

Project Mapping - Project Report - B.B.A (2017 - 2018)



ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE

(Reaccredited with "A" Grade by NRAC)
 Run by Arulmigu Dhandayuthapani Swamy Thirukkoil, H.R & C.E Dept. Government of Tamilnadu
 A Government Aided College - Affiliated to Madurai Kamaraj University, Madurai
 Dindigul Road, Palani - 624601



1.3 CURRICULUM ENRICHMENT - SUPPORTIVE DOCUMENTS

DEPARTMENT: BBA

Year: 2017-2018

S.NO	UNIV.REG.N O	NAME OF THE STUDENT	GUIDE NAME	TITLE
01	B5B10352	INDHUJA.K	DR. M. ANANTHI	A STUDY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO KOVAI AARYAS IN PALANI
02	B5B10353	JAYABHARATHI.P	DR. M. ANANTHI	STRESS MANAGEMENT OF INDUSTRIAL EMPLOYMENT
03	B5B10356	SHENBHAGAPRIYA.T	DR. M. ANANTHI	STUDY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO KOVAI AARYAS IN PALANI
04	B5B10357	SUDHA.A	DR. M. ANANTHI	STUDY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO KOVAI AARYAS IN PALANI
05	B5B10358	SUSILA.K	DR. M. ANANTHI	S STRESS MANAGEMENT OF INDUSTRIAL EMPLOYMENT
06	B5B10359	AARTHIYAPPAN.M	MR .P.KARTHIKEYAN	A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS HOME APPLIANCES IN PALANI TOWN
07	B5B10360	AJITH.A	MR .P.KARTHIKEYAN	A STUDY ON BRAND LOYALTY AMONG CUSTOMER USING VKC FOOT WEAR IN PALANI TOWN
08	B5B10361	AKILAN.B	MR .P.KARTHIKEYAN	A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS

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				HOME APPLIANCES IN PALANI TOWN
09	B5B10363	DEVAN	MR. K.SENTHIL KUMAR	"PRODUCTION AND MARKETING OF JASMINE IN NILAKOTTAI BLOCK, DINDIGUL DISTRICT"
10	B5B10364	DHAMOTHARAN.S	DR. B. RAVIKKUMAR	"A STUDY ON FINANCIAL ANALYSIS OF PERIYAKALAYAMPUTHUR PRIMARY AGRI CO-OPERATIVE CREDIT SOCIETY LTD"
11	B5B10366	HARIKRISHNAN.T	MR. K.SENTHIL KUMAR	"PRODUCTION AND MARKETING OF JASMINE IN NILAKOTTAI BLOCK, DINDIGUL DISTRICT"
12	B5B10367	HARIPRASATH.M	MR. P. DURAISAMY	"JOB SATISFACTION IN KNITTING EMPLOYEES <i>A STUDY WITH SPECIFIC REFERENCE TO ROYAL CLASSIC KNITS - VAGARAI</i> "
13	B5B10368	JAYARAJA	DR. B. RAVIKKUMAR	"A STUDY ON WORK LIFE BALANCE OF UNORGANISED WORKERS IN PALANI TALUK"
14	B5B10369	KALAIMANI.P	DR. B. RAVIKKUMAR	"A STUDY ON WORK LIFE BALANCE OF UNORGANISED WORKERS IN PALANI TALUK"
15	B5B10370	KALEESWARAN.M	MR. K.SENTHIL KUMAR	NOKIA MOBILE PHONE – A CUSTOMER PERSPECTIVE STUDY WITH REFERENCE TO PALANI TALUK
16	B5B10371	KARTHICK.S	MR. K.SENTHIL KUMAR	CONSUMER BEHAVIOUR TOWARDS MARKTING OF


