of Bachelor of Business Administration and the work is done during the year 2016-2019 by the following students.


NAMES	REGISTER .NO
K. Elena	16SUBA09
S. Kanagavalli	16SUBA13
M. Mahalakshmi	16SUBA17
E. Sumathi	16SUBA40
K. Vijayalakshmi	16SUBA43

*Maria sahaya steffia*  
Signature of the Guide

  
Signature of the Head of Department

  
Signature of the Director  
**Director**  
**Self Supporting Courses**  
**St. Mary's College (Autonomous)**  
**Thoothukudi - 628 001.**

  
Signature of the Principal  
**Principal**  
**St. Mary's College (Autonomous)**  
**Thoothukudi - 628 001.**

  
Signature of the Examiner

**V. GOPALAKRISHNAN** B.Com., M.B.A., M.Phil., PGDMM, SET.  
**HEAD & ASSISTANT PROFESSOR**  
**Dept of Business Administration**  
**Kamaraj College, Tuticorin**