

A STUDY ON BARRIERS OF WOMEN ENTREPRENEURS IN  
THOOTHUKUDI CORPORATION

(With special reference to selected women entrepreneurs in Thoothukudi corporation)

A project submitted to Department of BBA

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

Names	Register No.
M. Esther Joy Blessy	17SUBA12
J. Jeya Durga	17SUBA19
D. Muthu Abirami	17SUBA34
A. Rose Bella	17SUBA50
S. Sona Ratham	17SUBA59

Under the guidance of

Mrs. S. Gayathri MBA., MHRM, M.Phil. SET

(Head of the department)



DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with 'A+' grade by NNAC)

THOOTHUKUDI-628001

March-2020

### DECLARATION

We hereby declare that the project entitled, "A STUDY ON BARRIERS OF WOMEN ENTREPRENEURS IN THOOTHUKUDI CORPORATION (With special reference to selected women entrepreneurs in Thoothukudi corporation)" 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: 16.09.2020

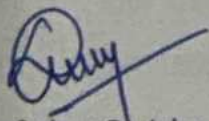
Signature of the student

1. M. Esther Joy Deepu
2. J. Jeya Dwiga
3. D. Muthu Abirham
4. A. Rose Bella
5. S. Sona Rathnam

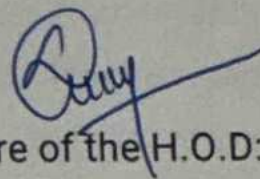
## CERTIFICATE

This is to certify that this project work entitles "A STUDY ON BARRIERS OF WOMEN ENTREPRENEURS IN THOOTHUKUDI CORPORATION (With special reference to selected women entrepreneurs in Thoothukudi corporation)" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the award of degree of bachelor of Business Administration, and is a work done during the year 2019-2020 by the following students.

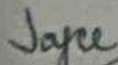
Names	Register No.
1. M. Esther Joy Blessy	17SUBA12
2. J. Jeya Durga	17SUBA19
3. D. Muthu Abirami	17SUBA34
4. A. Rose Bella	17SUBA50
5. S. Sona Ratham	17SUBA59



Signature of the Guide:



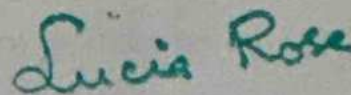
Signature of the H.O.D:



Signature of the Director:

**Director**

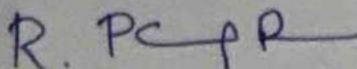
**Self Supporting Courses  
Mary's College (Autonomous)  
Thoothukudi - 628 001.**



Signature of the principal:

**Principal**

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



Signature of the External Examiner:

**A STUDY ON MARKETING STRATEGIES USED IN ONLINE ADVERTISING WITH  
AN INTEGRATED MARKETING COMMUNICATION (With special reference to  
thoothukudi district)**

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.**

**R. Abisha**

**17SUBA01**

**T. Karthika devi**

**17SUBA24**

**C. Kasi poo**

**17SUBA25**

**S. Pratheba**

**17SUBA42**

**S. Rabina**

**17SUBA44**

**K. Rashmi**

**17SUBA48**

**Under the guidance of  
Mrs. R. PAUL ROJA, MBA. SET.,  
Assistant professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**March-2020**



## DECLARATION

We hereby declare that the project entitled, "A STUDY ON MARKETING STRATEGIES USED IN ONLINE ADVERTISING WITH AN INTEGRATED MARKETING COMMUNICATION (With special reference to thoothukudi district)" is submitted for the B.B.A degree is our original work and the project has not formed the basis for the award for any degree, diploma, fellowship and/ or any other similar titles.

Place: Thoothukudi

Date: 16.09.2020

Signature of the student:

R. Abisha.

T. Karthika Devi

C. Kai poo

S. pratheba

S. Rabina

K. Rashmi

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON MARKETING STRATEGIEES USED IN ONLINE ADVERTISING WITH AN INTEGRATED MARKETING COMMUNICATION (With special reference to thoothukudi district)" is submitted to ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfillment of the requirements for the award of degree of Bachelor of business administration and is a work done during the year 2018-2020 by the following students.

