

**A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANIC
PRODUCTS**

A Project report submitted to

ST. MARY'S COLLEGE(AUTONOMOUS),THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

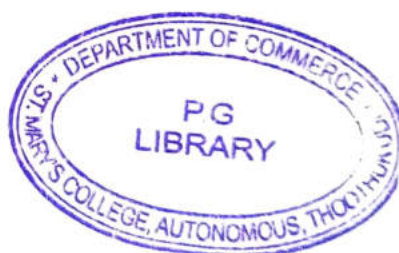
By

AISHWARIA SHELBHAS

(Reg .no : 18APCO01)

under the supervision and guidance of

DR.MARY JUDITH REENE FERNANDO, M.Com.,M.Phil.,Ph.D.



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

Thoothukudi-628001.

October- 2019

DR.MARY JUDITH REENE FERNANDO

Associate Professor of Commerce

St. Mary's College (Autonomous)

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CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANIC PRODUCTS**" submitted by the candidate **AISHWARIA SHELBA.S** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's college (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi.

Date: 18.10.19

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18/10

Head of the Department,
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,
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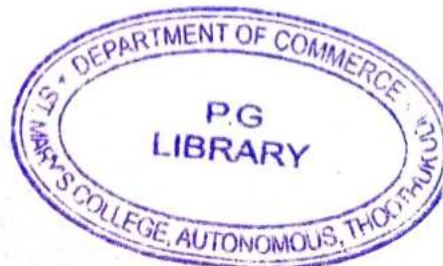
Dr. J. Jeya Ani
External Examiner

Dr. J. JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
PG & Research Dept. of Commerce
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Dr. Mary Judith Reene Fernando
18/10/19

Dr. Mary Judith Reene Fernando
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AISHWARIA SHELBA.S,

(Reg.no- 18APCO01)

II M.COM,

ST. MARY'S COLLEGE (AUTONOMOUS)

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DECLARATION

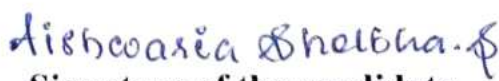
I hereby state that the project entitled **"A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANIC PRODUCTS"** submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my individual work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi.

Date: 18.10.19


Counter signed

(Guide)


Signature of the candidate

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of the Lord Almighty who has always been my source of energy and knowledge.

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

It is my pleasure to extend my thanks to our Head of the Department of Commerce **Dr. G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and all the respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing my work.

I express my deepest sense of gratitude to my guide **Dr. MARY JUDITH REENE FERNANDO M.Com., M.Phil., Ph.D.,** Associate Professor of Commerce, **St.Mary's College(Autonomous), Thoothukudi**, for her excellent and untiring guidance throughout the entire process of completing my project.

I record my sincere thanks to my parents and friends for their encouragement and support during the work.

Finally, With a deep sense of gratitude, I thank all who have responded whole heartedly to complete my project.

AISHWARIA SHELBHAS

**LITERACY AND USAGE OF VALUE ADDED SERVICES OFFERED
BY BANKS**

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
MASTER OF COMMERCE

SUBMITTED BY

T. ANNIES JENITA POLIN
(REG.NO 18APCO02)

Under the supervision and guidance of
Dr. P.Jayamary M.Com., M.Phil, SET (Com) B.Ed., MBA, SET (Mgt), PhD



PG and Research Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS)
Re-accredited with "A⁺" Grade by NAAC

THOOTHUKUDI

OCTOBER 2019

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CERTIFICATE

This is to certify that the project entitled “ **LITERACY AND USAGE OF VALUE ADDEDSERVICES OFFERED BY BANKS**” “is submitted by the candidate **T. ANNIES JENITA POLIN** in partial fulfilment of the requirements for the award of the degree of **MASTER OF COMMERCE** to **ST.MARY'S COLLEGE (AUTONOMOUS), AFFILIATED TO MONONMANIAM SUNDARANAR UNIVERSITY, TRINELVELI** is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date 18/10/19

Dr. G. Stella Beatrice Nirmala
HEAD OF THE DEPARTMENT 18/10
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,
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FACULTY GUIDE

Dr. J. JEYA ANI
EXTERNAL EXAMINER

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MISS. T.ANNIES JENITA POLIN

REG.NO: 18APCO02

II M.Com

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DECLARATION

I hereby state that, the project entitled “ **LITERACY AND USAGE OF VALUE ADDED SERVICES OFFERED BY BANKS** “submitted to **ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI** affiliated to Manonmaniam Sundaranar university, Tirunelveli for the award of the degree of **MASTER OF COMMERCE** is my 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: 18/10/19.

T. Annies Jenita Polin.

SIGNATURE OF CANDIDATE

(T.ANNIES JENITA POLIN)

P. O. T. w/10/19
COUNTER SIGN

(FAULTY GUIDE)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and Grace of God, Almighty who has always been my source of energy and acknowledge for completing this project.

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

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

I express my deepest sense of gratitude to my guide, **Dr. P. Jayamary M.Com., M.Phil, SET (Com) B.Ed., MBA, SET (Mgt) PhD,** Assistant Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for the excellent and untiring guidance throughout the entire process of completing the project.

Finally I record my sincere thanks to my parents and friends for their encouragement during the work. It is humble to thank who are all indulged in this project make it a grand success.

(T.ANNIES JENITA POLIN)

THE ROLE OF AGRIPRENEURSHIP IN THE RURAL AREAS OF THOOTHUKUDI DISTRICT

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

By

S. ANTONY MARY JOE FERNANDO

(Reg.no:18APCO03)

Under the supervision and guidance of

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



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

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Assistant Professor in Commerce,

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Thoothukudi -628001

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This is to certify that the project entitled "**The Role of Agripreneurship in Rural Areas of Thoothukudi District**" is submitted by the candidate **ANTONY MARY JOE FERNANDO. S** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/2019.

G. Stella Gertrude Nirmala
18/10
Dr. G. Stella Gertrude Nirmala
M.Com., M.Phil., M.A., PGDIT, D.P.A., D.S.T., Ph.D.,
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A. Indira Refline Missier
Faculty Guide

Jeyan
External Examiner

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Lucia Rose
Principal
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S. Antony Mary Joe Fernando

(Reg.no:18APCO03)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"The Role of Agripreneurship in Rural Areas of Thoothukudi District"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18/10/2019.

S. Antony Mary Joe .
Signature of the candidate

(S. ANTONY MARY JOE FERNANDO)

A. India Refcine Missier.

Counter signed

(Faculty guide)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA, DFA, PGDIT, DGT** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

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

I record my sincere thanks to my parents **Mr. S. Sahaya Raj Fernando** and **Mrs.S. Suganthi Mascarenhas** for their encouragement during the work.

It is my greatest pleasure in thanking the pillar of support **my friends and well-wishers** who were taken their time to answer my doubts and has given me information regarding my project

With deep sense of gratitude, I thank all who have responded whole heartedly for the completion of my project.

