

**CUSTOMERS' PREFERENCE AND ATTITUDE TOWARDS E-BANKING  
IN THOOTHUKUDI CITY**

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

| <b>Name</b>             | <b>Register No.</b> |
|-------------------------|---------------------|
| 1.S.Aiswarya            | 17AUCO02            |
| 2.J.Aishwaryaa          | 17AUCO01            |
| 3.V.Amala Shajal Nibiya | 17AUCO03            |
| 4.A.Cruz Lithiya        | 17AUCO12            |
| 5.K.Gaushiki            | 17AUCO17            |

Under the Supervision and Guidance of

**Dr.S.Bulomine Regi**

**Assistant Professor**



**PG and RESEARCH DEPARTMENT OF COMMERCE**

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

**Re-accredited with 'A+' Grade by NAAC**

Thoothukudi

2020

**Dr.S.Bulomine Regi**

**Assistant Professor of Commerce,**

**St. Mary's College (Autonomous),**

**Thoothukudi – 628 001.**

### **CERTIFICATE**

This is to certify that the project entitled “CUSTOMERS’ PREFERENCE AND ATTITUDE TOWARDS E-BANKING IN THOOTHUKUDI CITY” is submitted by the candidates, S.Aiswarya, J.Aishwaryaa, V.Amala Shajal Nibiya, A.Cruz Lithiya, K.Gaushiki in partial fulfilment of the requirements for the degree of **BACHELOR OF COMMERCE** to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaiam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision.

**Place : Thoothukudi**

**Date :**

  
Guide

**Head of the Department**

*Dr. G. Stella Beatrice Nirmala,*

M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D.,

Head and Associate Professor,

Department of Commerce,

St. Mary's College, (Autonomous)

Thoothukudi - 628 001. Tamil Nadu

**External Examiner**

**Principal**

## DECLARATION

We hereby state the project entitled "CUSTOMERS' PREFERENCE AND ATTITUDE TOWARDS E-BANKING IN THOOTHUKUDI CITY" 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:

Signature

S.Aiswarya *S. Aiswarya*  
J.Aishwaryaa *J. Aishwaryaa*  
V.Amala Shajal Nibiya  
A.Cruz Lithiya *A. Cruz Lithiya*  
K.Gaushiki *K. Gaushiki*

## 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 **Rev. Sr. Dr. A.S.J. Lucia Rose** for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Associate Professor of Commerce **Dr. G. Stella Beatrice Nirmala** and the professors of commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Dr. S. Bulomine Regi Assistant Professor of Commerce** and **Mrs. A. Indra Refline Missier, M.Com., M.Phil., MBA, Assistant Professor of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi**, for their 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.

- *S.Aiswarya*

*J.Aishwaryaa*

*V.Amala Shajal Nibiya*

*A.Cruz Lithiya*

*K.Gaushiki*

**A STUDY ON THE CUSTOMERS SATISFACTION TOWARDS  
E-BANKING SERVICES OF STATE BANK OF INDIA**

A Project report submitted to

**ST. MARYS 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 |
|-----------------|-----------------|
| Devi lakshmi. S | 17AUCO15        |
| Joyfina. J      | 17AUCO33        |
| Keerthana. R    | 17AUCO34        |
| Ramalakshmi. M  | 17AUCO55        |
| Rejaka. T       | 17AUCO57        |

Under the Supervision and Guidance of

**Ms.J.AJITHA**



**UG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARYS COLLEGE (AUTONOMOUS)**

Reaccredited with 'A+' Grade by NAAC

Thoothukudi

March- 2020



**Ms.J. Ajitha,**  
**Assistant Professor of Commerce,**  
**St. Marys College (Autonomous)**  
**Thoothukudi - 628001.**

### **CERTIFICATE**

This is to certify that the project entitled "A STUDY ON THE CUSTOMERS SATISFACTION TOWARDS E-BANKING SERVICES OF STATE BANK OF INDIA" submitted by the candidates **Devi Lakshmi.S, Joyfina.J, Keerthana.R, Ramalakshmi.M, Rejaka.T**, 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 their period of study, under my guidance and supervision.