### NAMES

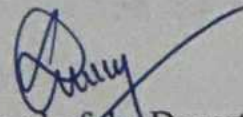
R. Abisha  
T. Karthika devi  
C. Kasi poo  
S. Pratheba  
S. Rabina  
K. Rashmi

### REGISTER NO.

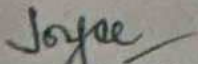
17SUBA01  
17SUBA24  
17SUBA25  
17SUBA42  
17SUBA44  
17SUBA48



Signature of the Guide:

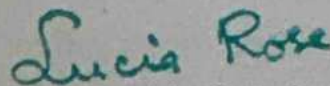


Signature of the head of the Department:



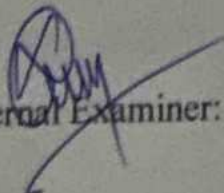
Signature of the Director  
Director

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 External Examiner:

**A STUDY ON COMPARATIVE ANALYSIS TOWARDS  
SWIGGY & ZOMATO**

A project submitted to Department of BBA

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

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted by**

**Names**

**Register No.**

**ANUSHA.S**

**17SUBA05**

**AROKIA HELENA FRANCY.T**

**17SUBA06**

**CHELLAMMAL.G**

**17SUBA09**

**MUTHU MARIN**

**17SUBA38**

**SUBBULAKSHMI.L**

**17SUBA62**

**Under the guidance of**

**Mrs. R. PAUL ROJA, MBA, SET**

**Assistant Professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**March-2020**

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON COMPARTIVE ANALYSIS TOWARDS SWIGGY & ZOMATO" 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:** 16.09.2020

**Signature of the student**

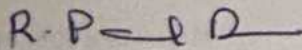
1. Anusha . S
2. Arokia Helena Francis . T
3. Chellammal . G
4. Muthu mari . N
5. Subbulakshmi . L



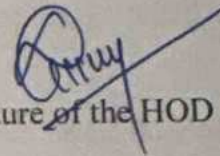
## CERTIFICATE

This is to certify that this project work entitled "A STUDY ON COMPARATIVE ANALYSIS TOWARDS SWIGGY & ZOMATO" is submitted to St. Mary's College (Autonomous), Thoothukudi, Affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfillment for the award of degree of bachelor of Business Administration and is a work done during the year 2019-2020 by the following students.

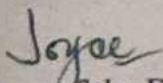
ANUSHA.S	17SUBA03
AROKIA HELENA FRANCY.T	17SUBA06
CHELLAMMAL.G	17SUBA09
MUTHU MARLIN	17SUBA38
SUBBULAKSHMI.L	17SUBA62



Signature of the Guide



Signature of the HOD



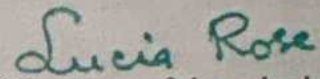
Signature of the Director

**Director**

**Self Supporting Courses**

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

**Thoothukudi - 628 001.**

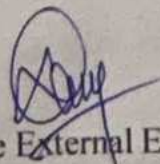


Signature of the principal

**Principal**

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

**Thoothukudi - 628 001.**



Signature of the External Examiner

**“A STUDY ON PERCEPTION OF RESTAURANTS EMPLOYEES IN  
THOOTHUKUDI TOWARDS THEIR QUALITY OF WORK LIFE”**

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**

Submitted By

<b>NAMES</b>	<b>REGISTER NO.</b>
<b>ATHILAKSHMI.N</b>	<b>17SUBA07</b>
<b>JERLIN MIZPHA.J</b>	<b>17SUBA18</b>
<b>MALAVIKA.C</b>	<b>17SUBA29</b>
<b>NIVETHA.A</b>	<b>17SUBA39</b>
<b>SHAMLY.J</b>	<b>17SUBA56</b>