S. Antony Mary Joe Fernando

**A STUDY ON SPENDING AND SAVING HABITS AMONG THE COLLEGE
STUDENTS' IN THOOTHUKUDI**

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

MASTER OF COMMERCE

By

M.ANU

(Reg.no:18APCO04)

Under the supervision and guidance of

Dr.P. JAYAMARY M.COM., M.PHIL. SET (Com) B.ED., MBA., SET(MGT), PHD



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A⁺" Grade by NAAC

Thoothukudi

October 2019

Dr.P. JAYAMARY M.COM., M.PHIL. SET (Com) B.ED., MBA., SET(MGT), PHD
Assistant Professor in Commerce,
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Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON SPENDING AND SAVING HABITS AMONG THE COLLEGE STUDENTS' IN THOOTHUKUDI**" is submitted by the candidate **M.ANU** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.19

Head of the Department

Dr. G. Stella Beatrice Nirmala
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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M.ANU

(Reg.no:18APCO04)

II M.Com,

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DECLARATION

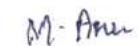
I hereby state that the project entitled **"A STUDY ON SPENDING AND SAVING HABITS AMONG THE COLLEGE STUDENTS' IN THOOTHUKUDI "** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18.10.19


Counter signed

(Faculty guide)


(M.ANU)

Signature of the candidate

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to project Head of the Department and Associate Professor of Commerce **Dr. G, STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.**, and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express my deepest sense of gratitude to my guide **Dr.P. JAYAMARY M.COM., M.PHIL SET (Com) B.ED.,MBA.,SET(MGT),P.HD** Assistant Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

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

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

(M.ANU)

IMPACT OF DEMONETIZATION IN THOOTHUKUDI

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

MASTER OF COMMERCE

by

ANUSHIYA FERNANDO.L

(Reg.no:18APCO05)

Under the supervision and guidance of

MS.A.AMORA M.COM., M.Phil., SET.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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

October 2019

MS. AMORA. A. M.COM., M.Phil., SET.

Assistant Professor of Commerce,

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Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "**Impact of Demonetization in Thoothukudi**" is submitted by the candidate **ANUSHIYA FERNANDO.L** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/2019

Dr. G. Stella Beatrice Nirmala 18/10

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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Head of the Department

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Faculty Guide

Jey A!
External Examiner

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Principal
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ANUSHIYA FERNANDO.L

(Reg.no:18APCO05)

II M.Com,

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DECLARATION

I hereby state that the project entitled "**IMPACT OF DEMONETIZATION IN THOOTHUKUDI**" is submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18/10/2019

A. Anon
Counter signed

(Faculty guide)

Anushiya Fernando.L
Signature of the candidate

ANUSHIYA FERNANDO.L

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr.G.STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **MS.A.AMORA M.COM.,M.Phil.,SET** Assistant Professor of the Department of Commerce, St.Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

ANUSHIYA FERNANDO.L

A STUDY ON CUSTOMER'S ATTITUDE TOWARDS ADVERTISEMENT

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

MASTER OF COMMERCE

Submitted by

DAFFNY FERNANDO. A

18APCO06

Under the Supervision and Guidance 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 - 628001.

October – 2019

Ms. AJITHA

Assistant Professor of Commerce

St. Mary's College (Autonomous)

Thoothukudi- 628001.

CERTIFICATE

This is to certify that the project entitled "**CUSTOMER'S ATTITUDE TOWARDS ADVERTISEMENTS**" submitted by the candidate **DAFFNY FERNANDO.A** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's college (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of their study under my guidance and supervision.

Place: Thoothukudi.

Date: 18.10.2019

Head of the Department

Dr. G. Stella Dentrice Nirmala 18/10
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J. Ajitha
Faculty Guide

External Examiner

Dr. J. JEYA ANI
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Lucia Rose
Principal
St. Mary's College (Autonomous)
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DAFFNY FERNANDO. A

(Reg. No: 18APCO06)

II M.Com.,

St. Mary's College (Autonomous)

Thoothukudi--- 628 001.

DECLARATION

I hereby state that the project entitled "**Customer's Attitude towards Advertising**" submitted to **St. Mary's College (Autonomous) , Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my individual work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship and or other similar titles.

Place: Thoothukudi.

Date: 18. 10. 2019



Counter signed

(Guide)



Student's Signature

(A. DAFFNY FERNANDO)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of the Lord Almighty who has always been my source of energy and knowledge.

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

It is my pleasure to express my gratitude to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and all the respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing my work.

I express my deepest sense of gratitude to my guide **Ms. AJITHA M.Com., M.Phil.**, Assistant Professor of Commerce, for the excellent and untiring guidance throughout the entire process of completing my project.

Finally, I record my sincere thanks to **my parents and friends** for their support during the work.

With deep sense of gratitude, I thank all who responded whole heartedly to complete my project.

DAFFNY FERNANDO. A

**A STUDY ON "THE IMPACT OF PLASTIC BAN POLICY BY THE
GOVERNMENT OF INDIA"- IN THOOTHUKUDI**

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

MASTER OF COMMERCE

Submitted by

DILANY FERNANDO. A

18APCO07

Under the Supervision and Guidance of

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



PG & RESEARCH DEPARTMENT OF COMMERCE

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

Thoothukudi - 628001.

October – 2019

MS. DAISY BAI. D

Associate Professor of Commerce

St. Mary's College (Autonomous)

Thoothukudi- 628001.

CERTIFICATE

This is to certify that the project entitled "**The Impact of plastic ban policy by the Government of India**" submitted by the candidate **DILANY FERNANDO.A** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's college (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi.

Date: 21.10.2019.

Y. S. S. Nirmala
Head of the Department 21/10

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Lucia Rose
Principal
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DILANY FERNANDO. A

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St. Mary's College (Autonomous),


Thoothukudi- 628001.

DECLARATION

I hereby state that the project entitled **"The Impact of plastic ban policy by the Government of India"** submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my original work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship and or other similar titles.

Place: Thoothukudi.

Date: 21.10.2019.


Counter signed

(Guide)



Student's signature

(Dilany Fernando. A)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of the Lord Almighty who has always been my source of energy and knowledge.

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

It is my pleasure to express my gratitude to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M. Phil., Ph.D., MBA, DFA, PGDIT, DGT** and all the respected professors of the Department of Commerce for their valuable suggestions and encouragement for the completion of the project.

I express my deepest sense of gratitude to my guide **Ms. D. Daisy Bai M.Com., M. Phil.**, Associate Professor of Commerce, for the excellent and untiring guidance throughout the entire process of completing my project.

Finally, I record my sincere thanks **to my parents and friends** for their support during the work.

With deep sense of gratitude, I thank all who responded whole heartedly to complete my project.