**Place: Thoothukudi**

**Date: 16.09.2020**

*G. Stella Beatrice Nirmala*  
**Head of the Department**

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,  
Head and Associate Professor,  
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Thoothukudi - 628 001. Tamil Nadu

**External Examiner**

*J. Ajitha*  
**Faculty Guide**

*Lucia Rose*  
**Principal**

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

### DECLARATION

We hereby state that the project entitled "A STUDY ON CUSTOMERS SATISFACTION TOWARDS E-BANKING SERVICES OF STATE BANK OF INDIA" submitted to St. Mary's college (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Thirunelveli, 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:**

#### Group

1. S. Devi lakshmi
2. J. Joylina
3. R. keerthana
4. M. Ramalakshmi
5. P. Rejaka

*J. Joylina*

**Counter Signed  
(Faculty 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 special thanks and gratitude to our principal **Dr. Sr. A.S.J. Lucia Rose M.Sc., M. Phil., PGDCA, Ph.D.** Principal, **St. Marys College (Autonomous ) Thoothukudi**, for her constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to our guide Head of the Department and Association Professor of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT**, for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Ms.J. Ajitha M.Com., M.Phil.** , Assistant Professor, Department of commerce for her excellent and untiring guidance throughout the entire process of completing our project work successfully.

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

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

- The Group



# **A STUDY ON MARKETING OF GREEN PRODUCTS AMONG YOUNG CONSUMERS THROUGH SOCIAL MEDIA**

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. |
|--------------------|--------------|
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| 4. D. ANANTA PRIYA | 17AUCO04     |
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Under the supervision and guidance of

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



**PG and RESEARCH DEPARTMENT OF COMMERCE**

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

**(Re-accredited with "A+" Grade by NAAC)**

**Thoothukudi-628 001**

**March 2020**

**Theothukudi - 628001.**

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

## DECLARATION

We hereby state that the project entitled "A STUDY ON MARKETING OF GREEN PRODUCTS AMONG YOUNG CONSUMERS THROUGH SOCIAL MEDIA" 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 and fellowship or other similar titles.

Place: Thoothukudi

Date:

### The Group

1. R. Gomathi
2. S. Geetha
3. B. Rathi Neera
4. D. Ananta Raju
5. P. Thirumala

*A. Anon*  
Counter Signed

(Guide)

## **ACKNOWLEDGEMENT**

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

We also extend our sincere 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.

It is our real pleasure to extend our thanks to the Head of the Department **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** for her encouragement and guidance.

We express our deepest sense of gratitude to our guide **Ms. A. AMORA M.Com., M. Phil., SET, Assistant professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi**, for the excellent and untiring guidance and continuous effort taken by her to complete our project work successfully.

Finally, we thank our family and friends for their moral support and encouragement in bringing out this project a successful one.

**- The Group**



# **A STUDY OF CONSUMER AWARENESS ON E-WALLETS**

A project report submitted to

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

Affiliated To

**ManonmaniamSundaranar University, Tirunelveli** in partial

Fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

Submitted by

**NAME**

**REGISTER NUMBER**

Anusha.J

17AUCO07

Anet Vinnoli.S

17AUCO05

Chrisma.D

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Mary Anto Celina .k

17AUCO40

Angel .J

17AUCO06

Under the supervision and guidance of



**PG&RESEARCH DEPARTMENT OF COMMERCE**

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

Re-accredited with "A<sub>+</sub>" grade by NAAC

Mrs .O .Sony Fernando, 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 OF CONSUMER AWARENESS ON E-WALLETS" submitted by the candidates, Anusha.J, Anet Vinnoli.S, Chrisma.D, Mary Anto Celina.K, Angel.J, 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: 22 . 9 . 20 .



Head of the Department

*Dr. G. Stella Beatrice Nirmala,*

M.Com, M.Phil, M.B.A PGDIT, D.F.A, D.G.T, Ph.D,

Head and Associate Professor,

Department of Commerce,

St. Mary's College, (Autonomous)

Thoothukudi - 628 001, Tamil Nadu

External Examiner



Faculty Guide



Principal

St. Mary's College (Autonomous)

Thoothukudi - 628 001.