Under the guidance of

**Mrs. D. Vijayalakshmi, MBA.,**

Assistant Professor



**Department of Business Administration**

**ST. MARY’S COLLEGE (AUTONOMOUS)**

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

**Thoothukudi-628001**

**MARCH – 2020**

## DECLARATION BY THE CANDIDATES

We hereby declare that the project report entitled, "A STUDY ON PERCEPTION OF RESTAURANTS EMPLOYEES IN THOOTHUKUDI TOWARDS THEIR QUALITY OF WORK LIFE" submitted for the B.B.A degree is the original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

NAME OF THE STUDENTS	REGISTER NO.	SIGNATURE
ATHILAKSHMI.N	17SUBA07	Athilakshmi . N
JERLIN MIZPHA.J	17SUBA18	Jerlin Mizpha . J
MALAVIKA.C	17SUBA29	Malavika . C
NIVETHA.A	17SUBA39	Niveetha . A
SHAMLY.J	17SUBA56	Shamly . J

Place: Thoothukudi

Date: 16 09 2020



## CERTIFICATE

It is certified that this short term project work entitled "A STUDY ON PERCEPTOIN OF RESTAURANTS EMPLOYEES IN THOOTHUKUDI TOWARDS THEIR QUALITY OF WORK LIFE" is submitted to ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY in partial fulfillment of the requirements for the degree of Bachelor Of Business Administration, St. Mary's College (Autonomous), Thoothukudi during the year 2019-2020 by the following students.

ATHILAKSHMI.N

17SUBA07

JERLIN MIZPHA.J

17SUBA18

MALAVIKA.C

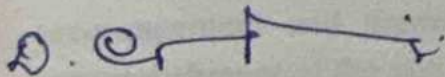
17SUBA29

NIVETHA.A

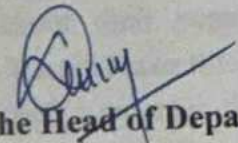
17SUBA39

SHAMLY.J

17SUBA56



Signature of Guide

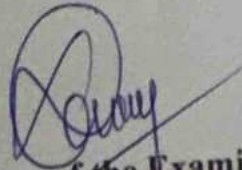


Signature of the Head of Department

*Joyce*  
Signature of Director  
Director

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

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



Signature of the Examiner



# **A STUDY ON INDUCING FACTORS OF SUCCESS WOMEN**

## **ENTREPRENEURS**

**(With special reference to selected women entrepreneurs in Thoothukudi corporation)**

A project submitted to Department of BBA

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

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

<b>NAMES</b>	<b>REGISTER NO.</b>
<b>P. DIVYA BANU</b>	<b>17SUBA10</b>
<b>T. PHILOMIN AGNES BALA</b>	<b>17SUBA40</b>
<b>K. RAGA PRIYA</b>	<b>17SUBA45</b>
<b>R. SABARI MANJULA</b>	<b>17SUBA51</b>
<b>R. SHIVANI</b>	<b>17SUBA57</b>

Under the guidance of

**Mrs. S. Gayathri MBA., MHRM, M.Phil. SET**

**(Head of the department)**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

**(Re-accredited with 'A+' grade by NNAC)**

**THOOTHUKUDI-628001**

**March-2020**

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON INDUCING FACTORS OF SUCCESS WOMEN ENTREPRENEURS (With special reference to selected women entrepreneurs in Thoothukudi corporation)" 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:** 16.09.2020

**Signature of the student**

1. P. Divya banu
2. T. philomin Agnes
3. K. Raga priya.
4. P. Sabari Manjula
5. R. Shrivani

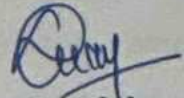
## CERTIFICATE

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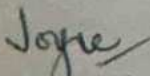
Names	Register No.
1. P. DivyaBanu	17SUBA10
2. T. Philomin Agnes Bala	17SUBA40
3. K. Raga Priya	17SUBA45
4. R. SabariManjula	17SUBA51
5. R. Shivani	17SUBA57



Signature of the Guide:



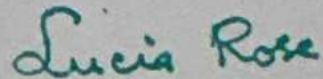
Signature of the H.O.D.



