

**AN ORGANIZATIONAL STUDY AT RAJAN & CO  
NAGERCOIL, KANYAKUMARI DISTRICT**

**Mini project Report**

Submitted to the **Manonmaniam Sundaranar University** in  
partial fulfillment of the requirements for the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by

AFNA M	REG20203091201201
AFRAA BARVEEN S	REG20203091201202
AFREEN BANU S	REG20203091201203
ASHA T	REG20203091201207
ASNA P	REG20203091201210
AYSHA MARIYAM U	REG20203091201211

Under the guidance and supervision of  
**Dr . S A DEEPA AZHAKESWARI MBA.,M.PHIL.,MLM ,Ph.D.**



Department of Bachelor of business Administration

Muslim Arts College

Thiruvithancode – 629174

November – 2022

Date : 17-10-2022

### CERTIFICATE OF COMPLETION

This is to certify that following BBA students of Muslim Arts College, Thiruvithancode has successfully completed their project work in "AN ORGANIZATIONAL STUDY AT RAJAN & CO" dated on October 16<sup>th</sup> 2022. During mentioned date their attendance & attitude were found good.

We wish them all success for their future endeavour.

S.NO	NAME	REGISTER NO.
1	AFNA M	20203091201201
2	AFRAA BARVEEN S	20203091201202
3	AFREEN BANU S	20203091201203
4	ASHA T	20203091201207
5	ASNA P	20203091201210
6	AYSHA MARIYAM U	20203091201211

For Rajan & Co.,

With best wishes.

Pradeesh PS

HR Manager



Dealer's in :

\*LG \*SONY \*PANASONIC \*SAMSUNG \*HAIER \*MICROMAX \*VIDEOCON \*INTEX \*WHIRLPOOL \*SIEMENS \*BOSCH \*DAIKIN \*GENERAL \*MITSUBISHI \*HITACHI \*LLOYD \*CARRIER \*VOLTAS \*GOOREJ \*IFB \*PRESTIGE \*PREMIER \*BUTTERFLY \*PREETHI \*GREENCHEF \*VIDIEM \*IDEAL \*FABER \*MILTON \*RACOLD \*VENUS \*V-GUARD \*ORIENT \*HAVELLS \*USHA \*KAFF \*CANON \*NIKON \*ONKYO \*JAMO \*YAMAHA \*PHILIPS \*HP \*DELL \*LENOVO \*DENON \*PIONEER \*MARANTZ \*BENQ \*KLIPSCH \*DALI \*PARADIGN

**AN ORGANIZATIONAL STUDY AT  
RESHINTH AUTOMOBILES BAJAJ AT MEKKAMANDAPAM  
KANYAKUMARI DT.**

A Project report submitted to the Manonmaniam Sundaranar  
University, Tirunelveli in partial fulfillment of the requirements  
for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

<u>Name</u>	<u>Reg.No</u>
AJAY.S	20203091201204
ARSHAD AHAMED KABEER	20203091201205
ARSHATH AHAMED.A	20203091201206
ASHAN THILAK.S	20203091201208
ASIF RAHMAN.A	20203091201209

Under the Guidance and Supervision of

**Dr. S.A. Deepa Azhakeswari, MBA, M.Phil., MLM., PhD**

Associate Professor Department of Bachelor Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE - 629174

Date: 16.10.2022

**Certificate**

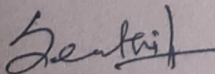
This is to certify that the following students of 3rd bachelor of Business administration course in Muslim Arts College Thiruvithancode, were done there major project on the topic of a study on Marketing Practice of Reshinth Automobiles (Bajaj bike corner) in Viralikattuvilai, Mekkamandapam, Kanyakumari District in our concern from 10 days.

1. AJAY.S
2. ARSHAD AHAMED KABEER
3. ARSHATH AHAMED.A
4. ASHAN THILAK.S
5. ASIF RAHMAN.A

During the period there conduct is found to be good.

I wish him a bright and prosperous future.

For Reshinth Auto Mobiles



Manager



"ORGANIZATIONAL STUDY IN NALLAPERUMAL & SONS AT  
NAGERCOIL.KANYAKUMARI DISTRICT"

PROJECT REPORT

Submitted to Manonmaniam Sundaranar University, Tirunelveli in Partial Fulfillment  
of the Requirement for the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION.**

Submitted By

<u>Name</u>	<u>REG. NO</u>
BISMI. M	20203091201213
FATHIMA SANITHA. A	20203091201215
MURFE. S	20203091291220
PRIYA. M	20203091201223
REBINA. M	20203091201224
VINITHA. S	20203091201232

Under the guidance of  
Mrs.P. Arun Arthy, M.B.A., M.Phil.



DEPARTMENT OF BUSINESS ADMINISTRATION  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE - 629174  
OCTOBER - 2022

GSTIN : 33AADFS2041L1ZE

Phone No. : 233110, 233016  
Cell : 94426 23412  
WhatsApp Mobile : 94426 99667



## S. NALLAPERUMAL & SONS

PIECE - GOODS MERCHANTS.

700, VEPPAMOUDU JUNCTION, NAGERCOIL - 629 001.

email : nallaperumaltex@yahoo.co.in

No. \_\_\_\_\_

Date : ~~20.10.2022~~

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that the following students, studying Bachelor of Business Administration Course in Muslim Arts College, Thiruvithancode have completed their mini project work in our establishment for 10 days from 07.10.2022 to 16.10.2022. The topic of the project is "ORGANIZATIONAL STUDY IN S.NALLAPERUMAL & SONS, NAGERCOIL, KANYAKUMARI DISTRICT". They showed keen interest in studying about the organization.

Details of students;

S.No	Student Name	Reg.No
1	BISMI M	20203091201213
2	FATHIMA SANITHA A	20203091201215
3	MURFE S	20203091201220
4	PRIYA M	20203091201223
5	REBINA M	20203091201224
6	VINITHA S	20203091201232

Thanking You,

*During the above period their conduct was good.*

For S. NALLAPERUMAL & SONS

Partner

**SWOT ANALYSIS OF TITAN COMPANY  
NAGERCOIL, KANYAKUMARI DISTRICT**

**PROJECT REPORT**

Submitted to Manonmaniam Sundaranar University, Thirunelaveli in partial  
fulfillment of the requirement for the award of the degree

**Bachelor of Business Administration**

**Submitted By**

S.No	Student Name	Reg. No
1	BIJOLIN MANO V.L	202030912012
2	BRAETLIN NIMMI MON C.P	202030912014
3	HABEEBU RAHMAN.P	202030912016
4	JOSELJ S.L	202030912017
5	MOHAMMED ANSHAF . J	202030912018

**Under the guidance of**

**Dr. A Mohamed Siddique, M.Com, M.BA, M.Phil, Ph.D**



**DEPARTMENT OF BUSINESS ADMINISTRATION MUSLIM ARTS  
COLLEGE THIRUVITHAN CODE - 629174**



# WORLD of TITAN

THE EXCLUSIVE TITAN SHOWROOM

Date: 26/10/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the following students, studying Bachelor of Business Administration Course in Muslim Arts College, Thiruvithancode have completed their mini project work in our establishment for 10 days from 09-10-2022 to 19-10-2022. The topic of the project is "ORGANIZATIONAL STUDY IN 'WORLD of TITAN', NAGERCOIL, KANYAKUMARI DISTRICT". They showed keen interest in studying about the organization. Details of students given below.

S.No	Reg.No	Student Name
1	20203091201212	BIJOLIN MANO V L
2	20203091201214	BRAETLIN NIMMI MON CP
3	20203091201216	HABEEBU RAHMAN P
4	20203091201217	JOSELI S L
5	20203091201218	MOHAMMED ANSHAF J

During the above period their conduct was good

For OCEAN RETAILING

*[Signature]*  
Proprietor

## OCEAN RETAILING

Meenakshipuram : 103, Police Station Road, Meenakshipuram, Nagercoil - 629 001.  
Phone : 04652 - 420666, E-mail : titannagercoil@gmail.com  
wonts@titan.co.in, oonts@titan.co.in

GSTIN : 33AMRPP3732H1ZU  
Store State Code : 33

Rajas Mall : G-1, Chakravarthy Cinemas, Chettikulam Jn., Nagercoil - 629 002.  
Phone : 04652 - 453131



**"ORGANIZATIONAL STUDY IN SATHYA AT  
NAGERCOIL, KANYAKUMARI DISTRICT"**

**PROJECT REPORT**

Submitted to Manonmaniam Sundaranar University, Tirunelveli in Partial Fulfillment  
of the Requirement for the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION.**

**Submitted By**

<u>Name</u>	<u>REG. NO</u>
SUBASH.M	20203091201228
SYED ANWAR.S	20203091201229
THOUFEEQ.M	20203091291230
VENISH.P	20203091201231
YADHU KRISHNAN.P.S	20203091201233

Under the guidance of  
**Mrs.P. Arun Arthy, M.B.A., M.Phil.**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE - 629174  
OCTOBER - 2022**



**SATHYA Agencies Pvt. Ltd.,**

Dealers in all kinds of Home Appliances & Consumer Electronics

DATE : 20.10.2022

**TO WHOMSOEVER IT CONCERN**

This is to certify that the following students, studying Bachelor of business administration course in Muslim Arts College, Thiruvithancode. They have completed their mini project works in our establishment for 10 days from 10/10/2022. The topic of the project is organisational study at Sathya agencies pvt. Ltd., at Nagercoil Kanyakumari district. They showed keen interest in studying about the organization. Details of students given below.

SL.NO.	STUDENTS NAME	REGISTER NO.
1	SUBASH.M	20203091201228
2	SYED ANWAR.S	20203091201229
3	THOUFEEQ.M	20203091291230
4	VENISH.T	20203091201231
5	YADHU KRISHNAN.P.S	20203091201233

PLACE : NAGERCOIL

FOR SATHYA AGENCIES PVT. LTD.,

SATHYA Agencies (P) Ltd.  
No. 69/65, Coim Road  
Nagercoil-01, Ph: 9877380095

SEAL/SIGNATURE

Corporate Office : 2/46, Palayamkottai Main Road, NH-7A, Maravaynadasi, TUTICORIN - 628 101, Tamilnadu, India. Ph : 0461 - 2324985, 4057777  
Chennai Office : Old No. 156, New No. 88, Lake View Flood, W Mambalam, Chennai - 33. Ph : 044 - 45506229 e-mail : info@sathyaindia.com website : www.sathyaindia.com  
Branches : Tuticorin | Sivakasi | Kovvattur | Sattur | Enni | Palayamkottai | Tenkasi | Udangudi | Anappukottai | Vinudhanagar | Ramnad | Vilathikulam | Paramakudi | Hoovur | Sivam  
Kandipuram | Pondicherry | Coimbatore | Rajapalayam | Namakkal | Tirupur | Marthandam | Othappuram | Krishnagiri | Udumalpet  
Chennai Branches : Vaidyanthi | Old Washermanpet | Purasavakkam | Medavakkam | Porur | Villivakkam | Tambaram | Tiruvannamur | Poonamallee | Madipakkam | W.Mambalam | Kullathoor | Mylapore  
Franchisee : Arishtur | Anna Nagar | Avadi | Vellore | Gummidipoondi | Kalpakam | Thiruvannamalai | Guduvanchery

**A STUDY ON CUSTOMER SATISFACTION AT TITAN  
COMPANY LIMITED**

**Major Project Report**

*Submitted to the Manonmaniam Sundaranar University in partial fulfilment  
of the requirements for the award of the degree of*

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by

AFNA M	REG 20203091201201
AFRAA BARVEEN S	REG 20203091201202
AFREEN BANU S	REG 20203091201203
ASHA T	REG 20203091201207
ASNA P	REG 20203091201210
AYSHA MARIYAM U	REG 20203091201211

Under the guidance of  
**Mrs.P.Arun Arthy, M.B.A., M.Phil.**



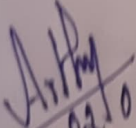
**DEPARTMENT OF BUSINESS ADMINISTRATION MUSLIM ARTS  
COLLEGE- 629174  
MAY 2023**

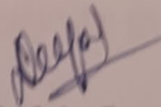
## CERTIFICATE

This is to certify that the project titled "A STUDY ON CUSTOMER SATISFACTION AT TITAN COMPANY LIMITED", is an original work and is being submitted by

SLNO	NAME	REGISTER NO
1	AFNA M	20203091201201
2	AFRAA BARVEEN S	20203091201202
3	AFREEN BANU S	20203091201203
4	ASHA T	20203091201207
5	ASNA P	20203091201210
6	AYSHA MARIYAM U	20203091201211

In partial fulfillment of the requirement for the degree of Bachelor of Business Administration of Manonmaniam Sundaranar University under my guidance and supervision during the academic year 2020- 2023

  
02/05/23  
Faculty Guide

  
Head of the Department

Submitted for the viva-voce Examination held on \_\_\_\_\_

Internal Examiner.

External Examiner

**"A STUDY ON CONSUMER SATISFACTION AT WIN  
ENTERPRISES PVT.LTD., NAGERCOIL,  
KANYAKUMARIDISTRICT (SUZUKI MOTORS)"**

Project Report

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

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by

NAME	REG.No.
AJAY.S	20203091201204
ARAHAD AHAMED KABEER	20203091201205
ARSHATH AHAMED.A	20203091201206
ASHAN THILAK.S	20203091201208
ASIF RAHMAN.A	20203091201209

Under the guidance and supervision of

**Dr. S.A. DEEPA AZHAKESWARI, M.B.A, M.Phil., M.L.A., Ph.D**  
(Associate professor in Business Administration)



**DEPARTMENT OF BACHELOR OF BUSINESS  
ADMINISTRATION MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE-629174**

**MAY-2023**

## CERTIFICATE

This is to certify that the main project titled "STUDY OF CONSUMER SATISFACTION" IN WIN ENTERPRISES PVT LTD AT NAGERCOIL, KANNIYAKUMARI DISTRICT, is an original work and is being submitted

S.NO	STUDENT NAME	REG.NO
1	AJAY.S	20203091201204
2	ARSHAD AHAMED KABEER	20203091201205
3	ARSHATH AHAMED.A	20203091201206
4	ASHAN THILAK.S	20203091201208
5	ASIF RAHMAN.A	20203091201209

In partial fulfillment of the requirement for the degree of bachelor of business administration of the MANONMANIAM SUNDARANAR UNIVERSITY during the academic year 2020-2023



**"AN CUSTOMER SATISFACTION TOWARDS J. P. MOTORS  
(YAMAHA),COLACHEL. KANYAKUMARI DISTRICT"**

**PROJECT REPORT**

Submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of the requirement for the award of the degree Bachelor of Business Administration.

Submitted By,

<b>Name</b>	<b>Reg. No</b>
BISMI. M	20203091201213
FATHIMA SANITHA. A	20203091201215
PRIYA. M	20203091201223
REBINA. M	20203091201224
VINITHA. S	20203091201232

Under the guidance of

**S. A. DEEPA AZHAKESWARI, M.B.A., M.Phil., M.L.A. Ph.D**



DEPARTMENT OF BUSINESS ADMINISTRATION

MUSLIM ARTS COLLEGE

THIRUVITHANCODE - 629174

FEBRUARY- 2023

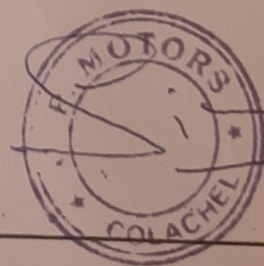
Date:27/02/2023

**CERTIFICATE****TO WHOM IT MAY CONCERN**

This is to certify that the following students, studying **Bachelor of Business Administration Course in Muslim Arts College, Thiruvithancode** have completed their major project work in our establishment for 10 days from **6<sup>th</sup> Feb 2023 to 24<sup>th</sup> Feb 2023**. The topic of the project is **“A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO J.P.MOTORS YAMAHA BIKE CORNER, COLACHEL”**

S.NO	Students Name	Reg.No
1	BISMI. M	20203091201213
2	FATHIMA SANITHA. A	20203091201215
3	PRIYA. M	20203091201223
4	REBINA. M	20203091201224
5	VINITHA. S	20203091201232

During the above period their conduct was good in our organization.





**"A STUDY ON CUSTOMER SATISFACTION TOWARDS PEPSI SOFT  
DRINKS IN COLACHEL ,KANYAKUMARI DISTRICT",**

**PROJECT REPORT**

*Submitted to Manonmaniam Sundaranar University, Thirunelaveli in partial  
fulfillment of the requirement for the award of the degree*

**Bachelor of Business Administration**

**Submitted By**

<b>Student Name</b>	<b>Reg. No</b>
BIJOLIN MANO V.L	20203091201212
BRAETLIN NIMMI MON C.P	20203091201214
HABEEBU RAHMAN.P	20203091201216
JOSELJ S.L	20203091201217
MOHAMMED ANSHAF . J	20203091201218

**Under the guidance of**

**Dr.N. Abdul Jaleel, MBA, M.Com.,M.Phil., Ph.D.,PGDCA**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MUSLIM ART'S COLLEGE**

**THIRUVITHAN CODE - 629174**

**April -2023**

# **Nayagam Traders**

**Colachel, Kanyakumari Dist**

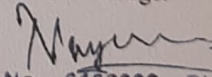
## **Certificate**

This is to certify that the following students, studying Bachelor of Business Administration Course in Muslim Arts College, Thiruvithancode have completed their Major project work in our establishment from 06-02-20223 to 24-02-2023. The topic of the project is "A STUDY ON CUSTOMER SATISFACTION TOWARDS PEPSI SOFT DRINKS IN COLACHEL ,KANYAKUMARI DISTRICT", They showed keen interest in studying about the organization. Details of students given below.

<b>S.No</b>	<b>Student Name</b>	<b>Reg. No</b>
1	BIJOLIN MANO V.L	20203091201212
2	BRAETLIN NIMMI MON C.P	20203091201214
3	HABEEBU RAHMAN.P	20203091201216
4	JOSELJ S.L	20203091201217
5	MOHAMMED ANSHAF . J	20203091201218

During the above period their conduct was good

Manager



TNGST No 6162986 Ph:226274

**NAYAGAM TRADERS**

3/54-B MAIN ROAD

**COLACHEL - 629 251**

**K. K. Dist. TAMIL NADU**

**A STUDY ON IMPACT OF DIGITAL MARKETING IN WMID  
TECHNOLOGIES PRIVATE LIMITED AT  
ERAVIPUTHOORKADAI KANYAKUMARI DISTRICT**

A project report Submitted to the  
Manonmaniam Sundaranar University, Tirunelveli in  
Partial fulfillment of the requirement for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

<b>MOHAMMED YUSUF SAFIN.A</b>	<b>20203091201219</b>
<b>NISHPIN.J</b>	<b>20203091201221</b>
<b>RETHISH.J</b>	<b>20203091201225</b>
<b>SALAM.M</b>	<b>20203091201227</b>

Under the guidance and Supervision of

**Mrs.A.ARUN ARTHY, MBA, M.Phil.,**

Associate Professor Department of Bachelor in Business  
Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE - 629174**



WMID TECHNOLOGIES PVT LTD

ERAVIPUTHOORKADAI,

MARTHANDAM.

9952662681

[www.wmid.in](http://www.wmid.in)

[info@wmid.in](mailto:info@wmid.in)

## Certificate

This is to certify that the following students of III<sup>rd</sup> Bachelor of business administration course in Muslim arts college Thiruvithancode, were done their major project on "A Study On Impact of Digital Marketing In WMID Technologies" in Eraviputhoorkadai, Kanyakumari district in our concern from 30 days.

1. MOHAMMED YUSUF SAFIN.A
2. NISHPIN.J
3. RETHISH.J
4. SALAM.M

During the period their conduct is found to be good.

I wish them a bright and prosperous future

Manager

WMiD TECHNOLOGIES



**"A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO  
A. R. ICE PLANT (P) LTD COLACHEL, KANYAKUMARI DISTRICT"**

**PROJECT REPORT**

Submitted to Manon maniam Sundharanar University, Tirunelveli in partial fulfillment of the requirement for the award of the degree Bachelor of Business Administration.

Submitted By,

Name	Reg. No
SUBASH.M	20203091201228
SYED ANWAR.S	20203091201229
THOUFEEQ.M	20203091201230
VENISH.P	20203091201231
YADHU KRISHNAN.P.S	20203091201233

Under the guidance of

**Dr. N. Abdul Jaleel, MBA, M.Com., M.Phil., Ph.D., PGDCA**  
Associate Professor of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MUSLIM ARTS COLLEGE  
THIRUVITHANCODE - 629174**

**FEBRUARY - 2023**



# A. R. ICE PLANT

Karungal Road, Colachel, Tamil Nadu, Kanyakumari Dist - 629251

E-mail;aarenterprises@gmail.com

Prop:Mr.Ashok Kumar

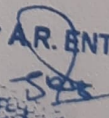
## CERTIFICATE

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that the following students, studying Bachelor of Business Administration Course in Muslim Arts College, Thiruvithancode have completed their major project work in our establishment for 10 days from 06.02.2023 to 24.02.2023. The topic of the project is "A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO A. R. ICE PLANT PRIVATE LIMITED IN COLACHEL"

S. No	Student Name	Reg. No
1	SUBASH M	20203091201228
2	SYED ANWAR S	20203091201229
3	THOUFEEQ M	20203091201230
4	VENISH P	20203091201231
5	YADHU KRISHNAN P S	20203091201233

During the above period their conduct was good in our organization.

For A.R. ENTERPRISES  
  
Proprietor  
Proprietor