DILANY FERNANDO.A

**AN EMINENCE RESEARCH ON QUALITY OF WORK LIFE IN
TUTICORIN COAL TERMINAL PVT.LTD.**

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

MASTER OF COMMERCE

By

P.DOROTHY BENITA ELIZABETH

(Reg.no:18APCO08)

Under the supervision and guidance of

MRS.A. INDRA REFLINE MISSIER, M.COM, M.PHIL, MBA



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

MRS. A. INDRA REFLINE MISSIER, M.COM, M.PHIL, MBA

Assistant Professor of Commerce,

St. Mary's College (Autonomous),

Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "AN EMINENCE RESEARCH ON QUALITY OF WORK LIFE OF TUTICORIN COAL TERMINAL PVT.LTD." is submitted by the candidate **P.DOROTHY BENITA ELIZABETH** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18 / 10 / 2019

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,
Head of the Department
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Faculty Guide

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External Examiner

Dr. J. JEYA ANI, M.Com, M.Phil, M.B.A., Ph.D.
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Lucia Rose
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P.DOROTHY BENITA ELIZABETH

(Reg.no:18APCO08)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"AN EMINENCE RESEARCH ON QUALITY OF WORK LIFE OF TUTICORIN COAL TERMINAL PVT.LTD."** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18 / 10 / 2019



(P.DOROTHY BENITA ELIZABETH)

Signature of the candidate



Counter signed

(Faculty guide)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G, STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

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

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

P.DOROTHY BENITA ELIZABETH

A STUDY ON GOOGLE APPS USAGE IN TODAY'S ERA

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

MASTER OF COMMERCE

Submitted by

ESKALINE YOMINA. A

Register Number: 18APCO09

Under the supervision and guidance of

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



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re- accredited with "A+" grade by NAAC

Thoothukudi-628001

October- 2019

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

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CERTIFICATE

This is to certify that the project entitled **"A STUDY ON GOOGLE APPS USAGE IN TODAY'S ERA"** submitted by the candidate **ESKALINE YOMINA.A** in partial fulfillment of the requirements for the degree of **"Master of Commerce"** to **St. Mary's College (Autonomous), Thoothukudi** affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 21.10.2019

Dr. G. Stella Beatrice Nirmala
Head of the department 24/10

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A.Eskaline Yomina

II.M.Com

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DECLARATION

I hereby state that the project entitled **“A STUDY ON GOOGLE APPS USAGE IN TODAY'S ERA”** is submitted to **St. Mary's college, (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University Tirunelveli**, for the award of the degree of **Master of commerce** is my unique work and that no part of this project has been submitted for any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 21.10.2019

A.Eskaline yomina
Signature of the candidate

Kaip Bai
Counter signed

(Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to god almighty for showering his blessings on me for the successful completion of the project.

I extend my sincere thanks and gratitude to our principal **Dr .Sr. A.S.J. Lucia rose M.Sc., M.Phil., Ph.D., PGDCA.** Principals **St.Mary's college (Autonomous) Thoothukudi**, for the constant encouragement and guidance.

It is my real pleasure to extend my thanks to the Head and Associate Professor, Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA.,DFA., PGDIT., DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express my deepest sense of gratitude to my guide **Mrs. D. Daisy Bai., M.Com, M.Phil., Associate Professor, Department of Commerce,** for the excellent and untiring guidance throughout the completion of my project.

Finally, I extend my sincere thanks to my **parents and friends** for their encouragement and support during the work.

-A.ESKALINE YOMINA

A STUDY ON CONSUMERS' PREFERENCE TOWARDS KHADI NATURAL HERBAL PRODUCTS IN THOOTHUKUDI

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

MASTER OF COMMERCE

Submitted By

E.S.ESTHER FAITH

(Reg.no:18APCO10)

Under the supervision and guidance of

Dr.P.BANUMATHI M.Com., M.Phil., Ph.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A⁺" Grade by NAAC

Thoothukudi

October 2019

Dr.P.BANUMATHI M.Com., M.Phil., Ph.D.,

Associate Professor of Commerce,

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Thoothukudi -628001.

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON CONSUMERS' PREFERENCE TOWARDS KHADI NATURAL HERBAL PRODUCTS IN THOOTHUKUDI"** is submitted by the candidate **E.S.ESTHER FAITH** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous), THOOTHUKUDI**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Head of the Department

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Dr. G. Stella Beatrice Nirmala^{V/O}
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,
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E.S.ESTHER FAITH

(Reg.no:18APCO10)

II M.Com,

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DECLARATION

I hereby state that the project entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS KHADI NATURAL HERBAL PRODUCTS IN THOOTHUKUDI"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18.10.2019

E.s. Esther Faith.

SIGNATURE OF THE CANDIDATE

(E.S. ESTHER FAITH)

Baranathi
COUNTER SIGNED

(FACULTY GUIDE)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce, **Dr. G.Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA.,PGDIT.,DGT.,** and all respected Professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr.P.Banumathi M.Com., M.Phil., Ph.D.,** Associate Professor of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

With deep sense of gratitude, I thank all who have responded whole-heartedly to complete my project.

E.S. ESTHER FAITH

**A STUDY ON SOCIO-ECONOMIC STATUS OF SANITATION
WORKERS IN THOOTHUKUDI DISTRICT**

A Project Report Submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

FANTINA FERNANDO.E

(Reg.no.18APCO11)

Under the Supervision and Guidance of

Dr. FERNANDO ALEXANDRIA M.Com.,Ph.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with 'A+' Grade by NAAC

Thoothukudi - 628001.

OCTOBER - 2019

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

Associate Professor of Commerce,

St. Mary's College (Autonomous),

Thoothukudi – 628001.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON SOCIO-ECONOMIC STATUS OF SANITATION WORKERS IN THOOTHUKUDI DISTRICT" submitted by the candidate E.FANTINA FERNANDO in partial fulfillment of the requirements for the degree of Master of Commerce to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Stella Beatrice Nirmala

Dr. G. Stella Beatrice Nirmala,
M.Com., M.Phil., M.B.A., PGDIP, D.F.A., D.G.T., Ph.D.,
Head of The Department and Associate Professor,
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Fernando Alexander

Dr. Fernando Alexanderia
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M.Com., Ph.D.,
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Devi
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Dr. J. JEEVA ANI, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
PG & Research Dept. of Commerce
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Lucia Rose
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E.FANTINA FERNANDO,
(Reg.no:18APCO11),
II M.COM,
ST. MARY'S COLLEGE (Autonomous)
THOOTHUKUDI - 628001.

DECLARATION

I hereby state that the project entitled "**A STUDY ON SOCIO-ECONOMIC STATUS OF SANITATION WORKERS IN THOOTHUKUDI DISTRICT**" submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my original work and no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: THOOTHUKUDI

Date: 18.10.2019


Counter Signed

(GUIDE)


Signature of Candidate

(E. FANTINA FERNANDO)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to God Almighty for showering his blessings on me for the successful completion of the project.

I extend my 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 my real pleasure to extend my thanks to our 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.

It gives me immense pleasure to thank my esteemed guide **Dr.Fernando Alexanderia M.Com., Ph.D. Associate Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi,** for the excellent guidance and continuous effort taken by her to complete my project work successfully.

Last but not the least, I thank my **parents, friends and respondents** for their moral support and encouragement in bringing out the project a successful one.

E.FANTINA FERNANDO

ANALYSIS ON THE IMPACT OF GST OF CONSUMER PRODUCTS

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

by

S.IENUL SABEENA

(Reg.no:18APCO13)

Under the supervision and guidance of

MS.A.AMORA M.COM.,M.Phil.,SET.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS) , THOOTHUKUDI

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

October 2019

MS.A.AMORA M.COM.,M.Phil.,SET.