Signature of the Director:

**Director**

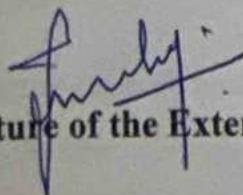
**Self Supporting Courses**  
**St. Mary's College (Autonomous)**  
**Thoothukudi - 628 001.**



Signature of the principal:

**Principal**

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



Signature of the External Examiner:

**A Study on Employee Distress towards welfare provided in conch shells  
organisations**

**(With Special Reference to Thoothukudi corporation)**

A project submitted to Department of BBA

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

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY**

in partial fulfilment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted by**

**Names**

**Register No.**

**S.Esala manohari**

**17SUBA11**

**P.Jency**

**17SUBA16**

**V.Jenisha**

**17SUBA17**

**A.Juliet sowmiya**

**17SUBA21**

**C.Muthulakshmi**

**17SUBA35**

**Under the guidance of  
Mrs. R. PAUL ROJA, MBA., SET.,  
Assistant professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**March-2020**



## DECLARATION

We hereby declare that the project entitled, "A STUDY ON EMPLOYEE DISTRESS TOWARDS WELFARE PROVIDED IN CONCH SHELLS ORGANISATIONS" with special reference to Thoothukudi Corporation is 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: 16.09.2020

Signature of the student,

1. S- Esala Manohari
2. P. Jency
3. V. Jenisha
4. A. Juliet Soumiya
5. C. Muthulakshmi

## CERTIFICATE

This is to certify that this project work entitled "A Study on employee distress towards welfare provided in conch shells organisations" - with special reference to Thoothukudi corporation is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the award of degree of bachelor of Business Administration and is a work done during the year 2019-2020 by the following students.

S.Esala manohari

17SUBA11

P.Jency

17SUBA16

V.Jenisha

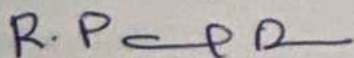
17SUBA17

A.Juliet sowmiya

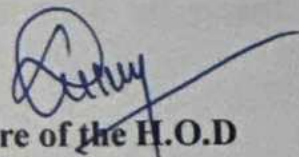
17SUBA21

C.Muthulakshmi

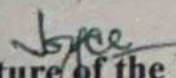
17SUBA35




Signature of the Guide



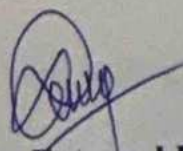
Signature of the H.O.D

  
Signature of the Director  
Director

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

  
Signature of the principal  
Principal

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



Signature of the External Examiner

**A STUDY ON GROWTH OF AGROPRENEURS IN THOOTHUKUDI DISTRICT**  
(with special reference to selected Agropreneurs in Thoothukudi)

Project submitted to Department of BBA

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

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

Submitted by

**Names**

**Register No.**

**R.HARIPRIYA**

**17SUBA14**

**R.KANCHANA**

**17SUBA22**

**S.RAJESWARI**

**17SUBA46**

**A.R.SELVA THILO**

**17SUBA54**

**B.SIVASANKARI**

**17SUBA58**

Under the guidance of

**Mrs. GAYATHRI MBA,MHRM,M.Phil,SET**

(Head of the department)



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**March-2020**

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON GROWTH OF AGROPRENEURS IN THOOTHUKUDI DISTRICT" (with special reference to selected agropreneurs in 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:** 16.09.2020

**Signature of the student,**

1. R. Hari priya.
  2. R. Kanchana
  3. S. Rajeswari
  4. A. R. Selva Thilo
- B. Sivasankari



## CERTIFICATE

This is to certify that this project work entitled "A study on growth of Agropreneurs in Thoothukudi district" (with special reference to selected Agropreneurs in Thoothukudi District) corporations submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the award of degree of Bachelor of Business Administration and is a work done during the year 2019-2020 by the following students.