## DECLARATION

We hereby state the project entitled "A STUDY OF CONSUMER AWARENESS ON E-WALLETS" 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:**

**The Group**

1. J. Anusha
2. J. Angel
3. D. Chrisna
4. Mary Anto Gline. K
5. S. Anet Vinodli

**[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, MPhil, 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.Dr.G.Stella Beatric Nirmala M.Com.,M.Phil.,Ph.D.,MBA.,DFA.,PGDIT,DGT** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs.O.Sony Fernando , M.Com., M.Phil., Asistant 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**



# **A STUDY ON THE USE OF PLASTIC MONEY IN THOOTHUKUDI**

A Project report submitted to

**ST. MARYS COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**Affiliated to**

Manonmaniam Sundaranar University, Tirunelveli,

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

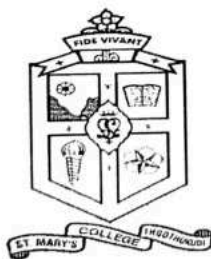
**BACHELOR OF COMMERCE**

Submitted by,

| <b>NAME</b>      | <b>REGISTER NUMBER</b> |
|------------------|------------------------|
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| CESTINSHA. C     | 17AUCO10               |
| NANDHINI. A      | 17AUCO51               |
| NIRMALA DEVI. E  | 17AUCO52               |
| SATHIYA PRIYA. M | 17AUCO62               |

**Under the Supervision and Guidance of**

**Mrs. P. JAYAMARY M.Com. M. Phil., SET (Com) B.Ed., MBA, SET**



**UG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARYS COLLEGE (AUTONOMOUS)**

**Reaccredited with 'A+' Grade by NAAC**

**THOOTHUKUDI-628001**

Mrs. P. JAYAMARY M.Com. M. Phil., SET (Com) B.Ed.,MBA,SET  
Assistant Professor of Commerce,  
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Thoothukudi- 628001.

**CERTIFICATE**

This is to certify that the project entitled "A STUDY ON THE USE OF  
PLASTIC MONEY IN THOOTHUKUDI" submitted by the  
candidates

| NAME             | REGISTER NUMBER |
|------------------|-----------------|
| ANUSHIYA. K      | 17AUCO08        |
| CESTINSHA. C     | 17AUCO10        |
| NANDHINI. A      | 17AUCO51        |
| NIRMALA DEVI. E  | 17AUCO52        |
| SATHIYA PRIYA. M | 17AUCO62        |

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 their period of study under my guidance and  
supervision.

PLACE: Thoothukudi

DATE: 22.9.20

*Stella Beatrice Nirmala*  
HEAD OF THE DEPARTMENT

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,  
Head and Associate Professor,  
Department of Commerce,  
St. Mary's College, (Autonomous)  
Thoothukudi - 628 001. Tamil Nadu

EXTERNAL EXAMINER

*P. S. S. T.*  
FACULTY GUIDE

*Lucia Rose*  
PRINCIPAL

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

## DECLARATION

We hereby state that the project entitled, "A STUDY ON THE USE OF PLASTIC MONEY IN THOOTHUKUDI" is submitted to St. Mary's college (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Thirunelveli, 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:

### THE GROUP

1. Anushiya .K
2. Cestinsha .C
3. Nandhini .A
4. Niamala Devi .E
5. Sathya priya .M

COUNTER SIGNED  
(FACULTY GUIDE)

## **ACKNOWLEDGEMENT**

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 guide Head of the Department and Association Professor of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT.**, for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. P. JAYAMARY M.Com., M. Phil., SET (Com) B.Ed., MBA, SET** Assistant Professor, Department of commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and untiring effort taken by her to complete our project work successfully.

Last but not the least, we record our sincere thanks to our family and friends for their encouragement in bringing out this project a successful one.

**- THE GROUP**



# **A STUDY ON THE AWARENESS OF CRYPTO CURRENCY AMONG BUSINESSMEN**

A Project Report Submitted to

**ST. MARYS 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 |
|-----------------------------|-----------------|
| DANISHA. R                  | 17AUCO13        |
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| MARIYA THASNAVIS MINISTA. A | 17AUCO45        |
| MARIYA SAHAYA SHYAMILI. A   | 17AUCO47        |
| TITTIAAN MARIA ISWARIYA. E  | 17AUCO70        |

Under the Supervision and Guidance of

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



**UG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARYS COLLEGE (AUTONOMOUS)**

(Reaccredited with 'A+' Grade by NAAC)

**THOOTHUKUDI-628001**

**Mrs. A.AMORA M.Com., M.Phil. , SET,**  
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**St. Marys College (Autonomous),**  
**Thoothukudi-628001.**