Assistant Professor of Commerce,

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CERTIFICATE

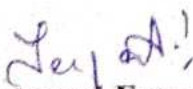
This is to certify that the project entitled "ANALYSIS ON THE IMPACT OF GST OF CONSUMER PRODUCTS" is submitted by the candidate **S.IENUL SABEENA** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019


Head of the Department
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Faculty Guide


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S.IENUL SABEENA

(Reg.no:18APCO13)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"ANALYSIS ON THE IMPACT OF GST OF CONSUMER PRODUCTS"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18.10.2019

A. Anure

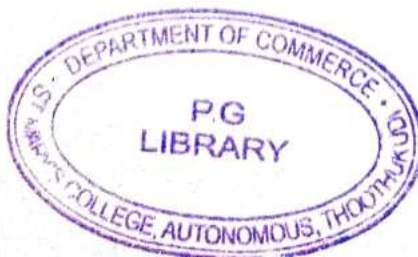
Counter signed

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S. Ienul Sabeena

Signature of the candidate

S.IENUL SABEENA



ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **MS.A.AMORA M.COM.,M.Phil.,SET** Assistant Professor of the Department of Commerce, St.Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

S. IENUL SABEENA

**A STUDY ON STREET VENDORS IN CHAAT FOOD IN
THOOTHUKUDI**

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

MASTER OF COMMERCE

By

M.ILAN SURYA

(Reg.no:18APCO14)

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), THOOTHUKUDI

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

October 2019

MRS. A. AMORA, M.COM, M.PHIL, SET.

Assistant Professor of Commerce,

St. Mary's College (Autonomous),

Thoothukudi - 628001

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON STREET VENDORS IN CHAAT FOOD IN THOOTHUKUDI**" is submitted by the candidate **M.ILAN SURYA** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.19

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Head of the Department 18/10

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

Dr. J. Jeya Anj
External Examiner

Dr. J. JEYA ANJ, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
PG & Research Dept. of Commerce
St. Mary's College (Autonomous)
Thoothukudi, Tirunelveli - 627 002

A. Amora
Faculty Guide

Lucia Rose
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M.ILAN SURYA

(Reg.no:18APCO14)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled "**A STUDY ON STREET VENDORS IN CHAAT FOOD IN THOOTHUKUDI**" is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18.10.19

A. Anon
Counter signed

(Faculty guide)

M. ILan Surya
Signature of the candidate

(M.ILAN SURYA)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.**, and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

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

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

M.ILAN SURYA

**A STUDY ON THE WELFARE MEASURES AND JOB SATISFACTION OF
WOMEN EMPLOYEES AT “SACRED HEART HOSPITAL” IN
THOOTHUKUDI.**

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

MASTER OF COMMERCE

By

A. JACKULIN MERLI

(Reg.No:18APCO15)

Under the supervision and guidance of

DR. MARY JUDITH REENE FERNANDO M.COM. M.PHIL., PH.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY’S COLLEGE (AUTONOMOUS)

(Re-accredited with “A⁺” Grade by NAAC)

Thoothukudi

October 2019

DR. MARY JUDITH REENE FERNANDO M.COM. M.PHIL., PH.D.

Associate Professor of Commerce,

St. Mary's college (Autonomous),

Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON THE WELFARE MEASURES AND JOB SATISFACTION OF WOMEN EMPLOYEES AT "SACRED HERAT HOSPITAL" IN THOOTHUKUDI DISTRICT"** submitted by the candidate **A.JACKULIN MERLI** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Jyoti Renu Nirmala
Head of the Department 18/10

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Head and Associate Professor,
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M. Reene
Faculty Guide
Dr. Mary Judith Reene Fernando
M.Com., M.Phil., Ph.D
Associate Professor of Commerce,
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Jeya Ani
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Dr. J. JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
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S. Rose
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Thoothukudi - 628 001.



A. JACKULIN MERLI

(Reg.no:18APCO15)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"A STUDY ON THE WELFARE MEASURES AND JOB SATISFACTION OF WOMEN EMPLOYEES AT "SACRED HEART HOSPITAL" IN THOOTHUKUDI DISTRICT"** submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18. 10. 2019



Counter signed

(Faculty guide)



Signature of the candidate

(A.JACKULIN MERLI)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr. Mary Judith Reene Fernando M.Com. M.Phil., Ph.D.** Associate Professor of the Department of Commerce, St.Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

A.JACKULIN MERLI

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FAST MOVING
CONSUMER GOODS IN THOOTHUKUDI**

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manomaniyam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

By

T.JOTHI

(REG.NO:18APCO16)

Under the supervision and guidance of

MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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

October 2019

MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL.

Assistant Professor of Commerce.

St. Mary's college (Autonomous).

Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI**" is submitted by the candidate **T.JOTHI** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.19

Gsthe Nalin Nivetha,

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)
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map-yl
Faculty Guide

Jey A!
External Examiner

Dr. J. JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
PG & Research Dept. of Commerce
St. Xavier's College (Autonomous)
Palayamkottai, Tirunelveli - 627 002

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



T.JOTHI

(REG.NO:18APCO16)

II M.Com,

St. Mary's College (Autonomous)


Thoothukudi -628001

DECLARATION


I hereby state that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI" is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18/10/19


Counter signed

(Faculty guide)


Signature of the candidate

(T.JOTHI)

ACKNOWLEDGEMENT

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

I express my heartfelt thanks and gratefulness to our alma mater principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I wish to express my deep sense of gratitude to my aspiration and prominent guide **MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL,** Assistant Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

T.JOTHI

A STUDY ON CUSTOMERS' ATTITUDES IN GOLD SAVINGS SCHEMES

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

MASTER OF COMMERCE

Submitted by

**MANUEL INFANY .T
(18APCO17)**

Under the Supervision and Guidance of

**Dr. P. Jayamary M.Com., M.Phil, SET (Com) B.Ed., MBA, SET (Mgt),
PhD**



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with 'A' Grade by NAAC

Thoothukudi - 628001.

OCTOBER – 2019

Dr. P. Jayamary M.Com., M.Phil, SET (Com) B.Ed., MBA, SET (Mgt), PhD

Assistant Professor in Commerce,

St. Mary's College (Autonomous),

Thoothukudi – 628001.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON CUSTOMERS’ ATTITUDES IN GOLD SAVINGS SCHEMES” submitted by the candidate **MANUEL INAFANY .T** in partial fulfilment of the requirements for the degree of Master of Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18 . 10 . 19

Dr. G. Stella Beatrice Nirmala
Dr. G. Stella Beatrice Nirmala, 18/10
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,
Head and Associate Professor,
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P. Jayamary
Faculty Guide

Jeja Ani
External Examiner

JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
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Lucia Rose
Principal
St. Mary's College (Autonomous)
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MANUEL INAFNY .T,

Reg. No: 18APCO17,

II M.COM,

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI - 628001.

DECLARATION

I hereby state that the project entitled “ **A STUDY ON CUSTOMERS' ATTIDUES IN GOLD SAVINGS SCHEMES**” submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my original work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 18.10.19



Students Signature

(Manuel Infany .T)



Counter Signed

(Faculty Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to God, Almighty for showering his blessings on me for the successful completion of the project.

I extend my special thanks and gratitude to our Principal **Rev. 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 my real pleasure to extend my thanks to **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT.** Head of the Department and Associate Professor of Commerce, for her valuable suggestions and encouragement in completing the work.

It gives me immense pleasure to thank my esteemed guide **Dr. P. Jayamary M.Com., M.Phil, SET (Com) B.Ed., MBA, SET (Mgt), PhD** Assistant Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for the excellent guidance and continuous effort taken by her to complete my project work successfully.

Last but not the least, I thank my parents, friends and respondents for their moral support and encouragement in bringing out the project a successful one.

MANUEL INFANY .T

**JOB SATISFACTION OF EMPLOYEES IN AQUA WORLD
EXPORT (PVT) LTD CHENNAI.**

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

MASTER OF COMMERCE

By

S. Maria Jesu Lino

(Reg.no:18APCO18)

Under the supervision and guidance of

Dr. Jayamary M.Com., M.Phil., SET (COM) B.Ed., MBA, SET.