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				COLOUR T.V IN PALANI TOWN
17	B5B10372	KARTHIK.D	MR. K.SENTHIL KUMAR	NOKIA MOBILE PHONE – A CUSTOMER PERSPECTIVE STUDY WITH REFERENCE TO PALANI TALUK
18	B5B10374	KARUPPUSAMY.T	DR. M. ANANTHI	STUDY ON JOB SATISFACTION ON PRIVATE SCHOOL TEACHERS IN PALANI TALUK OF DINDIGUL DISTRICT
19	B5B10375	LAKSHMANAKUMAR.P	DR. M. ANANTHI	A STUDY ON CUSTOMER BUYING BEHAVIOUR OF SAMSUNG MOBILE PALANI TALUK
20	B5B10376	LOGARAJ.S	DR. B. RAVIKKUMAR	“A STUDY ON FINANCIAL ANALYSIS OF PERIYAKALAYAMPUTHUR PRIMARY AGRI CO-OPERATIVE CREDIT SOCIETY LTD”
21	B5B10377	MANIVEL.R	DR. B. RAVIKKUMAR	“A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY”
22	B5B10378	MANOJ KUMAR.P	MR. P. DURAISAMY	“A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI ALTO CAR WITH SPECIAL REFERENCE TO PALANI”
23	B5B10379	MARIMUTHU.B	MR. K.SENTHIL KUMAR	CONSUMER BEHAVIOUR TOWARDS MARKTING OF COLOUR T.V IN PALANI TOWN
24	B5B10382	MUTHUVEL.S	MR .P.KARTHIKEYAN	A STUDY ON BRAND LOYALTY AMONG CUSTOMER USING VKC FOOT WEAR IN PALANI TOWN
25	B5B10383	NAVANEETHAKRISHN.	DR. B.	“A STUDY ON WORK LIFE


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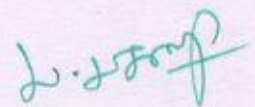
		N	RAVIKKUMAR	BALANCE OF UNORGANISED WORKERS IN PALANI TALUK"
26	B5B10384	PERIYASAMY.K	DR. B. RAVIKKUMAR	"A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY"
27	B5B10385	PRAKASH.T	MR .P.KARTHIKEYAN	A STUDY ON BRAND LOYALTY AMONG CUSTOMER USING VKC FOOT WEAR IN PALANI TOWN
28	B5B10386	PRASANNA.J	DR. M. ANANTHI	A STUDY ON JOB SATISFACTION ON PRIVATE SCHOOL TEACHERS IN PALANI TALUK OF DINDIGUL DISTRICT
29	B5B10387	RAJA.P	MR .P.KARTHIKEYAN	A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS HOME APPLIANCES IN PALANI TOWN
30	B5B10388	RAJASEKAR.M	MR. P. DURAISAMY	"A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI ALTO CAR WITH SPECIAL REFERENCE TO PALANI"
31	B5B10389	RAJKUMAR.A	MR .P.KARTHIKEYAN	A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS HOME APPLIANCES IN PALANI TOWN
32	B5B10393	SARAVANAN.G	DR. B. RAVIKKUMAR	"A COMPARATIVE STUDY ON MARKETING METHONOLOGY OF HAND MADE SUGER (JAGGERY) FARMERS AT NEIKKARAPATTI AND KOLUMUM VILLAGERS"


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33	B5B10394	SHEIKMOHAMMED.M	DR. B. RAVIKKUMAR	"A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY"
34	B5B10395	SIVAKUMAR.D	MR. P. DURAIAMY	"JOB SATISFACTION IN KNITTING <i>EMPLOYEES</i> <i>A STUDY WITH SPECIFIC REFERENCE TO ROYAL CLASSIC KNITS - VAGARAI</i> "
35	B5B10396	SIVAMANI.P	DR. M. ANANTHI	A STUDY ON CUSTOMER BUYING BEHAVIOUR OF SAMSUNG MOBILE PALANI TALUK
36	B5B10397	SIVAPRAKASH.A	MR. P. DURAIAMY	"JOB SATISFACTION IN KNITTING <i>EMPLOYEES</i> <i>A STUDY WITH SPECIFIC REFERENCE TO ROYAL CLASSIC KNITS - VAGARAI</i> "
37	B5B10400	SUDHAKAR.M	DR. B. RAVIKKUMAR	"A COMPARATIVE STUDY ON MARKETING METHONOLOGY OF HAND MADE SUGER (JAGGERY) FARMERS AT NEIKKARAPATTI AND KOLUMUM VILLAGERS"
38	B5B10401	SUDHAN.K	MR .P.KARTHIKEYAN	A STUDY ON BRAND LOYALTY AMONG CUSTOMER USING VKC FOOT WEAR IN PALANI TOWN
39	B5B10402	SUJEETH.V	MR. P. DURAIAMY	"A STUDY ON CUSTOMER PREFERENCE TOWARDS WATER PURIFIER IN PALANI TOWN"
40	B5B10404	VASANTHAKUMAR.R	MR. P. DURAIAMY	"A STUDY ON CUSTOMER PREFERENCE TOWARDS WATER


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				PURIFIER IN PALANI TOWN"
41	B5B10405	VEERAKUMAR.C	DR. B. RAVIKKUMAR	"A COMPARATIVE STUDY ON MARKETING METHONOLOGY OF HAND MADE SUGER (JAGGERY) FARMERS AT NEIKKARAPATTI AND KOLUMUM VILLAGERS"
42	B5B10406	VEERAMANIKANDAN.	MR. P. DURAIAMY	"A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI ALTO CAR WITH SPECIAL REFERENCE TO PALANI"
43	B5B10407	VINOTH.R	MR. P. DURAIAMY	"A STUDY ON CUSTOMER PREFERENCE TOWARDS WATER PURIFIER IN PALANI TOWN"

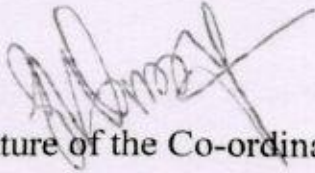


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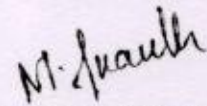
Project Report - BBA - 2017, 2018

CERTIFICATE

This is to certify that the project entitled on Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by **INDHUJA. K (Reg No: B5B10352)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



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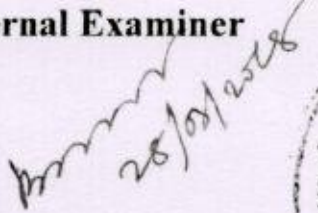


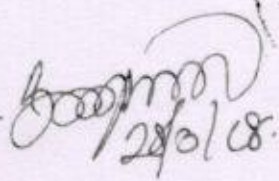
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Submitted for the viva-voce examination

28/3/2018.

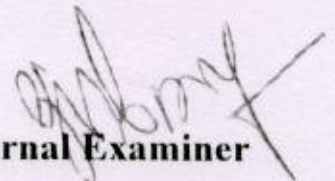
Internal Examiner

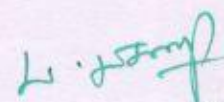
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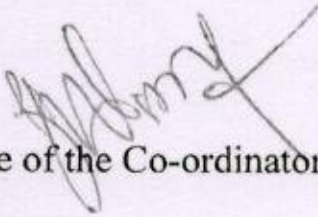
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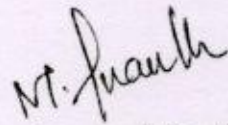

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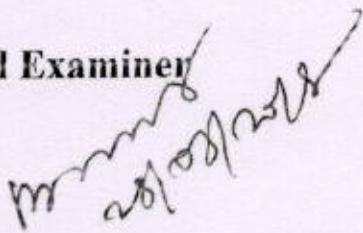
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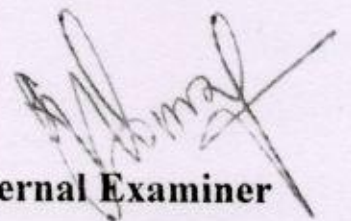
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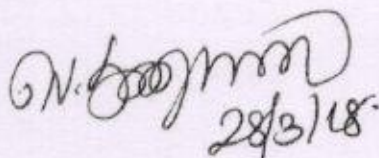
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Internal Examiner

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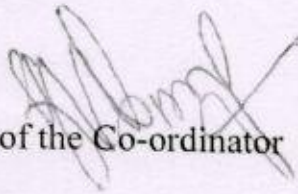
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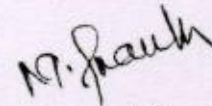
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This is to certify that the project entitled on Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by **SHENBHAGAPRIYA.T(Reg No:B5B10356)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



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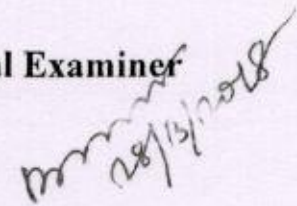



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Submitted for the viva-voce examination

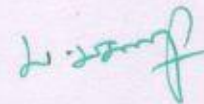
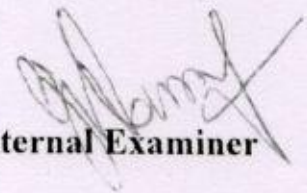
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Internal Examiner

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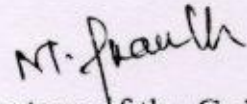
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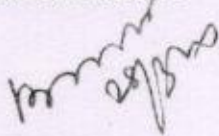
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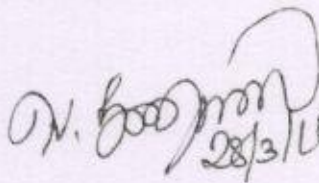
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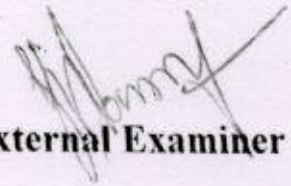
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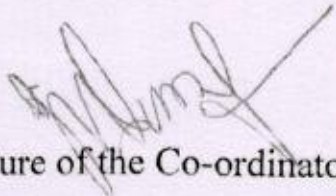
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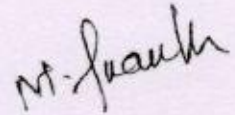
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CERTIFICATE

This is to certify that the project entitled on Submitted to Madurai Kamara University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **SUSILA. K (Reg No: B5B10358)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



Signature of the Co-ordinator

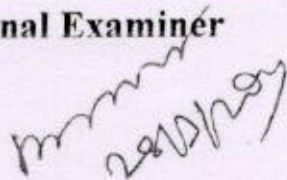


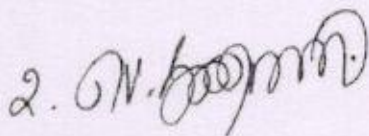
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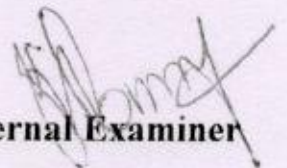
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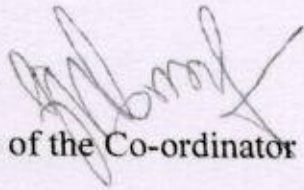
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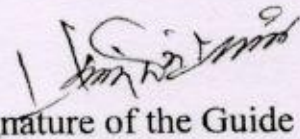

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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on **“A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS HOME APPLIANCES IN PALANI TOWN”** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by **M.AARTHIYAPPAN (Reg No: B5B10359)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.




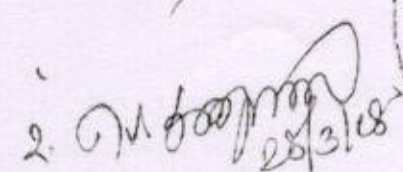
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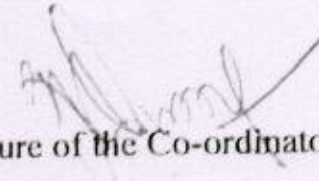
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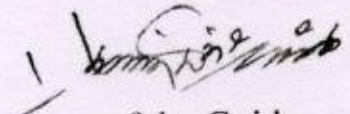


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CERTIFICATE

This is to certify that the project entitled on "A STYDY ON BRAND LOYALTY AMONG CUSTOMER USING VKC FOOTWEAR IN PALANI TOWN" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by AJITHA (Reg No:B5B10360) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.