### **CERTIFICATE**

This is to certify that the project entitled “A STUDY ON THE AWARENESS OF CRYPTOCURRENCY AMONG BUSINESSMEN” submitted by the candidates

| NAME                        | REGISTER NUMBER |
|-----------------------------|-----------------|
| DANISHA. R                  | 17AUCO13        |
| DENSIYA. A                  | 17AUCO14        |
| MARIYA THASNAVIS MINISTA. A | 17AUCO45        |
| MARIYA SAHAYA SHYAMILI. A   | 17AUCO47        |
| TITTIAAN MARIA ISWARIYA. E  | 17AUCO70        |

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 their period of study under my guidance and supervision.

**PLACE: Thoothukudi**

**DATE: 16 . 9 . 20 .**

*Dr. Stella Beatrice Nirmala*  
**HEAD OF THE DEPARTMENT**

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,  
Head and Associate Professor,  
Department of Commerce,  
St. Mary’s College, (Autonomous)  
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**EXTERNAL EXAMINER**

*A. Amora*  
**FACULTY GUIDE**

*Lucia Rose*  
**PRINCIPAL**  
**St. Mary’s College (Autonomous)**  
**Thoothukudi - 628 001.**

## DECLARATION

We hereby state that the project entitled "A STUDY ON AWARENESS OF CRYPTOCURRENCY AMONG BUSINESSMEN" 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:

### THE GROUP

1. R. David
2. A. Densiya
3. A. Mariya Thasmaris Mool
4. A. Mariya Sabaya Sogamili
5. E. Tithan Maria Zsuariga

A. Anon.  
COUNTER SIGNED  
(FACULTY GUIDE)

## ACKNOWLEDGEMENT

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 guide Head of the Department and Associate Professor of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT.**, 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. , SET.**, Assistant Professor, Department of commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and untiring effort taken by her to complete our project work successfully.

Last but not the least, we record our sincere thanks to our family and friends for their encouragement in bringing out this project a successful one.

### THE GROUP

1. D. David
2. A. Deniya
3. A. Mariya Thasnavis Minisla
4. A. Mariya Sahaya Shyamila
5. F. Pittican Maria Ruwiga



**A STUDY ON THE IMPACT OF E- BUSINESS OVER RETAILING  
IN THOOTHUKUDI**

Project submitted to Department of Commerce

**ST.MARYS COLLEGE (AUTONOMOUS) THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARNAR UNIVERSITY ,TIRUNELVELI**

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

**BACHELOR OF COMMERCE**

Submitted by

**NAME**

**REGISTER NUMBER**

J.JOBINSA

17AUCO32

X.MARIA THERAS SANTRINA

17AUCO46

G.TRYPHENA

17AUCO71

M.VINOBLA

17AUCO74

M.MARY MOTCHAM MEGHA

17AUCO76

Under the supervision and guidance of

**Mrs. O. Sony Fernando M.Com, M.Phil, SET.,**



**DEPARTMENT OF COMMERCE**

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

(Reaccredited with A+ Grade by NAAC)

Thoothukudi (March – 2020)

## DECLARATION

We hereby declare that the project entitled "A STUDY ON THE IMPACT OF ONLINE BUSINESS OVER RETAIL BUSINESS IN THOOTHUKUDI" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manomaniam Sundaranar University, Thirunelveli, 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.

| Name of the Candidates     | Register number | Signature   |
|----------------------------|-----------------|-------------|
| J.JOBINSA                  | 17AUCO32        | J. Jobinsa  |
| X.MARIA THERAS<br>SANTRINA | 17AUCO46        | X. Maria X  |
| G.TRYPHENA CORERA          | 17AUCO71        | G. Tryphena |
| M.VINOBIA                  | 17AUCO74        | M. Vinobia  |
| M.MARY MOTCHAM<br>MEGHA    | 17AUCO76        | M. Megha    |

Place: Thoothukudi

Date:

[Counter signed]

(Guide)

Mrs. O. Sony Fernando, M.Com, M.Phil. SET.,  
Assistant Professor, Department of Commerce,  
St. Mary's College (Autonomous)  
Thoothukudi-628002.

### CERTIFICATE

This is to certify that the project entitled "A STUDY ON THE IMPACT OF ONLINE BUSINESS OVER RETAIL BUSINESS IN THOOTHUKUDI" submitted by the candidates, J. Jobinsa, M. Maria Theras Santrina, G. Tryphena, M. Vinobia, M. Mary Motcham Megha, in partial fulfilment of the requirements for the degree of Bachelor of Commerce to St. Mary's College(Autonomous)Thoothukudi, affiliated to Manonmaniam Sundranar University, Thirunelveli, is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 16.9.20

Head of the Department

*Dr. G. Stella Beatrice Nirmala*  
Dr. G. Stella Beatrice Nirmala,  
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External Examiner

Faculty Guide

*Lucia Rose*  
Principal

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

### 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 **Dr. G. Stella Beatrice Nirmala M.Com., Ph.D., MBA, DFA, PGDIT, DGT,** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. O. Sony Fernando, M.Com, M.Phil, SET, Assistant Professor, Department of Commerce,** for the excellent and 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**



# **A STUDY ON CUSTOMER SATISFACTION TOWARDS EDUCATION LOAN IN UCO BANK**

**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**

| <b>NAME</b>               | <b>REGISTER NUMBER</b> |
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| <b>B. MARI JANANI</b>     | <b>17AUCO39</b>        |
| <b>C. MAREESWARI</b>      | <b>17AUCO38</b>        |
| <b>N. JEYA SELCIYA</b>    | <b>17AUCO31</b>        |
| <b>R. LOURTHU MOUSIKA</b> | <b>17AUCO36</b>        |

**Under the supervision and guidance of  
DR. FERNANDO ALEXANDERIA, M.Com., Ph.D.**



**PG & RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (Autonomous)  
Re-accredited with "A+" Grade by NAAC  
THOOTHUKUDI  
MARCH -2020**

Thoothukudi - 628001

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

We hereby state that the project entitled "A STUDY ON THE CUSTOMER SATISFACTION TOWARDS EDUCATION LOAN IN UCO BANK" 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 any other Degree, Diploma and Fellowship or other similar titles.

Place : Thoothukudi

The Group

Date :

1. B. Jeyaraj
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3. N. Jeya Sreya
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Counter Signed

(Guide)

## ACKNOWLEDGEMENT

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

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

It is our real pleasure to extend our sincere thanks to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M. Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT.** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude and sincere thanks to our guide **Dr. Fernando Alexandria, Associate Professor, Department of Commerce,** for the excellent and untiring guidance and continuous effort taken by her to complete our project work successfully.

We also thank the respondents for their co-ordination. Finally, we record our sincere thanks to our parents and friends for their encouragement and support during the work .

- The Group



**IMPACT OF SOCIAL MEDIA ON CONSUMERS' BUYING BEHAVIOUR IN  
THOOTHUKUDI CITY**

**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**

**M. Maria Sandra**

**17AUCO44**

**M. Preethika**

**17AUCO54**

**P. Shilpa Paikaray**

**17AUCO66**

**S. Subashini**

**17AUCO69**

**J. Zainbu Ayisha**

**17AUCO75**

**Under the Supervision and Guidance of  
Dr. S. Bulomine Regi  
Assistant Professor**



**PG AND RESEARCH DEPARTMENT OF COMMERCE,  
ST. MARY'S COLLEGE (Autonomous)  
(Re-Accredited with 'A+' Grade By NAAC)  
Thoothukudi  
2020**

**St. Mary's college (Autonomous)**

**Thoothukudi- 628 001.**

**CERTIFICATE**

This is to certify that the project entitled **"IMPACT OF SOCIAL MEDIA ON CONSUMERS' BUYING BEHAVIOUR IN THOOTHUKUDI CITY"** is submitted by the candidates, M.Maria Sandra, M. Preethika, P. Shilpa Paikaray, S. Subashini, J. Zainbu Ayisha 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** is a work done by them during the period of the study under my guidance and supervision.

**Place:** Thoothukudi.

**Date:**

  
**Signature of the Guide**

**Head of the Department**

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,  
Head and Associate Professor,  
Department of Commerce,  
St. Mary's College, (Autonomous)  
Thoothukudi - 628 001, Tamil Nadu

**External Examiner**

**Principal**

## DECLARATION

We hereby state that the project entitled "IMPACT OF SOCIAL MEDIA ON CONSUMERS' BUYING BEHAVIOUR IN THOOTHUKUDI CITY" 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:

M. Maria Sandra

M. Preethika

P. Shilpa Paikaray

S. Subashini

J. Zainbu Ayisha

Signature

M. Maria Sandra

M. Preethika

P. Shilpa Paikaray

S. Subashini

J. Zainbu Ayisha

Counter Signed

(Faculty Guide)

## ACKNOWLEDEMENT

Thanks, is 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** 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 **Dr. G. Stella Beatrice Nirmala (Head and Associate Professor of Commerce)** for her excellent guidance and continuous effort taken to complete my project work successfully.

We express our deepest sense of gratitude to our guide **Dr. S. Bulomine Regi Assistant Professor, Mrs.A.Indra Refline Missier and all our department staff members,**for their excellent guidance and continuous effort taken to complete my project successfully.

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

M. Maria Sandra

M. Preethika

P. Shilpa Paikaray

S. Subashini

J. Zainbu Ayisha



# **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING SERVICES**

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. H.Sherwina.p.rayan
2. G.N.Munisa
3. A.Shalwina
- 4 . D.Santhanamari
- 5.T.Maria Antony shamili

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17AUCO50  
17AUCO64  
17AUCO61  
17AUCO41

Under the supervision and guidance of

**MS.P.JAYAMARY M.COM., M.PHIL., SET(COM)B.ED.,MBA,SET**



**PG and RESEARCH DEPARTMENT OF COMMERCE**

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

Re-accredited with "A" Grade by NAAC

Thoothukudi-628 001

March 2020

Dr. P.Jayamary M.com., M.Phil., SET(COM)B.ED.,MBA,SET  
Assistant professor of commerce  
St. Mary's College (Autonomous)  
Thoothukudi -628 001

### CERTIFICATE

This is to certify that the entitled project "A study on consumer perception towards online food ordering service" submitted by the candidates H.Sherwina.p.rayan,G.N.Munisa, A.Shalwina ,D.Santhanamari,T.Maria Antony shamili requirement for the degree of Bachelor of commerce to St.Mary's College [Autonomous], Thoothukudi affiliated to Manomaniam Sundaranar University is a work done by them during the period of their study under my guidance and supervision.

**Place : Thoothukudi**

**Date : 16 . 9 . 20 .**

*G. Stella Beatrice Nirmala*

**Head of the Department**

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil. M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,  
Head and Associate Professor,  
Department of Commerce,  
St. Mary's College, (Autonomous)  
Thoothukudi - 628 001, Tamil Nadu

**External Examiner**

*P. S. S. S.*  
**Faculty Guide**

**Principal**

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

## DECLARATION

We hereby state that the project entitled "A study on consumer perception towards online food ordering service" 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 and fellowship other similar title

**Place: Thoothukudi**

**Date:**

### **The Group**

1. H. sherwina. p. rayan
2. GN. Munisa .
3. A. Shalwina.
4. D. Santharamani
5. T. Maria Antony Shanili

**Counter Signed**

**(Guide)**

## ACKNOWLEDGEMENT

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

We also extend our sincere 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.

It is our real pleasure to extend our thanks to the Head of the Department **Dr. G. Stella Beatrice Nirmala M. Com., M. Phil., Ph.D., MBA., DFA., PGDIT, DGT** for her encouragement and guidance.

We express our deepest sense of gratitude to our guide **Ms. P. Jayamary M. Com., M. Phil., SET(Com)B.Ed., MBA, SET Associate professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi** for the excellent and untiring guidance and continuous effort taken by her to complete our project work successfully. Finally, we thank our family and friends for their moral support and encouragement in bringing out this project a successful one.

**-The Group**



**A STUDY ON CUSTOMER SATISFACTION TOWARDS  
AIRTEL DTH SERVICE IN THOOTHUKUDI**

A Project Report Submitted to

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

Affiliated to

**Manonmanium Sundaranar University, Tirunelveli**

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

**BACHELOR OF COMMERCE**

Submitted by

**NAMEREGISTER NO**

|                         |                 |
|-------------------------|-----------------|
| <b>M. SHRINANDHINI</b>  | <b>17AUCO67</b> |
| <b>T. HELINA AIRCEL</b> | <b>17AUCO24</b> |
| <b>W. INFANTA GOMEZ</b> | <b>17AUCO25</b> |
| <b>S. INFANTA</b>       | <b>17AUCO26</b> |
| <b>S. ISWARIYA</b>      | <b>17AUCO27</b> |