(Mgt), PhD



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

Thoothukudi - 628001

October 2019

**Dr.P. Jayamary M.Com., M.Phil., SET., (COM) B.Ed., MBA., SET.
(Mgt), PhD**

Assistant Professor in Commerce,
St. Mary's college (Autonomous),
Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled **"Job Satisfaction of Employees in Aqua World Export (Pvt) Ltd Chennai"** is submitted by the candidate **MARIA JESU LINO.S** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/2019

[Signature]
Head of the Department, 18/10
M.Com., 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

[Signature]
(Faculty Guide)

[Signature]
External Examiner

Dr. J. JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
PG & Research Dept. of Commerce
St. Xavier's College (Autonomous)
Palayankottai, Tirunelveli - 627 002

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



S. Maria Jesu Lino

(Reg.no:18APCO18)

II M. Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled "**Job Satisfaction Of Employees In Aqua World Export (Pvt) Ltd (Chennai)**" is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18/10/2019

Maria Jesu Lino S
(S.MARIA JESU LINO)

Students signature

P. S. T. 18/10/19
Counter sign

(Faculty Guide)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr.P. Jayamary M.Com., M.Phil., SET (COM) B.Ed., MBA, SET (Mgt), PhD.** Assistant Professor of the Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

I record my sincere thanks to my parents **J. Stalin** and **S. Kala** for their encouragement during the work.

It is my greatest pleasure in thanking the pillar of support **my friends and well-wishers** who were taken their time to answer my queries and gave me information regarding my project

With deep sense of gratitude, I thank all who have responded whole heartedly for the completion of my project.

S. Maria Jesu Lino

SOCIO ECONOMIC STUDY ON SALTPAN WORKERS IN THOOTHUKUDI

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

MASTER OF COMMERCE

By

A.MINI

(Reg.no:18APCO19)

Under the Supervision and Guidance of

MS. J. AJITHA M.Com, M.Phil,



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

MS. J. AJITHA M.Com, M.Phil.

Assistant Professor in Commerce,

Department of Commerce,

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Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "**SOCIO ECONOMIC STUDY ON SALTPAN WORKERS IN THOOTHUKUDI**" is submitted by the candidate A.MINI in partial fulfillment of the requirements for the degree of "**Master of Commerce**" to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Gyitha Anelin Nirmala
18/10

Head of the Department

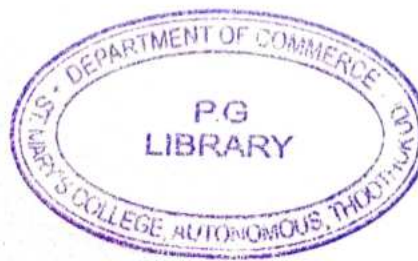
Dr. G. Stella Beatrice Nirmala,
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D,
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J. Ajitha
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Jey A.
External Examiner

Dr. J. JEYA ANI, M.Com, M.Phil, M.B.A, Ph.D,
Research Supervisor & Guide
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Palayamkottai, Tirunelveli - 627 002

Lucia Rose
Principal
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A.MINI

Reg.no:18APCO19

II M.Com

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled "SOCIO ECONOMIC STUDY ON SALTPAN WORKERS IN THOOTHUKUDI" submitted to St. Mary's College (Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of "Master of Commerce" is my 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: 18.10.2019



Counter signed

(Faculty guide)



Signature of the candidate

(A.MINI)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G, Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **MS. J. Aijtha M.Com., M.Phil., Assistant** Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

A.MINI

**A STUDY ON THE USAGE OF INTERNET IN THOOTHUKUDI
DISTRICT**

A Project Report Submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

NICHOLAS JULINA.K

(Reg.No : 18APCO20)

Under the Supervision and Guidance of

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



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with 'A+' Grade by NAAC

Thoothukudi - 628001

Oct - 2019

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

Associate Professor of Commerce,

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Thoothukudi - 628001.

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON THE USAGE OF INTERNET IN THOOTHUKUDI DISTRICT "** submitted by the candidate **K.NICHOLAS JULINA** in partial fulfilment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Beatrice Nirmala
18/10 -
M.Com., M.Phil., M.A., PGDIT, D.F.A., D.G.T., Ph.D.,
Head and Associate Professor,
Head of The Department
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Fernando Alexander
Dr. Fernando Alexander
M.Com., Ph.D.,
Faculty Guide
Associate Professor of Commerce,
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Jey A!
External Examiner

Dr. J. JEYA ANI, M.Com., M.Phil., M.B.A., Ph.D.
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PG & Research Dept. of Commerce
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Palayamkottai, Tirunelveli - 627 002

Lucia Rose
Principal
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Thoothukudi - 628 001.



NICHOLAS JULINA.K

(Reg.No : 18APCO20)

II M.Com.,

St. Mary's College (Autonomous)

Thoothukudi - 628001.

DECLARATION

I hereby state that the project entitled “ **A STUDY ON THE USAGE OF INTERNET IN THOOTHUKUDI DISTRICT** ” submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the Degree of **Master of Commerce** is my original work and no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: THOOTHUKUDI

Date: 18.10.2019



Counter Signed

(GUIDE)



Signature of Candidate

(NICHOLAS JULINA.K)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to God Almighty for showering his blessings on me for the successful completion of the project.

I extend my 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 my real pleasure to extend my thanks to our 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.

It gives me immense pleasure to thank my esteemed guide **Dr.Fernando Alexanderia M.Com., Ph.D. Associate Professor, Department of Commerce, St.Mary's College (Autonomous), Thoothukudi,** for the excellent guidance and continuous effort taken by her to complete my project work successfully.

Last but not the least, I thank my **parents, friends and respondents** for their moral support and encouragement in bringing out the project a successful one.

NICHOLAS JULINA.K

**UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN
THOOTHUKUDI**

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

MASTER OF COMMERCE

By

I. NIRAIMATHI

(Reg.no:18APCO21)

Under the supervision and guidance of

MRS.A. INDRA REFLINE MISSIER, M.COM, M.PHIL, MBA



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

MRS. A. INDRA REFLINE MISSIER, M.COM, M.PHIL, MBA

Assistant Professor of Commerce,

St. Mary's college (Autonomous),

Thoothukudi - 628001

CERTIFICATE

This is to certify that the project entitled **"UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI"** is submitted by the candidate **I.NIRAIMATHI** in partial fulfillment of the requirements for the degree of **Master of Commerce to St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 21/10/19

G. Stella Beatrice Nirmala
Head of the Department 21/10
Dr. G. Stella Beatrice Nirmala,
M.Com, M.Phil, 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

A. Indra Refline Missier
Faculty Guide

Jeeyani
External Examiner
JEYANI, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Guide
Research Dept. of Commerce
St. Mary's College (Autonomous)
Tirunelveli, Tirunelveli - 627 002

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



I. NIRAIMATHI

(Reg.no:18APCO21)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 21/10/19

I. Niraimathi
(I. NIRAIMATHI)

Signature of the candidate

A. India Refine Missier.
Counter signed

(Faculty guide)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G, STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

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

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

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

I. NIRAIMATHI

A STUDY ON CUSTOMERS' PREFERENCE TOWARDS TRANSPORT FUEL IN THOOTHUKUDI

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

MASTER OF COMMERCE

SUBMITTED BY

S.NIVETHA

(REG.NO 18APCO22)

Under the supervision and guidance of

Dr. A. SALETH MARY VETRISELVI M.Com., M.Phil., Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

THOOTHUKUDI

OCTOBER -2019

Dr.A.SALETH MARY VETRISSELVI M.Com., M.Phil., Ph.D

Assistant professor of Commerce,

St. Mary's college (Autonomous),

Thoothukudi – 628001.

CERTIFICATE

This is certify that the project entitled “A STUDY ON CUSTOMERS’ PREFERENCE TOWARDS TRANSPORT FUEL” is submitted by the candidate **S.NIVETHA** in partial fulfillment of the requirements of the award of the degree of “MASTER OF COMMERCE” to **ST.MARY’S COLLEGE (AUTONOMOUS) THOOTHUKUDI, AFFILIATED TO MONONMANIAM SUNDARANAR UNIVERSITY, TRINELVELI** is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

G. Stella Beatrice Nirmala
HEAD OF THE DEPARTMENT 18/10

Dr. G. Stella Beatrice Nirmala,
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,
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FACULTYGUIDE

Jeyani
EXTERNAL EXAMINER

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MS. S.NIVETHA

REG.NO: 18APCO22

II M.Com,

St. Mary's college (Autonomous),

Thoothukudi- 628001.

DECLARATION

I hereby state that, the project entitled **"A STUDY ON CUSTOMERS' PREFERENCE TOWARDS TRANSPORT FUEL"** submitted to **ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI** affiliated to Manonmaniam Sundaranar university, Tirunelveli for the award of the degree of **"MASTER OF COMMERCE"** is my 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: 18.10.2019

A. Saleth Mary
SIGNATURE

(FACULTY GUIDE)

S. Nivetha.
SIGNATURE OF CANDIDATE

(S.NIVETHA)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and Grace of God, Almighty who has always been my source of energy and acknowledge for completing this project.

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

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

I express my deepest sense of gratitude to my guide, **Dr. A. Saleth Mary Vetrisevi M.Com., M.Phil., Ph.D** Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for the excellent and untiring guidance throughout the entire process of completing my project.

I also thank the **Respondents** of my research who spent their precious time to accomplish my project by providing valuable response.

I thank to **My Department Librarian** who helped during my research to reference books, articles, projects and journals.

Finally I record my sincere thanks to **My Parents** and **My Friends** for their encouragement to complete the project work. My sincere thanks to each and everyone who helped me to complete my project on time.

(S.NIVETHA)

A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN THOOTHUKUDI TOWN

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

MASTER OF COMMERCE

By

M.PARVATHI

(Reg.no:18APCO23)

Under the supervision and guidance of

Dr.A.SALETH MARY VETRISSELVI M.Com, M.Phil., Ph.D.,



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A⁺" Grade by NAAC

Thoothukudi

October 2019

Dr.A.SALETH MARY VETRISSELVI M.Com., M.Phil., Ph.D

Assistant Professor of Commerce,
St. Mary's college (Autonomous),
Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN THOOTHUKUDI TOWN."** is submitted by the candidate **M.PARVATHI** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019

Head of the Department

Dr. G. Stella Beatrice Nirmala
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A. Saleth Mary
Faculty Guide

Jeya Ani
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M.PARVATHI

(Reg.no:18APCO23)

II M.Com,

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DECLARATION

I hereby state that the project entitled **"A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN THOOTHUKUDI TOWN."** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** for the award of the degree of **Master of Commerce** is my 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: 18.10.2019

M. Parvathi

(M.PARVATHI)

Signature of the candidate

A. Saleth Mary
Counter signed

(Faculty guide)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G, STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr.A.SALETH MARY VETRISIELVI M.com.,M.Phil.,Ph.D** Assistant Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

M.PARVATHI

A STUDY ON IMPACT AND PARENTS' PREFERENCE TOWARDS CBSE EDUCATION

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

MASTER OF COMMERCE

SUBMITTED BY

I. PRISCKILLA

(REG.NO 18APCO24)

Under the supervision and guidance of

Dr. A. SALETH MARY VETRISIELVI M. Com., M. Phil., Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

Thoothukudi

OCTOBER -2019

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Assistant Professor of Commerce,

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Thoothukudi - 628001

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON IMPACT AND PARENTS' PREFERENCE TOWARDS CBSE EDUCATION**" is submitted by the candidate **PRISCKILLA. I** in partial fulfilment of the requirements for the degree of "**MASTER OF COMMERCE**" to **ST.MARY'S COLLEGE(AUTONOMOUS), Thoothukudi**, affiliated to **MONONMANIAM SUNDARANAR UNIVERSITY, TRINELVELI** is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.2019.

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MISS. I. PRISCKILLA,
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DECLARATION

I hereby state that the project entitled "A STUDY ON IMPACT AND PARENTS' PREFERENCE TOWARDS CBSE EDUCATION" submitted to ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of "MASTER OF COMMERCE" is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similarties.

Place: Thoothukudi

Date: 18.10.2019.

A. Saleth Mary
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(FACULTY GUIDE)

I. Prisckilla

SIGNATURE OF THE CANDIDATE

(I. PRISCKILLA)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and Grace of God Almighty who has always been my source of energy and acknowledge for completing this project.

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

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

I express my deepest sense of gratitude to my guide, **Dr. A. Saleth Mary Vetrivelvi M.Com., M.Phil., Ph.D., Department of Commerce , St. Mary's College (Autonomous), Thoothukudi**, for the excellent and untiring guidance throughout the entire process of completing my project successfully.

Finally I record my sincere thanks to my parents and friends for their encouragement during the work. It is humble to thank who are all indulged in this project make it a grand success.

(I. PRISCKILLA)

**AN EMPIRICAL STUDY ON EXPLOITATION OF CONSUMERS ON
BRANDS OF DAILY USE**

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

MASTER OF COMMERCE

Submitted by

MS. RUBINCIYA.P

18APCO25

Under the Supervision and Guidance of

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



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi - 628001.

October – 2019

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

Associate Professor of Commerce

St. Mary's College (Autonomous)

Thoothukudi- 628001.

CERTIFICATE

This is to certify that the project entitled "An Emprical study on exploitation of consumers on brands of daily use" submitted by the candidate **RUBINCIYA.P** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's college (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi.

Date: 21.10.19

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Daisy Bai
Faculty Guide

Lucia Rose
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St. Mary's College (Autonomous)
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RUBINCIYA.P - II- M.com.,

(Reg. No:18APCO25)

St. Mary's College (Autonomous),


Thoothukudi- 628001.

DECLARATION


I hereby state that the project entitled "**An Emprical study on exploitation of consumers on brands of daily use**" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Master of Commerce is my original work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship and or other similar titles.

Place: Thoothukudi.

Date: 21. 10. 2019


Counter signed

(Guide)


Student's signature

(RUBINCIYA.P)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of the Lord Almighty who has always been my source of energy and knowledge.

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

It is my pleasure to express my gratitude to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M. Phil., Ph.D., MBA, DFA, PGDIT, DGT** and all the respected professors of the Department of Commerce for their valuable suggestions and encouragement for the completion of the project.

I express my deepest sense of gratitude to my guide **Ms. D. Daisy Bai M.Com., M. Phil.,** Associate Professor of Commerce, for the excellent and untiring guidance throughout the entire process of completing my project.