**R.HARIPRIYA**

**17SUBA14**

**R.KANCHANA**

**17SUBA22**

**S.RAJESWARI**

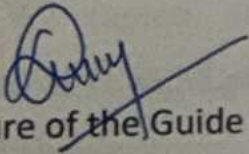
**17SUBA46**

**A.R.SELVA THILO**

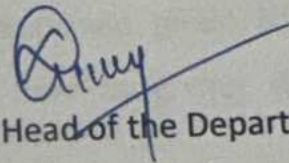
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**B.SIVASANKARI**

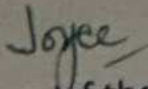
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Signature of the Guide

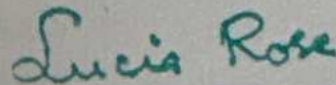


Signature of the Head of the Department




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 External Examiner

# **A STUDY ON IMPACT OF SPORTS CELEBRITY CREDIBILITY OF CONSUMER 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 degree of

**BACHELOR OF BUSINESS ADMINISTRATION [SSC]**

**Submitted By**

<b>NAMES</b>	<b>REG.NO</b>
HEMA.A	17SUBA15
LINCY VIOLET ANGELIN.J	17SUBA28
MUTHUMARI.M	17SUBA37
PONSELVI.R	17SUBA41
RAMALAKSHMI.V	17SUBA47

Under the guidance of

**Mrs.D.Vijayalakshmi, M.B.A., Ph.D**

**Assistant professor**

**Department Of Business Administration**

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

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

**Thoothukudi - 628001**

**MARCH - 2020**

## DECLARATION

We hereby declare that the project entitled, "A STUDY ON IMPACT OF SPORTS CELEBRITY CREDIBILITY OF CONSUMER 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: 16.09.2020

Signature of the students

1. Hema . A
2. Lincy violet Angelin . J
3. Muthumasi . M
4. Pon selvi . R
5. Ramalakehmi . V



## CERTIFICATE

This is to certify that this project work entitled "A STUDY ON IMPACT OF SPORTS CELEBRITY CREDIBILITY OF CONSUMER BEHAVIOUR TOWARDS FMCG PRODUCTS WITH SPECIAL REFERENCE TO THOOTHUKUDI CONSUMERS" submitted to St. Mary's college (Autonomous), THOOTHUKUDI, affiliated to in MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELLI in partial fulfilment for the award of the degree of Bachelor of Business Administration and is a work done during the year 2019-2020 by the following students.

HEMA.A

17SUBA15

LINCY VIOLET ANGELIN.J

17SUBA28

MUTHUMARI.M

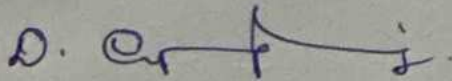
17SUBA37

PONSELVI.R

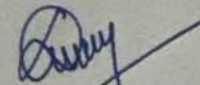
17SUBA41

RAMALAKSHMI.V

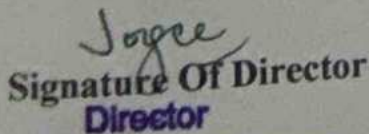
17SUBA47



Signature Of The Guide

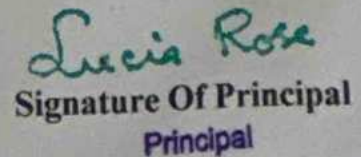


Signature Of H.O.D



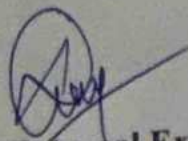
Signature Of Director  
Director

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



Signature Of Principal  
Principal

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



Signature Of The External Examiner



**A STUDY ON FACTORS INFLUENCING AFFLUENT ENTREPRENEUR**

**(With special reference to affluent entrepreneur in Thoothukudi district)**

Project submitted to Department of BBA

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

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION (SSC)**

**Submitted by**

**NAMES**

**REGISTER NO**

**JOSE SNEGA. U**

**17SUBA20**

**KANIMOLI.V**

**17SUBA23**

**MARIA ANGEL PRISKILLA. J**

**17SUBA31**

**RAASIKA.R**

**17SUBA43**

**RIVINSHA.T**

**17SUBA49**

**SUBASRI.S**

**17SUBA61**

Under the guidance of

**Ms. Machado Sneha John, BBA, M.com, NET**

**Assistant Professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**March-2020**

### DECLARATION

We hereby declare that the project entitled, "**A STUDY ON FACTORS INFLUENCING AFFLUENT ENTREPRENEUR (with special reference to affluent entrepreneur in Thoothukudi district)**" 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 and /or any other similar titles.