Under the supervision and guidance of

**Dr. FERNANDO ALEXANDERIA, M.Com., Ph.D.**



**PG and RESEARCH DEPARTMENT OF COMMERCE**

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

**Re-Accredited With "A+" Grade by NAAC**

**2020**

**Dr. FERNANDO ALEXANDERIA,**

Associate Professor of Commerce,

St. Mary's College (Autonomous)

Thoothukudi – 628 001

### **CERTIFICATE**

This is to certify that the project entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL DTH SERVICE IN THOOTHUKUDI**” submitted by the candidate **Shrinandhini M , Helina Aircel T, Infanta Gomez W, Infanta S, Iswariya S** in practical 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:** 16.09.2020

*Dr. G. Stella Beatrice Nirmala*

**Head of the Department**

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A., PGDIT, D.F.A, D.G.T, Ph.D,  
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Thoothukudi - 628 001, Tamil Nadu

**External Examiner**

*Fernando Alexander*

**Faculty Guide**

**Dr. FERNANDO ALEXANDERIA** M.Com., Ph.D.  
ASSOCIATE PROFESSOR OF COMMERCE  
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*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 AIRTEL DTH SERVICE IN THOOTHUKUDI" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmanium 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: 16.09.2020

### The Group

1. M. Shrinandhini
2. T. Helina Aircel
3. W. Infanta Gomez
4. S. Infanta.
5. S. Iswariya



Counter signed

(Guide)



## ACKNOWLEDGEMENT

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

We also extend our sincere thanks and gratitude to our Principal **Dr.Sr.A.S.J.LuciaRoseM.Sc., M.Phil., Ph.D., PGDCA** for her encouragement and guidance.

It is our real pleasure to extend our sincere thanks and gratitude to the Head of the Department **Dr.G.Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA, DFA, PGDIT, DGT** for her encouragement and guidance.

We express our deepest sense of gratitude to our guide **Dr. Fernando Alexanderia, Associate Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi**, for the excellent and untiring guidance and continuous effort taken by her to complete our project work successfully.

We also thank the respondents for their co-ordination. Finally, we record our sincere thanks to our parents and friends for their encouragement and support during the work.

**-The Group**



**A STUDY ON THE CUSTOMERS PERCEPTION TOWARDS AMUL  
PRODUCTS IN THOOTHUKUDI CITY**

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

|    | <b>NAME</b>            | <b>REGISTER NUMBER</b> |
|----|------------------------|------------------------|
| 1. | SRI NARDHAN.S          | 17AUCO68               |
| 2. | SHALINI.M              | 17AUCO63               |
| 3. | MARIA JULIET MENCILA.A | 17AUCO42               |
| 4. | JANSIRANI.T            | 17AUCO29               |

Under the Supervision of

**Ms. Ajitha M.Com., M.Phil.**



**PG & RESEARCH DEPARTMENT OF COMMERCE**

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

**Re-accredited with 'A+' grade by NAAC**

**Thoothukudi**

**March- 2020**

Ms. Ajitha, M.Com., M.Phil.  
Assistant Professor of Commerce,  
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Thoothukudi- 628001.


### CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMERS' PERCEPTION TOWARDS AMUL PRODUCTS IN THOOTHUKUDI CITY" submitted by the candidates Sri Nardhani.S, Shalini.M, Maria Juliet Mencila.A, Jansirani.T is 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: 16.09.2020 .

  
Head of the Department

  
Faculty Guide

*Dr. G. Stella Beatrice Nirmala,*  
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,  
Head and Associate Professor,  
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Thoothukudi - 628 001. Tamil Nadu

External Examiner

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

## DECLARATION

We hereby state that the project entitled "A STUDY ON THE CONSUMERS' PERCEPTION TOWARDS AMUL PRODUCTS IN THOOTHUKUDI CITY" 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:**

**Group**

1. Sri Nardhani. S
2. Shalini. M
3. Maria Juliet Mendila. A.
4. Jansirani. T

*J. Dijiha*

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. Mr. A.S.J. Lusia 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 **Dr. G.Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT**, for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Ms. Ajitha**, Assistant 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 deepest sense of gratitude, we thank all those who have responded whole heartedly to complete our project.

**-The Group**