Finally, I record my sincere thanks to **my parents and friends** for their support during the work.

With deep sense of gratitude, I thank all who responded whole heartedly to complete my project.

RUBINCIYA.P

**WOMEN PERCEPTION TOWARDS BRANDED AND NON BRANDED FASHION
JEWELLERY IN THOOTHUKUDI**

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

MASTER OF COMMERCE

By

G.SAKTHI KANI

(Reg.No:18APCO26)

Under the supervision and guidance of

MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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

October 2019

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Assistant Professor of Commerce,

St. Mary's college (Autonomous),

Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled **"WOMEN PERCEPTION TOWARDS BRANDED AND NON BRANDED FASHION JEWELLERY IN THOOTHUKUDI"** is submitted by the candidate **G.SAKTHI KANI** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/19

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Head of the Department 18/10

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Palayamkottai, Tirunelveli - 627 002

Lucia Rose
Principal
St. Mary's College (Autonomous)
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G.SAKTHI KANI

(Reg.no:18APCO26)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled **"WOMEN PERCEPTION TOWARDS BRANDED AND NON BRANDED FASHION JEWELLERY IN THOOTHUKUDI"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18/10/19

McP-146
18/10/19
Counter signed

(Faculty guide)

G. Sakthi Kani
Signature of the candidate

(G. SAKTHI KANI)

ACKNOWLEDGEMENT

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

I express my heartfelt thanks and gratefulness to our alma mater principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I wish to express my deep sense of gratitude to my aspiration and prominent guide **MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL,** Assistant Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

G.SAKTHI KANI

**PERCEPTION AND ADOPTION OF DIGITAL MARKETING
AMONG CUSTOMERS 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

MASTER OF COMMERCE

By

SAMEERA BEGAM . N

(Reg. No : 18APCO27)

under the supervision and guidance of

DR.MARY JUDITH REENE FERNANDO, M.Com.,M.Phil.,Ph.D.



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

Thoothukudi-628001

October 2019

DR.MARY JUDITH REENE FERNANDO

Associate Professor of Commerce

St. Mary's College (Autonomous)

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CERTIFICATE

This is to certify that the project entitled “**PERCEPTION AND ADOPTION OF DIGITAL MARKETING AMONG CUSTOMERS IN THOOTHUKUDI CITY**” submitted by the candidate **SAMEERA BEGAM.N** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's college (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is the original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi.

Date: 18.10.2019

Dr. G. Stella Beatrice Nirmala

18/10

Head of the Department

Department of Commerce,
St. Mary's College, (Autonomous)
Thoothukudi - 628 001. Tamil Nadu

Dr. Mary Judith Reene Fernando

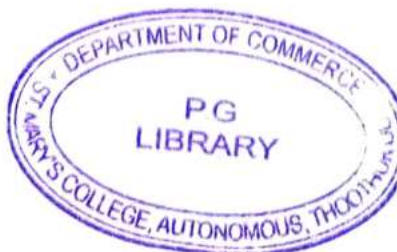
Faculty Guide

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Associate Professor of Commerce,
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Dr. J. Jeja Anil

External Examiner

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PG & Research Dept. of Commerce
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Dr. Lucia Rose

Principal

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

N. SAMEERA BEGAM, (Reg. No. 18APCO27)

II . M.Com.,

St. Mary's College (Autonomous)

Thoothukudi-628001.

DECLARATION

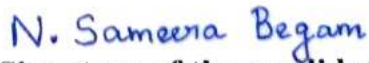
I hereby state that the project entitled **“PERCEPTION AND ADOPTION OF DIGITAL MARKETING AMONG CUSTOMERS IN THOOTHUKUDI CITY”** submitted to **St. Mary's College (Autonomous) ,Thoothukudi,** affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the Degree of **Master of Commerce** is my individual work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi.

Date: 18.10.2019


Counter signed

(GUIDE)


Signature of the candidate

(N. SAMEERA BEGAM)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of the Lord Almighty who has always been my source of energy and knowledge.

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

It is my pleasure to extend my thanks to our Head of the Department of Commerce **Dr. G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and all the respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing my work.

I express my deepest sense of gratitude to my guide **Dr. MARY JUDITH REENE FERNANDO M.Com., M.Phil., Ph.D.,** Associate Professor of Commerce, **St.Mary's College(Autonomous), Thoothukudi**, for her excellent and untiring guidance throughout the entire process of completing my project.

I record my sincere thanks to my parents and friends for the encouragement and support extended to me.

Finally, with a deep sense of gratitude, I thank all who have responded whole heartedly to enable me to complete my project.

SAMEERA BEGAM. N

A STUDY ON READER'S PERCEPTION AND SATISFACTION TOWARDS TAMIL AND ENGLISH NEWSPAPER IN THOOTHUKUDI

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

MASTER OF COMMERCE

By

B. SHARMILA BANU

(Reg.no:18APCO28)

Under the supervision and guidance of

Dr. A. SALETH MARY VETRISELVI M.Com., M.Phil., Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

Dr. A. SALETH MARY VETRISIELVI M.Com., M.Phil., Ph.D

Assistant Professor of Commerce,

St. Mary's college (Autonomous),

Thoothukudi -628001

CERTIFICATE

This is to certify that the project entitled "A STUDY ON READER'S PERCEPTION AND SATISFACTION TOWARDS TAMIL AND ENGLISH NEWSPAPER IN THOOTHUKUDI." submitted by the candidate **B.SHARMILA BANU** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/19

Head of the Department

Dr. G. Stella Beatrice Nirmala

18/10

Dr. G. Stella Beatrice Nirmala,
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A. Saleth Mary
Faculty Guide

Jey A
External Examiner

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B. SHARMILA BANU

(Reg.no:18APCO28)

II M.Com,

St. Mary's College (Autonomous)

Thoothukudi -628001

DECLARATION

I hereby state that the project entitled "A STUDY ON READER'S PERCEPTION AND SATISFACTION TOWARDS TAMIL AND ENGLISH NEWSPAPER IN THOOTHUKUDI." is submitted to St. Mary's College (Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Master of Commerce is my 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: 18/10/19

A. Saleth Mary
Counter signed

(Faculty guide)

B. Sharmila Banu

Signature of the candidate

(B. SHARMILA BANU)

ACKNOWLEDGEMENT

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

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

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr. A. SALETH MARY VETRISSELVI M.Com., M.Phil., Ph.D.,** Assistant Professor of the Department of Commerce, St .Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

B. SHARMILA BANU

**A STUDY ON THE PORTFOLIO CHOICE OF INDIVIDUAL
INVESTORS' IN THOOTHUKUDI**

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

MASTER OF COMMERCE

Submitted by

SNOWBA J.M.A

Reg.No: 18APCO29

Under the Supervision and Guidance of

Ms. Ajitha.J, M.Com., M.Phil.,



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

October 2019

2019-2020

Ms. Ajitha.J, M.Com., M.Phil.,
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CERTIFICATE

This is to certify that the project entitled "A Study On The Portfolio Choice Of Individual Investors In Thoothukudi" submitted by candidate Snowba.J.M.A in partial fulfillment of the requirements for the St. Mary's college (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18.10.19

Head of the department

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Miss. Snowba.J.M.A

(Reg No: 18APCO29)

II.M.Com,

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DECLARATION

I hereby state that the project entitled “A study on portfolio choice of individual investors’ in thoothukudi” is submitted to St. Mary’s college, (Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University Tirunelveli, for the award of the degree of “Master of commerce” is my original work and that no part of this project has been submitted for any degree, diploma, fellowship or other similar titles.

Place:Thoothukudi

Date: 18.10.19


Countersigned


signature of the candidate

(J.snowba)

ACKNOWLEDGEMENT

I acknowledge the abundant blessing and grace of God almighty who has always been my source of energy and knowledge.

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

It is my real pleasure to extend my thanks to the Head and Associate Professor Department of Commerce **Mrs. Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA.,DFA., PGDIT., DGT.**, and all respected professor of the Department of Commerce for their valuable suggestions and encouragement in completing the work

I express my deepest sense of gratitude to my guide **Ms.Ajitha.M.Com.,M.Phil.**, Assistant Professor Department of Commerce, for the excellent and untiring guidance throughout the entire process of completing my project.

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

J.Snowba

A STUDY ON CUSTOMERS' BUYING BEHAVIOUR AND PERCEPTION TOWARDS POTTERY PRODUCTS IN THOOTHUKUDI

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

MASTER OF COMMERCE

Submitted By

I.SUBA RANI

(REG.NO 18APCO30)

Under the supervision and guidance of

DR. P. BANUMATHI M.Com, M.Phil., Ph.D.,



PG AND RESEARCH DEPARTMENT OF COMMERCE

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Re-accredited with "A⁺" Grade by NAAC

Thoothukudi

October – 2019

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This is to certify that the project entitled "A STUDY ON CUSTOMERS' BUYING BEHAVIOR AND PERCEPTION TOWARDS POTTERY PRODUCTS IN THOOTHUKUDI" is submitted by the candidate **ISUBA RANI** in partial fulfilment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 18/10/2019

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I hereby state that the project entitled “A STUDY ON CUSTOMERS’ BUYING BEHAVIOR AND PERCEPTION TOWARDS POTTERY PRODUCTS IN THOOTHUKUDI” is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of **Master of Commerce** is my 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: 18/10/2019

I.SubaRani

SIGNATURE OF CANDIDATE

(I.SUBA RANI)

Basumata
COUNTER SIGNED

(FACULTY GUIDE)

ACKNOWLEDGEMENT

I acknowledge the abundant blessings and Grace of God Almighty who has always been my source of energy and acknowledge.

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

It is my real pleasure to extend my thanks to the Head of the Department and Associate Professor of Commerce **Dr.G. Stella Beatrice Nirmala M.Com., M.Phil, Ph.D., MBA., DFA., PGDIT, DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr.P.Banumathi M.Com., M.Phil., Ph.D.,** Associate professor of Commerce, St.Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

With deep sense of gratitude, I thank all who have responded wholeheartedly to complete my project.

(I.SUBA RANI)

**A STUDY ON CUSTOMERS' PERCEPTIONS TOWARDS
BUYING ECO-FRIENDLY DIVERSIFIED JUTE PRODUCT IN
THOOTHUKUDI**

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

MASTER OF COMMERCE

SUBMITTED BY

K. SUNDARI

(REG.NO 18APCO31)

Under the supervision and guidance of

DR. P. BANUMATHI M.Com, M.Phil., Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A⁺" Grade by NAAC

Thoothukudi

October – 2019

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This is to certify that the project entitled "A STUDY ON CUSTOMERS' PERCEPTION TOWARDS BUYING ECO-FRIENDLY DIVERSIFIED JUTE PRODUCTS IN THOOTHUKUDI" is submitted by the candidate **K.SUNDARI** in partial fulfilment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

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DECLARATION

I hereby state that the project entitled **"A STUDY ON CUSTOMERS' PERCEPTION TOWARDS BUYING ECO-FRIENDLY DIVERSIFIED JUTE PRODUCTS IN THOOTHUKUDI"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of **Master of Commerce** is my 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: 18.10.19

K.Sundari

SIGNATURE OF CANDIDATE

(K.SUNDARI)

Banumathi
COUNTER SIGNED

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ACKNOWLEDGEMENT

I acknowledge the abundant blessings and Grace of God Almighty who has always been my source of energy and acknowledge.

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

It is my real pleasure to extend my thanks to the Head of the Department and Associate Professor of Commerce **Dr.G. Stella Beatrice Nirmala M.Com., M.Phil, Ph.D., MBA., DFA., PGDIT, DGT.,** and all respected Professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **Dr.P.Banumathi M.Com., M.Phil., Ph.D.,** Associate Professor of Commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

With deep sense of gratitude, I thank all who have responded whole-heartedly to complete my project.

(K.SUNDARI)

**A STUDY ON SOCIO ECONOMIC CONDITIONS OF HANDLOOM
WEAVERS IN TIRUNELVELI**

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

MASTER OF COMMERCE

Submitted by

TRISHA.K

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Under the supervision and Guidance of

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CERTIFICATE

This is to certify that the project entitled "A STUDY ON SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS IN TIRUNELVELI" submitted by the candidate **TRISHA.K** in partial fulfillment of the requirements for the degree of "Master of Commerce" to **St.Mary's College(autonomous) Thoothukudi** affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is the original work done by her during the period of her study under my guidance and supervision .

Place: Thoothukudi

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II.M.Com

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Thoothukudi – 628001.

DECLARATION


I hereby state that the project entitled “A STUDY ON SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS IN TIRUNELVELI” submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundranar University Tirunelveli, for the award of the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 18.10.19


Counter signed

(Guide)


Signature of the Candidate
(K.TRISHA)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to God Almighty for showering his blessings on me for the successful completion of the project.

I extend my 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 blessing for doing this work successfully.

It is my real pleasure to extend my thanks to the 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

It gives me immense pleasure to thank my esteemed guide **Dr. Fernando Alexanderia, Associate Professor, Department of Commerce, St.Mary's College (Autonomous), Thoothukudi,** for the excellent guidance and continuous effort taken by her to complete my project work successfully.

Last but not least, I thank my parents, friends and respondents for their moral support and encouragement. while doing project.

K.TRISHA

COLLEGE STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP

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

MASTER OF COMMERCE

By

R.VANI RUCKMANI

(Reg.no:18APCO33)

Under the supervision and guidance of

MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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

October 2019

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Assistant Professor of Commerce,

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CERTIFICATE

This is to certify that the project entitled "**COLLEGE STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP**" is submitted by the candidate **R.VANI RUCKMANI** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

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Date: 18/10/19

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R.VANI RUCKMANI

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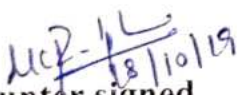
Thoothukudi -628001

DECLARATION


I hereby state that the project entitled "**COLLEGE STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP**" is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my 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: 18 / 10 / 19


Counter signed

(Faculty guide)


Signature of the candidate

(R.VANI RUCKMANI)

ACKNOWLEDGEMENT

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

I express my heartfelt thanks and gratefulness to our Alma master principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is my real pleasure to extend my thanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,DGT.,** and all respected professors of the department of commerce for their valuable suggestions and encouragement in completing the work.

I wish to express my deep sense of gratitude to my aspiration and prominent guide **MRS.R. MARIA CELESTINA RALPHA, M.COM, M.PHIL,** Assistant Professor of the Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

R.VANI RUCKMANI