Place: Thoothukudi

Date: 16.09.2020

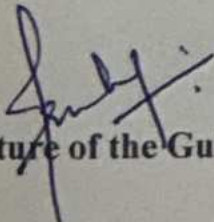
Signature of the students:

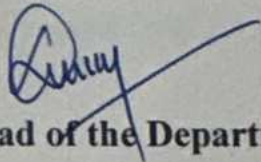
1. Jose Snega . V
2. Kamimoli . V
3. Maria angel priiskilla . J
4. Raasika . R
5. Rivinsha . T
6. Subasri . S

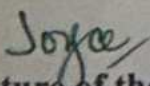
## CERTIFICATE

This is to certify that the project work entitles "A STUDY ON FACTORS INFLUENCING AFFLUENT ENTREPRENEUR (With special reference to affluent entrepreneur in Thoothukudi district)" is submitted to St. Mary's college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfillment of the requirements for the award of degree of Bachelor of Business Administration, and is a work done during the year 2019-2020 by the following students.

Names	Register No.
U. Jose Snega	17SUBA20
V. Kanimoli	17SUBA23
J. Maria Angel Priskilla	17SUBA31
R. Raasika	17SUBA43
T. Rivinsha	17SUBA49
S. Subasri	17SUBA61

  
Signature of the Guide:

  
Signature of the Head of the Department:

  
Signature of the Director:

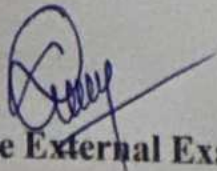
Director

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 External Examiner:



**A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD  
PRODUCT**

(With special reference to Thoothukudi District)

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**

**NAMES**

**S.Kohila**

**K.Mari Priya**

**M.Marieswari**

**T.Muthu Bharathi**

**P.Selciya**

**J.Shalini**

**REGISTERNO.**

**17SUBA26**

**17SUBA30**

**17SUBA32**

**17SUBA35**

**17SUBA53**

**17SUBA55**

Under the guidance of

**MISS.MACHADO SNEHA JOHN BBA,M.com, NET**

**Assistant professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)**

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

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

**THOOTHUKUDI-628001**

**MARCH 2020**

## DECLARATION

We hereby declare that the project entitled, "**A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCT**"(with special reference in Thoothukudi District)"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 and/or any other similar titles.

Place: Thoothukudi

Date: 16.09.2020

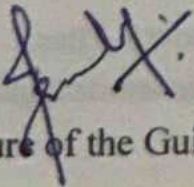
Signature of the student:

1. S. Kohilo
2. K. Mariy priya
3. M. Mariyeswari
4. T. Muthu Bhaskar
5. P. Selciya
6. J. Shalini

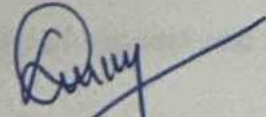
## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCT" (with special reference to Thoothukudi District) is submitted to St. Mary's college (Autonomous) Thoothukudi affiliated to MANOMANIAM SUNDARNAR 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 2019-2020 by the following students.

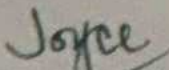
Names	Register No.
S.Kohila	17SUBA26
K.Mari Priya	17SUBA30
M.Marieswari	17SUBA32
T.Muthu Bharathi	17SUBA35
P.Selciya	17SUBA53
J.Shalini	17SUBA55



Signature of the Guide:

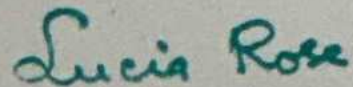


Signature of the Head of the Department:



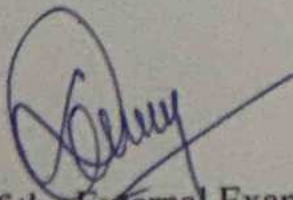
Signature of the Director  
Director

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 External Examiner: