

**A STUDY ON CUSTOMER ATTITUDE TOWARDS BAJAJ BIKES  
IN MARTHANDAM**

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

**BACHELOR OF COMMERCE**

*Submitted by*

- |                |                |
|----------------|----------------|
| 1. ABISHA.J    | 20203091301209 |
| 2. AJEEMAL.A   | 20203091301211 |
| 3. ARSHI.J     | 20203091301220 |
| 4. ASHIKHA.B.J | 20203091301224 |
| 5. ASWINI.N    | 20203091301226 |

**Under the guidance of**

**Mrs. Uma Maheswari Pinky.,M.com.,M.Phil.,B.Ed.,**



**DEPARTMENT OF COMMERCE & RESEARCH CENTER**

**MUSLIM ARTS COLLEGE,**

**TIRUVITHANCODE - 629174**

**MAY 2023**

Mrs.M. Uma Maheswari Pinky.M.com.,M.phil., B.Ed.,  
Assistant Professor,  
Department of UG Commerce,  
Muslim Arts College,  
Thiruvithancode-629174.

## CERTIFICATE

This is to certify that the project entitled, "A STUDY ON CUSTOMER ATTITUDE TOWARDS BAJAJ BIKES IN MARTHANDAM." is the bonafide record of the work done by ABISHA.J (Reg.No: 20203091301209), AJEEMAL.A (Reg.No: 20203091301211), ARSHI.J (Reg.No: 20203091301220), ASHIKHA.B.J (Reg.No: 20203091301224), ASWINI.W (Reg.No: 20203091301226) during the year 2020-2023 in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce from Manonmaniam Sundaranar University, Tirunelveli. This has not formed a basis for the award of any degree/diploma by this University or any other University.

  
Signature

Internal Supervisor


For  
  
Signature

Head of the Department

Department Seal

Place: Thiruvithancode

Date: 02.05.2023

  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA,NET,SET,PGDIB, M.Com, M.Phil,NET,Ph.D)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON THE CONSUMER SATISFACTION  
TOWARDS ONLINE SHOPPING IN NAGERCOIL  
TOWN**

*A project report Submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment for the requirement of*

***Degree of Bachelor of Commerce (B.com)***

**Submitted by**

| <b>NAME</b>              | <b>REGISTER NO</b>    |
|--------------------------|-----------------------|
| <b>FATHIMA ASHIKA .M</b> | <b>20203091301234</b> |
| <b>GRANAPU . V</b>       | <b>20203091301236</b> |
| <b>HARISHMA . R</b>      | <b>20203091301238</b> |
| <b>HAZEENA .F</b>        | <b>20203091301240</b> |
| <b>JESSICA . C</b>       | <b>20203091301246</b> |

**Under the guidance of  
Dr.A.SAFIA,M.Com.,M.Phil.,MBA.,Ph.D.**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE  
MUSLIM ARTS COLLEGE,  
THIRUVITHANCODE-629174  
APRIL -2023**

**Dr.A.SAFIA,M.Com,M.Phil,MBA,Ph.D**

Assistant professor,

Head of the Department of commerce,

Muslim Arts college,

Thiruvithancode-629174

### CERTIFICATE

This is to certify that the Project report entitled, "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING IN NAGERCOIL TOWN" is a bonafide record of research work done by the candidate FATHIMA ASHIKA. M (20203091301234), GRANAPU. V (20203091301236), HARISHMA. R (20203091301238), HAZEENA. F (20203091301240), JECCICA.C (20203091301248) for the degree of Bachelor of Commerce to the Manonmianiam Sundaranar University, Tirunelveli.under my guidance, during the year 2022-2023 is an independent work done by them and their research work has not previously formed the basis for the award of any other Degree, Diploma,by this university are any other university.

Head of the Department

*A.Safia 28/04/2023*  
**Dr. A. SAFIA. M.Com.,M.Phil.,MBA,Ph.D.,**  
Assistant Professor  
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*A.Safia 28/04/2023*  
**Dr. A. SAFIA. M.Com.,M.Phil.,MBA,Ph.D.,**  
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*Dr. E. Cleedin 25/05/2023*  
**External Examiner**  
**Dr. E. CLEEDIN,**  
(MBA,NET,SET,PGDIB,M.Com,M.Phil,NET,Ph.D)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON  
AIRTEL COMPANY WITH SPECIAL REFERENCE TO KANNIYA  
KUMARI DISTRICT**

*Project Report Submitted to the Manonmaniam Sundaranar University, Tirunelveli  
in Fulfilment of the Requirement For the Award of the Degree of*

**BACHELOR OF COMMERCE**

**SUBMITTED BY**

| <b>NAME</b>            | <b>REG NO</b>         |
|------------------------|-----------------------|
| <b>NITHIN M</b>        | <b>20203091301334</b> |
| <b>RAMESH M</b>        | <b>20203091301336</b> |
| <b>SEYAD SUHAIL S</b>  | <b>20203091301340</b> |
| <b>SHAHUL HAMEED M</b> | <b>20203091301342</b> |
| <b>SHALWIN M</b>       | <b>20203091301344</b> |

**UNDER THE GUIDANCE OF  
Dr.H.SABEENA FARVEEN.M.com,M.Phil,MBA,Phd.**



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE  
THIRUVITHANCODE -629174  
APRIL2023**

**Dr.H.SABEENA FARVEEN.M.com., M.Phil., MBA., Phd.,**

**Assistant Professor  
Department of Commerce and Research centre  
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Thiruvithancode-629174**

## **CERTIFICATE**

This is to certify that the project entitled "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON AIRTEL COMPANY WITH SPECIAL REFERENCE TO KANNIYAKUMARI DISTRICT" is a project work done by NITHIN M (Reg No:20203091301334), RAMESH M (Reg No:20203091301336), SEYAD SUHAIL S (Reg No:202030913040), SHAHUL HAMMED M (Reg No:2020309130142), SHALWIN M (Reg No:20203091301344) students of B.Com, Muslim Arts College, Thiruvithancode in fulfillment of the required for the award of the degree of Bachelor of Commerce during the academic year 2022-2023.

PLACE: Thiruvithancode  
DATE: 2.5.2023.

*F. Cleedin*  
02/05/2023  
**EXTERNAL EXAMINER**  
**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil., NET, Ph.D.)  
**Assistant Professor in Commerce,**  
**St. Jude's College, Thoothoor,**  
**Kanyakumari.**

*For*  
*[Signature]*  
9/5/23  
Internal Examiner

*For*  
*[Signature]*  
9/5/23  
Forwarded by  
Head of the Department

**A STUDY ON CUSTOMER SATISFACTION TOWARDS  
MARUTI SUZUKI CARS WITH SPECIAL REFERENCE TO  
MARTHANDAM TOWN**

*Project Report Submitted to the Monomaniam Sundanar University,  
Tirunelveli in Fulfilment the Requirement for the Award of the Degree of*

**BACHELOR OF COMMERCE**

**SUBMITTED BY**

| <b>Name</b>       | <b>Register number</b> |
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| SAJIN S           | 20203091301339         |
| RAGESH K          | 20203091301335         |
| SUJI M S          | 20203091301267         |
| SHIREEN FATHIMA K | 20203091301264         |

**Under the Guidance of**

**Dr. H. Sabeena Farveen, M.Com., M.phil., MBA, Phd.,**



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE - 629174**

**MAY-2023**

Dr. H. Sabeena Farveen, M.Com. M.phil., MBA, Phd.,  
Assistant Professor in commerce,  
Muslim Arts College,  
Thiruvithancode - 629174

### CERTIFICATE

This is to certify that mini project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI WITH SPECIAL REFERENCE TO MARTHANDAM TOWN" is a project work done by SAJIN S (20203091301339), RAKESH K (20203091301335), SUJI M (20203091301267), SHIREEN FATHIMA K (20203091301264) students of B.Com., Muslim Arts College, Thiruvithancode in fullfilment of the requirement for the award of the Degree of Bachelor of Commerce during the academic year 2022-2023

Place : Thruvithancode

Date : 2.05-2023

For  
RESEARCH GUIDE

EXTERNAL EXAMINER  
Dr. F. CLEEDIN,  
(B.A., NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

For  
Forwarded by  
Head of the Department



**A STUDY ON EMPLOYEES JOB SATISFACTION AT  
NALLA PERUMAL & SONS, NAGERCOIL,  
KANYAKUMARI DISTRICT**

*A major project Report Submitted to the Manonmanium Sundarnar University,  
Thirunelveli in Partial Fulfillment of the requirements for the award of the degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

| <b>Name</b>       | <b>Reg No</b>  |
|-------------------|----------------|
| FATHIMA AASMI.M   | 20203091301233 |
| FARSHAN. S.N      | 20203091301231 |
| FATHIMA AASHIMA.S | 20203091301232 |
| BABISHA.P.S       | 20203091301228 |
| BABISHA.R         | 20203091301229 |

**By**

**Research Supervisor**

**MRS. M.Uma Maheswari Pinky, M.Com, M.Phil, B.Ed**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE – 629174**

**April – 2023**

**Mrs. M.UMA MAHESWARI PINKY, M.Com, M.Phil, B.Ed**

Assistant professor of commerce,

Muslim Arts College

Thiruvithancode

### CERTIFICATE

This is to certify that the project titled **A STUDY ON EMPLOYEES JOB SATISFACTION AT NALLA PERUMAL & SONS, NAGERCOIL, KANYAKUMARI DISTRICT** is a bonafide Project work for the award of the degree of Bachelor of Commerce done by

| Name              | Reg No         |
|-------------------|----------------|
| FATHIMA AASMI.M   | 20203091301233 |
| FARSHAN. S.N      | 20203091301231 |
| FATHIMA AASHIMA.S | 20203091301232 |
| BABISHA.P.S       | 20203091301228 |
| BABISHA.R         | 20203091301229 |

In partial Fulfillment of the requirements for the award of the Degree of Bachelor of commerce During the Academic Year 2022 -2023

For  
*[Signature]*  
2/5/23  
Head of the Department

*[Signature]*  
2/5/23  
Supervisor Guide

Submitted for the viva – voice Examination held on 02/5/2023

Date : 02-05-2023

Place: Thiruvithancode

*[Signature]*  
External Examiner  
**Dr. F. CLEEDIN.**  
(BBA, NET, SET, PGDIB, M. Com, M. Phil, NET, Ph. D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CONSUMER'S PERCEPTION TOWARDS  
E-BANKING SERVICES IN NAGERCOIL CITY.**

A Major project report Submitted to Manonmaniam Sundaranar University Thirunelveli in partial fulfilment of the requirement for the award for degree of

**BACHELOR OF COMMERCE**

Submitted By.

| <b>NAME</b>             |   | <b>REG.NO</b>  |
|-------------------------|---|----------------|
| MOHAMED AADHIL.M        | : | 20203091301325 |
| MOHAMED ANWAR.A         | : | 20203091301327 |
| MOHAMED AZEEM.B         | : | 20203091301329 |
| MOHAMED SHAMIL.S        | : | 20203091301331 |
| MOHAMMED ABDUL GHANEE.M | : | 20203091301333 |

Under the Guidance of

**Dr.T. Christhu Rani DCM., M.com., M.phil., Ph.D.**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE 629174**

**APRIL 2023**

**Dr.T.CHRISTHU RANI DCM.,M.com.,M.phil.,Ph.D.**

Department of Commerce and Research centre.

Muslim Arts College,

Thiruvithancode - 629 174.

**CERTIFICATE**

This is to certify that the Major Project entitled,

**"A STUDY ON CONSUMER PERCEPTION TOWARDS  
E-BANKING SERVICES IN NAGERCOIL CITY"**

is a bonafide record of the work done by

|                         |                  |
|-------------------------|------------------|
| MOHAMED AADHIL.M        | (20203091301325) |
| MOHAMED ANWAR.A         | (20203091301327) |
| MOHAMED AZEEM.B         | (20203091301329) |
| MOHAMED SHAMIL.S        | (20203091301331) |
| MOHAMMED ABDUL GHANEE.M | (20203091301333) |

During the year 2022-2023 in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce from Manomaniam Sundarnar University, Tirunelveli. This has not formed a basis for the award of any degree/ diploma by this University or any other University.

Place: Thiruvithancode

Date: 02-05-2023

For  
Christhu Rani  
Signature of HOD

Christhu Rani  
Internal Examiner

Dr. F. Cleedin  
External Examiner  
02/05/2023  
**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS  
KENNEDY BATTERY SALES AND SERVICE IN  
NAGERCOIL**

*A Major Project work submitted to Manonmaniam Sundaranar  
University, Tirunelveli in Partial fulfillment of the requirements for the  
award of the Degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

| <b>Name</b>    | <b>Reg Number</b> |
|----------------|-------------------|
| VIBIN RAJ.P    | 20203091301351    |
| VINISH KUMAR.V | 20203091301355    |
| VISHNU J.S     | 20203091301357    |
| WRIJITH.V      | 20203091301359    |

**Under the Guidance of**

**Mrs. M. UMA MAHESWARI PINKY, M.Com., M.Phil.,B.Ed**



**Department of Commerce**

**Muslim Arts College**

**Thiruvithancode – 629174**

**April - 2023**

**Dr. A SAFIA, M.Com.,M.Phil.,MBA.,P.h.D.**

**Assistant Professor**

**Head of the Department of Commerce and Research Centre**

**Muslim Arts College**

**Thiruvithancode – 629174**

**CERTIFICATE**


This is to certify that the project entitled “A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS KENNEDY BATTERY SALES AND SERVICE IN NAGERCOIL” is a project work done by VIBIN RAJ. P (20203091301351), VINISH KUMAR. V (20203091301355), VISHNU J. S (20203091301357), WRIJITH. V (20203091301359) students of B.COM, MUSLIM ARTS COLLEGE, THIRUVITHANCODE in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce during the academic year 2022 – 2023.

  
Internal Guide

For  
  
Head of the Department

**Place: THIRUVITHANCODE**

**Date: 02-05-2023.**

  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA,NET,SET,PGDIB,M.Com,M.Phil,NET,Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER SATISFACTION FASTRACK  
WATCHES IN NAGERCOIL CITY**

**A Project Report Submitted to Manonmaniam Sundaranar  
University of Tirunelveli in Partial Fulfilment  
of requirements for the degree of  
BACHELOR OF COMMERCE**

**SUBMITTED BY**

| <b>NAME</b>        | <b>REG NO</b>  |
|--------------------|----------------|
| ANIRUDRAN. W. R    | 20203091301307 |
| ASWINTH. A         | 20203091301309 |
| BERJIN. B          | 20203091301311 |
| EUJIN JOSE         | 20202030913013 |
| FAROOK ABDULLAH. K | 20203091301315 |

**UNDER THE GUIDANCE OF**

**Lt. Dr. M. Jagathish M.com,M.Phil.,M.Ed.,Ph.D.  
(Vice Principal)**




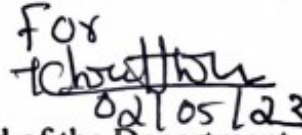
**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE – 629174  
APRIL-2023**

Lt. Dr. M. Jagathish M.com, M.Phil., M.Ed., Ph.D.  
Vice Principal,  
Muslim Arts College  
Thiruvithancode - 629174

### CERTIFICATE

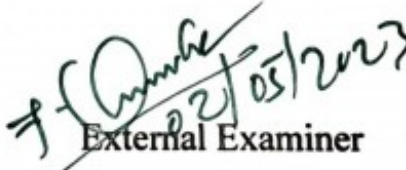
This study to certify that ANIRUDRAN. W. R (20203091301307), ASWINTH. A (20203091301309), BERJIN. B (20203091301311), EUJIN JOSE. J (20203091301313), FAROOK ABDULLAH. K (20203091301315) of third year B.Com . "A STUDY ON CUSTOMER SATISFACTION FOR FASTRACK WATCHES IN NAGERCOIL CITY" for a period of three months in the academic year 2022-2023 in partial fulfilment for the award for bachelor Degree in Commerce in Manaonmaniam Sundaranar University .

For  
  
Internal Examiner

For  
  
Head of the Department

Place : Thiruvithancode

Date: 2/5/23

For  
  
External Examiner

Dr. F. CLEEDIN,  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
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Kanyakumari.



**A STUDY ON CUSTOMER PREFERENCE TOWARDS MARUTI  
SUZUKI CARS IN NAGERCOIL.**

*Project Report Submitted to the Manonmaniam Sundaranar University, Tirunelveli  
in Fulfilment of the Requirement For the Award of the Degree of*

**BACHELOR OF COMMERCE**

**SUBMITTED BY**

| <b>NAME</b>              | <b>REG NO</b>         |
|--------------------------|-----------------------|
| <b>JOSEPH ASSHIK J</b>   | <b>20203091301322</b> |
| <b>MOHAMED ABUDHAR K</b> | <b>20203091301326</b> |
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| <b>MOHAMED FIZAL A</b>   | <b>20203091301330</b> |
| <b>MUGESH M</b>          | <b>20203091301332</b> |

**UNDER THE GUIDANCE OF**

**Dr.H.SABEENA FARVEEN M.com, M.Phil, MBA, Phd.**



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE  
THIRUVITHANCODE -629174  
APIRL2023**

**Dr.H.SABEENA FARVEEN M.com., M.Phil., MBA., Phd.,**

**Assistant Professor  
Department of Commerce and Research centre  
Muslim Arts College  
Thiruvithancode-629174**

**CERTIFICATE**

This is to certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI CARS IN NAGERCOIL" is a project work done by JOSEPH ASSHIK J (Reg No:20203091301322), MOHAMED ABUDHAR K (Reg No:20203091301326), MOHAMED ASHIQ A (Reg No:20203091301328), MOHAMED FIZAL A (Reg No:20203091301330), MUGESH M (Reg No:20203091301332) students of B.Com, Muslim Arts College, Thiruvithancode in fulfillment of the required for the award of the degree of Bachelor of Commerce during the academic year 2022-2023.

**PLACE: Thiruvithancode**

**DATE: 02/05/2023**

**EXTERNAL EXAMINER**

**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

Fos  
Internal Examiner  
2/5/23

Fos  
Forwarded by  
Head of the Department  
2/5/23

**CONSUMER PREFERENCE TOWARDS TEA BRANDS  
IN KALKULAM TALUK**

Submitted to Manonmaniam Sundaranar University, Tirunelveli in partial  
fulfillment for the requirement of

*Degree of Bachelor of Commerce (B.com)*

**Submitted by**

| <b>NAME</b>               | <b>REGISTER NO</b>    |
|---------------------------|-----------------------|
| <b>R. S. KARTHIKA</b>     | <b>20203091301248</b> |
| <b>S. MARIYAM MAFASHA</b> | <b>20203091301251</b> |
| <b>MUHSINA SYED</b>       | <b>20203091301253</b> |
| <b>P. PRATHEEBA</b>       | <b>20203091301255</b> |

**Under the guidance of**

**Mrs. Uma Maheswari Pinky, M.Com.,M.Phil.,B.Ed.,**



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE-629174**

**APRIL – 2023**

DEPARTMENT OF COMMERCE & RESEARCH CENTRE


MUSLIM ARTS COLLEGE

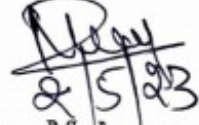
THIRUVITHANCODE-629174



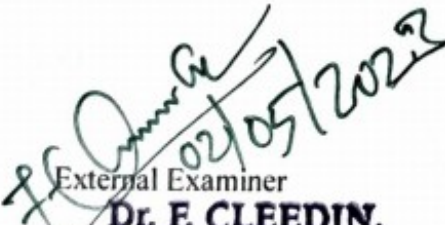
**BONAFIDE CERTIFICATE**

This is to certify that the Major Project entitled, " CONSUMER PREFERENCE TOWARDS TEA BRANDS IN KALKULAM TALUK" is a bonafide record of the work done by R. S. KARTHIKA (20203091301248), S. MARIYAM MAFASHA (20203091301251), MUHSINA SYED (20203091301253), P. PRATHEEBA (20203091301255) during the academic year 2020 - 2023 in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce from Manonmianiam Sundaranar University, Tirunelveli.

For  
  
Dr. A. Safia,  
M.Com., M.Phil., MBA., Ph.D.  
Head of the Department

  
Mrs. Uma Maheswari Pinky,  
M.Com., M.Phil., B.Ed.,  
Project Guide

Submitted for the Viva-Voce examination held on.....02-05-2023.....

  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER GRATIFICATION OF RESTAURANT  
INDUSTRY AT NAGERCOIL TOWN**

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

***Bachelor of Commerce***

**Submitted by**

| <b>NAME</b>                 | <b>REGISTER NO</b>    |
|-----------------------------|-----------------------|
| <b>Jershia..J</b>           | <b>20203091301245</b> |
| <b>Khadeeja Rashidha. A</b> | <b>20203091301249</b> |
| <b>Mona Mahsooma. H</b>     | <b>20203091301252</b> |
| <b>Muhzina. M</b>           | <b>20203091301254</b> |
| <b>Rabisha Rathi. Y</b>     | <b>20203091301257</b> |

Under the guidance and supervision of

**Mrs. Uma Maheswari Pinky, M.com, M.Phil. B.Ed.**



**DEPARTMENT OF COMMERCE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE-629174**

**APRIL - 2023**

Mrs.M.Uma Maheswari Pinky, M.Com, M.Phil. B.Ed.,  
Assistant professor,  
Department of commerce,  
Muslim Arts College,  
Thiruvithancode - 629174.

### CERIFICATE

This is to certify that the project entitled, "A STUDY ON CUSTOMER GRATIFICATION OF RESTAURANT INDUSTRY AT NAGERCOIL TOWN" is the bonafide record of the work done by JERSHIA.J (20203091301245), KHADEEJA RASHIDHA. A (20203091301249), MONA MAHSOOMA.H (20203091301252), MUHZINA. M (20203091301254), RABISHA RATHI.Y (20203091301257) during the year 2020-2023 in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce from Manonmaniam Sundaranar University, Tirunelveli. This has not formed a basis for the award of any degree/diploma by this University or any other University.

  
Signature

Internal Supervisor

  
Signature

Head of the Department

Department Seal

Place: Thiruvithancode

Date: 2.5.2023

  
External Examiner  
Dr. F. CLEEDIN,  
(MBA, NET, SET, PGDIB, M. Com, M. Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER SATISFACTION  
TOWARDS HIMALAYA BABY CARE PRODUCT IN  
MARTHANDAM TOWN**

*Project report submitted to Muslim Arts and Science Collage affiliated to  
Monomania Sundaranar university in partial fulfilment of the requirement for  
the awards of the degree*

**BACHELOR OF COMMERCE**

**SUBMITTED BY**

| <b>NAME</b>    | <b>REGISTER NUMBER</b> |
|----------------|------------------------|
| ISMAIL.K       | 20203091301317         |
| JEGAN .J       | 20203091301319         |
| JINUS.A        | 20203091301321         |
| JOSEPH ANTO .J | 20203091301323         |
| MANIKANDAN.S   | 20203091301324         |

**Under the GUIDENCE OF  
Lt. Dr.T.CHRISTH RANI, DCH,M.Com., M.Phil., Ph.D.,**

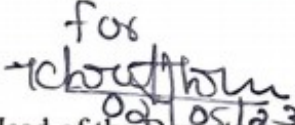


**DEPARTMENT OF COMMERCE  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE – 629174  
MARCH – 2023**

Lt. Dr.T.CHRISTHU RANI,DCH.,M.Com., M.Phil., Ph.D.,  
Department of commerce  
Muslim Arts Collage,  
Thiruvithancode – 629174.

## CERTIFICATE

This is to certify that major projects reports entitled, “ A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA BABY CARE PRODUCTS IN MARTHANDAM TOWN” is a projects work done by ISMAIL.K (20203091301317), JEGAN.J (20203091301319), JINU.A.S. (20203091301321), JOSEPH ANTO.J (20203091301323), MANIKANDAN.S (20203091301324), STUDENT of B.COM, MUSLIM ARTS COLLAGE, THIRUVITHANCODE in partial fulfilment of the requirement for the awards of the degree of Bachelor of Commerce during the academic year 2020-23.

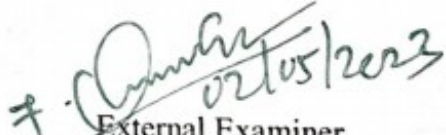
for  
  
Head of the Department,

  
Supervisor,

Submitted for the viva voice examination hold on..... 2/5/23 .....

Place : Thiruvithancode

Date: 02-05-2023

  
External Examiner,  
Dr. F. CLEEDIN,  
(MBA,NET,SET,PGDIB,M.Com,M.Phil.,NET,Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.



**A STUDY ON CUSTOMER SATISFACTION TOWARDSAAVIN MILK  
PRODUCTS IN KANYAKUMARI DISTRICT**

The project report is submitted in partial fulfilment for the degree of  
Commerce to the **Manonmaniam Sundaranar University, Tirunelveli** in  
partial fulfilment for the requirement of

**Submitted by**

**Students Name**

**Reg No**

**DIVYA R**

**20203091301230**

**SAFRINA S**

**20203091301260**

**SHIFANA S**

**20203091301263**

**THASBIKA BARVIN T**

**20203091301270**

**Under the guidance of**

**DR. H. SABEENA FARVEEN, M.Com., M.Phil., MBA., Ph.D.**



**Department of Commerce and Research Centre**

**Thiruvithancode – 629174,**

**APRIL 2023**

**DR.SABEENAFARVEEN,M.Com,M.Phil,MBA,Ph.d**

Assistant Professor,

Head of the Department ,

Muslim Arts College ,

Thiruvithancode- 629174 .

### CERTIFICATE

This study is to certify that major work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILKPRODUCTS IN KANYAKUMARI DISTRICT" is the work done by Divya R(20203091301230),Safrina S ( 20203091301260 ) Shifana S ( 20203091301263 ) Thasbika Barvin T (20203091301270) for the degree of Bachelor of Commerce to the Manonmaniam Sundaranar University, Tirunelveli under my guidance, during the year 2022-2023 is an independent work done by them and their research work has not previously formed the basis for the award of any other Degree, Diploma, by this university are any other university.

Jos  
-chouffhsm  
02/03/23  
Head of the Department

For  
Guide  
2/5/23

F. Cleedin  
02/05/2023  
External Examiner

**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIP, M. Com, M. Phil, NET, Ph. D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CONSUMER SATISFACTION TOWARDS  
JAWA BIKE WITH SPECIAL REFERENCE TO  
NAGERCOIL CITY**

*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 COMMERCE**

**Submitted By**

| <b>Name</b> | <b>Reg. No</b> |
|-------------|----------------|
| AJIN B A    | 20203091301304 |
| AKASH V     | 20203091301305 |
| AKISH S     | 20203091301306 |
| ASHLIN J M  | 20203091301308 |
| RITHIN A S  | 20203091301338 |

**Under the Guidance**

**Mrs. M. Uma Maheshwari Pinky M.Com., M.Phil., B.Ed.**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE - 629174**

**APRIL - 2023**

Mrs. M. Uma Mahesheswari Pinky M.Com., M.Phil., B.Ed.

Assistant Professor

Muslim Arts College

Thiruvithancode

**CERTIFICATE**

This is to certify that the project report "A Study On Consumer Satisfaction Towards Jawa Bike With Special Reference To Nagercoil City" submitted by the team consisting of the following student of final year B.Com 2022 – 2023.

| Name       | Reg. No        |
|------------|----------------|
| AJIN B A   | 20203091301304 |
| AKASH V    | 20203091301305 |
| AKISH S    | 20203091301306 |
| ASHLIN J M | 20203091301308 |
| RITHIN A S | 20203091301338 |

In partial fulfilment for the degree of bachelor of commerce is done by them during 2022 -2023 under my guidance and supervision.

Signature of Guide

Signature of HOD

Submitted for the board Examination held on.....

Internal Examiner

External Examiner

**Dr. R CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
.. Kanyakumari.

**A STUDY ON CUSTOMER'S SATISFACTION  
TOWARDS SMART TV WITH SPECIAL REFERENCE  
TO NAGERCOIL**

*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 COMMERCE**

**Submitted By**

| <b>Name</b>   | <b>Reg. No</b> |
|---------------|----------------|
| S. ABDUL KAIF | 20203091301202 |
| K. ABI        | 20203091301204 |
| K. ABINESH    | 20203091301207 |
| M. AJITH      | 20203091301212 |
| J. AKASH      | 20203091301214 |

**Under the Guidance**

**Dr. H. SABEENA FARVEEN M.Com., M.Phil., MBA.,Ph.D.**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE - 629174**

**APRIL - 2023**

**Dr. H. SABEENA FARVEEN M.Com., M.Phil., MBA., Ph.D.**

**Assistant Professor in Commerce**

**Muslim Arts College**

**Thiruvithancode - 629174**

**CERTIFICATE**

This is to certify that the project entitled "A Study On Customer's Satisfaction Towards Smart TV With Special Reference To Nagercoil" is a project work done by S. Abdul Kaif (Reg No: 20203091301202), K. Abi (Reg No: 20203091301204), K. Abinesh (Reg No: 20203091301207, M. Ajith (Reg No: 20203091301212) J. Akash (Reg No: 20203091301214) students of B.Com, Muslim Arts College, Thiruvithancode in fulfillment of the requirement for the award of the degree of Bachelor of Commerce during the academic year 2022 - 2023.

**Place: Thiruvithancode**

**ResearchGuide**

**Date: 02-05-2023**

*Dr. F. Cleedin*  
02/05/2023  
**EXTERNAL EXAMINER**

**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
**Assistant Professor in Commerce,**  
**St. Jude's College, Thoothoor,**  
**Kanyakumari.**

For  
*Dr. F. Cleedin*  
02/05/23  
**Forwarded by**

**Head of the Department**

**A STUDY ON JOB SATISFACTION OF BANK EMPLOYEES  
WITH SPECIAL REFERENCE TO STATE BANK OF INDIA IN  
KANNIYAKUMARI DISRTICT**

*A Major Project work submitted to Manonmaniam Sundaranar University,  
Tirunelveli in Partial fulfillment of the requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

| <b>Name</b>            | <b>Register Number</b> |
|------------------------|------------------------|
| <b>A.AKESH</b>         | <b>20203091301216</b>  |
| <b>A.AJEESH</b>        | <b>20203091301303</b>  |
| <b>N.S. ABISHEK</b>    | <b>20203091301301</b>  |
| <b>S.ARUN</b>          | <b>20203091301223</b>  |
| <b>J.AMEENUL ISLAM</b> | <b>20203091301219</b>  |

**Under the Guidance of**

**Dr. A SAFIA, M.Com.,M.Phil.,M.B.A.,Ph.D.**



**Department of Commerce**

**Muslim Arts College**

**Thiruvithancode – 629174**

**April - 2023**

**Dr. A SAFIA, M.Com.,M.Phil.,MBA.,P.h.D.**

**Assistant Professor**

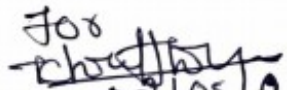
**Head of the Department of Commerce and Research Centre**

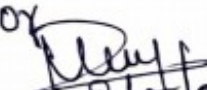
**Muslim Arts College**

**Thiruvithancode – 629174**

**CERTIFICATE**

This is to certify that the project entitled "A Study on Job Satisfaction of Bank Employees with Special reference to State Bank of India Kanniyakumari District" is a project work done by A.AKESH (20203091301216), A.AJEESH (20203091301303), N.S. ABISHEK (20203091301301), S. ARUN (20203091301223), J. AMEENUL ISLAM (20203091301219) students of B.COM, MUSLIM ARTS COLLEGE, THIRUVITHANCODE in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce during the academic year 2022 – 2023.

For  
  
02/05/23  
Head of the Department

For  
  
Supervisor 02/05/23

**Place: THIRUVITHANCODE**

**Date: 2-5-2023**

For  
  
02/05/2023  
External Examiner

**Dr. R. CLEEDIN**  
M.A., M.F., S.E.L., P.G.D.I.E., M. Com., M. Phil., Ph.D.  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoodu,  
Kanyakumari.



**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION  
LEVEL TOWARDS THE ONLINE SHOPPING WITH SPECIAL  
REFERENCE TO MARTHANDAM**

Submitted to Manonmaniam Sundaranar University, Tirunelveli in partial  
fulfillment for the requirement of

*Degree of Bachelor of Commerce (B.com)*

**Submitted by**

| <b>NAME</b>          | <b>REGISTER NO</b>    |
|----------------------|-----------------------|
| <b>ARSHI. M</b>      | <b>20203091301221</b> |
| <b>ARSHITHA. I</b>   | <b>20203091301222</b> |
| <b>ASINA BANU. M</b> | <b>20203091301225</b> |
| <b>BABISHA. K</b>    | <b>20203091301227</b> |

**Under the guidance of**

**DR. T. CHRISTHU RANI, M.Com.,M.Phil., Ph.D.**



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE-629174**

**APRIL – 2023**

DEPARTMENT OF COMMERCE & RESEARCH CENTRE

MUSLIM ARTS COLLEGE

THIRUVITHANCODE-629174



**BONAFIDE CERTIFICATE**

This is to certify that the Major Project entitled, "A STUDY ON CONSUMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THE ONLINE SHOPPING WITH SPECIAL REFERENCE TO MARTHANDAM" is a bonafide record of the work done by ARSHI.M (20203091301221), ARSHITHA.I (20203091301222), ASINA BANU.M (20203091301225), and BABISHA. K (20203091301227) during the academic year 2020 - 2023 in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce from Manonmianiam Sundaranar University, Tirunelveli..

*Dr. A Safia*  
22/05/23  
**Dr. A SAFIA,**  
M.Com., M.Phil., MBA., Ph.D.  
Head of the Department

*Dr. T. Christhu Rani*  
22/05/23  
**DR. T. CHRISTHU RANI,**  
M.Com., M.Phil., Ph.D.  
Project Guide

Submitted for the Viva-Voce examination held on.....*22/5/23*.....

*Dr. F. Cleedin*  
22/05/23  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M.Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX  
FASHION WITH SPECIAL REFERENCE TO NAGERCOIL  
Major Project Report**

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

Submitted by

|                         |                           |
|-------------------------|---------------------------|
| <b>A AADILA FATHIMA</b> | <b>REG 20203091301201</b> |
| <b>V ABILA</b>          | <b>REG 20203091301205</b> |
| <b>S ABINAYA</b>        | <b>REG 20203091301206</b> |
| <b>R ABIRAMI</b>        | <b>REG 20203091301208</b> |
| <b>M AFSHANA SHRIN</b>  | <b>REG 20203091301210</b> |

Under the guidance of  
**Mrs. Uma Maheswari Pinky M.Com, M.Phil./B.Ed.**




**DEPARTMENT OF COMMERCE  
MUSLIM ARTS COLLEGE- 629174  
MAY 2023**

## CERTIFICATE

This is to certify that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND WITH SPECIAL REFERENCE TO NAGERCOIL", is an original work and is being submitted by

| SI.NO | NAME             | REGISTER NO    |
|-------|------------------|----------------|
| 1     | A AADILA FATHIMA | 20203091301201 |
| 2     | V ABILA          | 20203091301205 |
| 3     | S ABINAYA        | 20203091301206 |
| 4     | R ABINAYA        | 20203091301208 |
| 5     | M AFSHANA SHRIN  | 20203091301210 |

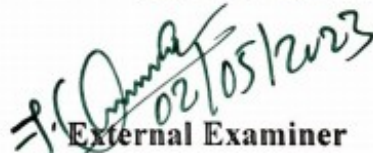
in partial fulfillment of the requirement for the degree of Bachelor of Commerce of Manonmaniam Sundaranar University under my guidance and supervision during the academic year 2020- 2023

  
Faculty Guide

for  
  
Head of the Department

Submitted for the viva-voce Examination held on 02-05-2023

  
Internal Examiner.

  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA,NET,SET,PGDIB,M.Com,M.Phil,NET,Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE  
SHOPPING FROM FLIPKART WITH SPECIAL REFERENCE  
TO KANYAKUMARI DISTRICT**

*A Project Report Submitted to Manonmaniam Sundaranar  
University of Tirunelveli in Partial Fulfillment of requirements for the award of the  
degree of*

**BACHELOR OF COMMERCE**

*Submitted By*

| <b>Name of the Students</b>  | <b>Reg No</b>         |
|------------------------------|-----------------------|
| <b>M. FATHIMA MUVAHFFIKA</b> | <b>20203091301235</b> |
| <b>M. HAANIYA</b>            | <b>20203091301237</b> |
| <b>K.M. HARITHA</b>          | <b>20203091301239</b> |
| <b>R. JAGATHESHWARI</b>      | <b>20203091301241</b> |
| <b>D. JENISHA</b>            | <b>20203091301243</b> |

*Under the guidance of*

**Dr. A. SAFIA.,M.Com.,M.Phil.,MBA.,Ph.D**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE**

**THIRUVITHANCODE -629174**

**APRIL 2023**

**Dr.A.Safia, M.Com.,M.Phil.,Ph.D**  
Assistant professor,  
Head of the department of commerce,  
Muslim Arts College,  
Thiruvithancode-629174.

### CERTIFICATE

This is to certify that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING FROM FLIPKART WITH SPECIAL REFERENCE TO KANYAKUMARI DISTRICT" is a bonafide research work for the award of the degree of Bachelor of Commerce done by M. FATHIMA MUVAHFFIKA (20203091301235), M. HAANIYA (20203091301237), K.M. HARITHA (20203091301239), R. JAGATHESHWARI (20203091301241), D. JENISHA (20203091301243).

In partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce during the academic Year 2022-2023.

For  
  
2/5/23  
Head of the Department

Guide  
  
28/04/2023


Submitted for the Viva voice Examination held on

02-05-2023

Date : 02-05-2023

Place : Thiruvithancode

**Dr. A. SAFIA, M.Com., M.Phil., MBA, Ph.D.,**  
Assistant Professor  
P.G. & Research Department of Commerce  
Muslim Arts College  
Thiruvithancode - 629174

  
2/5/2023  
External Examiner

**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com., M.Phil., NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.

**A STUDY ON CUSTOMER PREFERENCE OF MARGIN FREE  
MARKET WITH REFERENCE TO DERIK SUPERMARKET,  
NAGERCOIL**

Project submitted to the Manonmaniam Sundaranar University in partial fulfillment of  
the requirements for the awards of

**BACHELOR OF COMMERCE**

Submitted by

Register .No

**SHARUK.B.K**

20203091301345

**SHIJU MON.R.R**

20203091301347

**SUBRAMONIA PILLAI.B**

20203091301349

**VIGNESH.M**

20203091301353

GUIDE

**DR.A.SAFIA,M.Com.,M.Phil.,MBA.,Ph.D.**



**DEPARTMENT OF COMMERCE AND RESEARCH CENTRE**

**MUSLIM ARTS COLLEGE,AZHAGIAMANDAPAM**

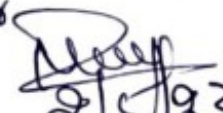
**THIRUVITHANCODE-629174**

**APRIL - 2023**

## CERTIFICATE


This is to certify that the project titled "A STUDY ON CUSTOMER PREFERENCE OF MARGIN FREE MARKET WITH REFERENCE TO DERIK SUPERMARKET , NAGERCOIL" is prepared and submitted by SHARUK.B.K,SHIJUMON.R.R,SUBRAMONIAPILLAI.B,VIGNESH. M Muslim Arts College , Thiruvithancode under my guidance in partial fulfillment of the B.com degree of Mononmaniam Sundarnar University , Tirunelveli during April 2022-2023

Guide

For  
  
2/5/23

For  
  
2/5/23  
Head of the Department

External Examiner

  
2/5/2023  
**DR. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M. Com, M. Phil, NET, Ph. D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari.



**EXPLORING THE SIGNIFICANCE OF ENVIRONMENTAL  
IN NAGERCOIL**

*A major project work submitted to Marudamalai Sivalakshmi  
University, Tirunelveli in Partial of the requirements for the award of the  
degree of*

**BACHELOR OF COMMERCE**

Submitted by

| <b>Name</b>             | <b>Register Number</b> |
|-------------------------|------------------------|
| <b>DINESH. D</b>        | <b>20203091301312</b>  |
| <b>FAHAD. F</b>         | <b>20203091301314</b>  |
| <b>GEOFLIN SHINU. S</b> | <b>20203091301316</b>  |
| <b>JEBIN RAJ. J</b>     | <b>20203091301318</b>  |
| <b>JENISH. J</b>        | <b>20203091301320</b>  |

Under the guidance of  
**Dr. T. Christhu Rani DCM., M.com., M.Phil., Ph.d**



**DEPARTMENT OF COMMERCE  
MUSLIM ARTS COLLEGE  
THIRUVITHANCODE – 629174  
MAY 2023**

Dr.T. Christhu Rani DCM., M.Com., M.Phil., MBA., Ph.D

Department of Commerce and Research centre,

Muslim Arts College,

Thiruvithancode – 629174

## CERTIFICATE

This is to certify that major project report entitled, "EXPLORING THE SIGNIFICANCE OF E-COMMERCE IN NAGERCOIL" is a project work done by DINESH. D (20203091301312), FAHAD. F (20203091301314), GEOFLIN SHINU. S (20203091301316), JEBIN RAJ. J (20203091301318), JENISH. J (20203091301320), student of B.COM, MUSLIM ARTS COLLEGE, THIRUVITHANCODE in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce during the academic year 2022 -2023.

For  
[Signature]  
2/5/23  
Head of the Department

[Signature]  
2/05/23  
Supervisor

Submitted for the viva voice Examination held on ..2/5/2023.....

Place: Thiruvithancode  
Date: 2/5/2023

[Signature]  
2/05/2023  
External Examiner  
**Dr. F. CLEEDIN,**  
(MBA, NET, SET, PGDIB, M.Com, M. Phil, NET, Ph.D.)  
Assistant Professor in Commerce,  
St. Jude's College, Thoothoor,  
Kanyakumari