Signature of the Co-ordinator

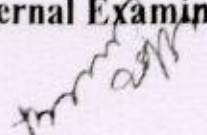
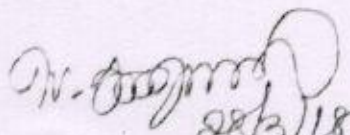

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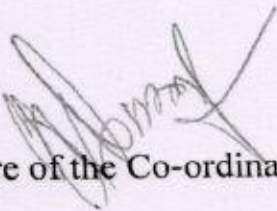
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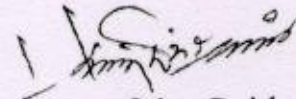

External Examiner

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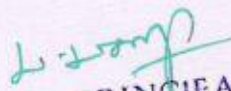


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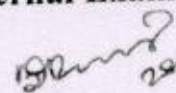
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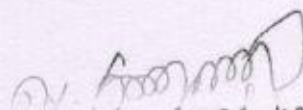
Submitted for the viva-voce examination 28/03/2018.



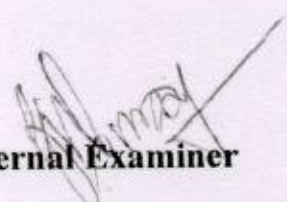
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of Arts & Culture.
PALANI - 624 601

Internal Examiner

1.  28/3/18

2.  28/3/18

External Examiner



CERTIFICATE

This is to certify that the project entitled on "PRODUCTION AND MARKETING OF JASMINE IN NILAKOTTAI BLOCK, DINDIGUL DISTRICT" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by DEVA.N (Reg No: B5B10363) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

Signature of the Co-ordinator

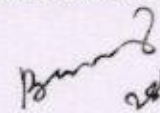
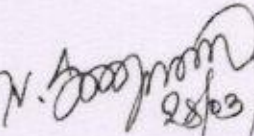
Signature of the Guide

Submitted for the viva-voce examination

28/03/2018

Internal Examiner

External Examiner

1.  28/03/2018
2.  28/03/2018




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CERTIFICATE

This is to certify that the project entitled on "A STUDY ON FINANCIAL ANALYSIS OF PERIYAKALAYAMPUTHUR PRIMARY AGRI CO-OPERATIVE CREDIT SOCIETY LTD" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bona fide research work done by **DHAMOTHARANS** (Reg No:B5B10364) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

Signature of the Co-ordinator

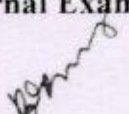
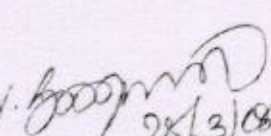
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Submitted for the viva-voce examination

28/03/2018.

Internal Examiner

External Examiner

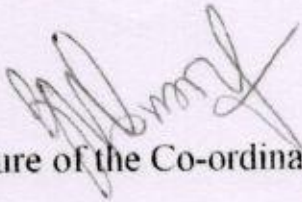
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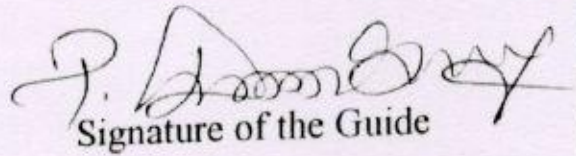

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CERTIFICATE

This is to certify that the project entitled on "**JOB SATISFACTION IN KNITTING EMPLOYEES - A STUDY WITH SPECIFIC REFERENCE TO ROYAL CLASSIC KNITS - VAGARAI**" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **HARI PRASATH .M (Reg No: B5B10367)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



Signature of the Co-ordinator

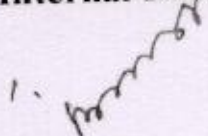


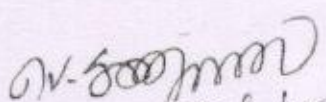
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Submitted for the viva-voce examination

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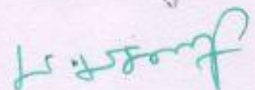
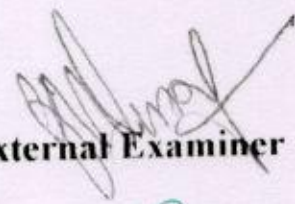
Internal Examiner



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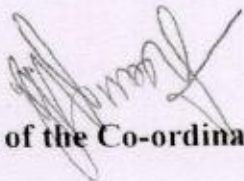
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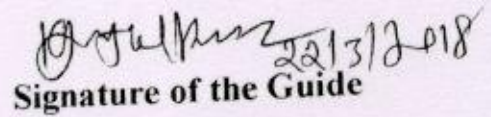
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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on "PRODUCTION AND MARKETING OF JASMINE IN NILAKOTTAI BLOCK, DINDIGUL DISTRICT" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by HARIKRISHNAN .T (Reg No: B5B10366) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



Signature of the Co-ordinator

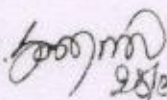


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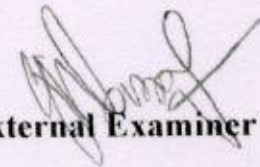
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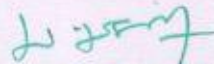
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External Examiner

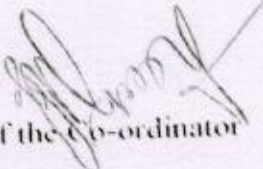


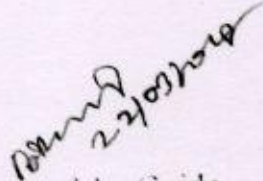


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CERTIFICATE


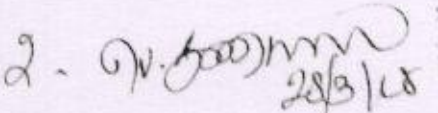
This is to certify that the project entitled on "A STUDY ON WORK LIFE BALANCE OF UN ORGANISED WORKERS IN PALANI TALUK" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **JAYARAJA (Reg No:B5B10368)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.


Signature of the Co-ordinator

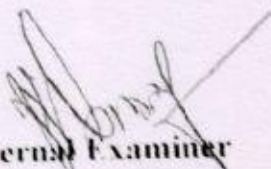

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Submitted for the viva-voce examination 28-3-18.

Internal Examiner

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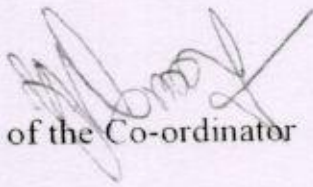



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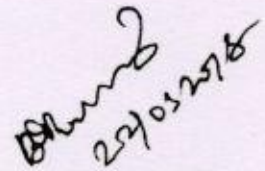

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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on "A STUDY ON WORK LIFE BALANCE OF UN ORGANISED WORKERS IN PALANI TALUK" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **KALAIMANI .P (Reg No:B5B10369)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



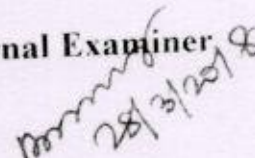
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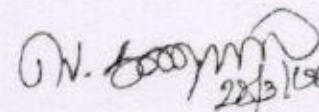


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Submitted for the viva-voce examination 28/3/18.

Internal Examiner

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External Examiner

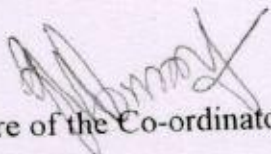


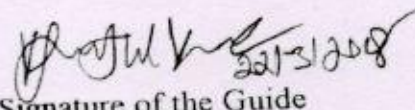

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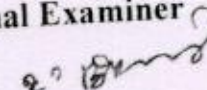
This is to certify that the project entitled on "NOKIA MOBILE PHONE – A CUSTOMER PERSPECTIVE STUDY WITH REFERENCE TO PALANI TALUK" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by KALEESWARAN .M (Reg No: BSB10370) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

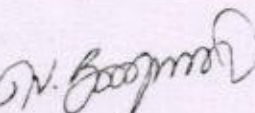

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Submitted for the viva-voce examination 28/03/2018.

Internal Examiner

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External Examiner

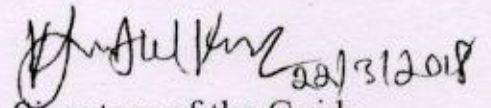



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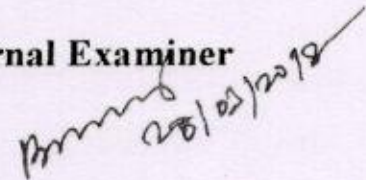
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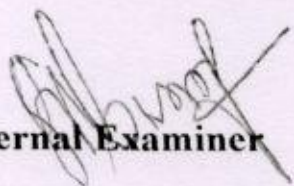
This is to certify that the project entitled **CONSUMER BEHAVIOUR TOWARDS MARKETING OF COLOUR T.V IN PALANI TOWN** on Submitted to Madurai Kamarajar University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **KARTHICK.S (Reg No: B5B10371)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.


Signature of the Co-ordinator


Signature of the Guide

Submitted for the viva-voce examination 28/03/18.

Internal Examiner
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28/03/2018


External Examiner

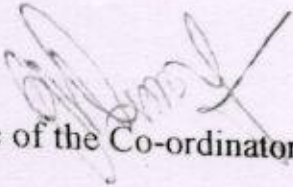
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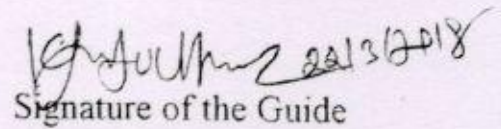

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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on "NOKIA MOBILE PHONE - A CUSTOMER PERSPECTIVE STUDY WITH REFERENCE TO PALANI TALUK" Submitted to Madurai Kamarajar University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by KARTHIK .D (Reg No: B5B10372) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



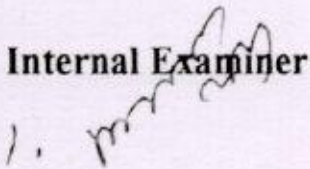
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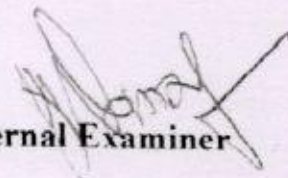
Signature of the Guide

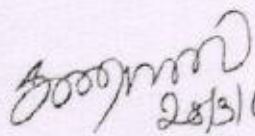
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Internal Examiner



External Examiner



2.  28/3/18.



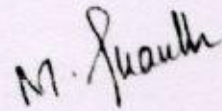

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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on **A Study on Job Satisfaction on Private School Teachers in Palani Taluk of Dindigul District** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business administration is a record of bonafide research work done by **Karuppusamy. T (Reg no: B5B10374)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any Degree, Diploma, fellowship or other University or institution.



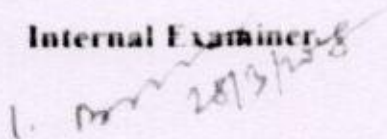
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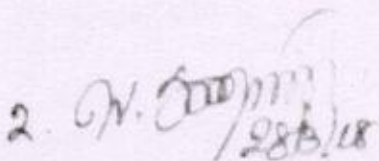


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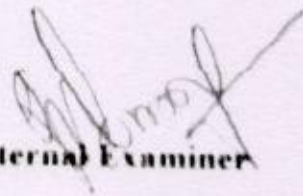
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Internal Examiner

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External Examiner

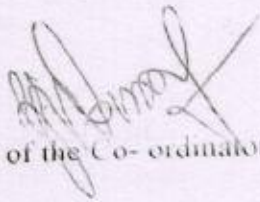


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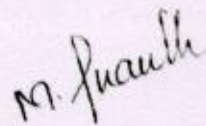
Arulmigu Palaniandavar College
of Arts & Culture
PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on **A STUDY ON CUSTOMER BUYING BEHAVIOUR OF SAMSUNG MOBILE** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business administration is a record of bonafide research work done by **LAKSHIMANAKUMAR.P (Reg no: B5B10375)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any Degree, Diploma, fellowship or other University or institution.



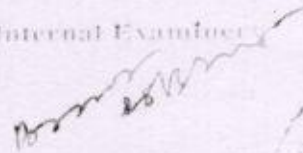
Signature of the Co-ordinator



Signature of the Guide

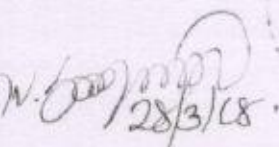
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Internal Examiner

1.  28/3/18.

External Examiner



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CERTIFICATE

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Signature of the Co-ordinator

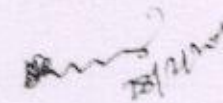
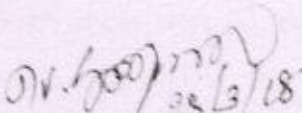
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Submitted for the viva-voce examination

28/3/18

Internal Examiner

External Examiner

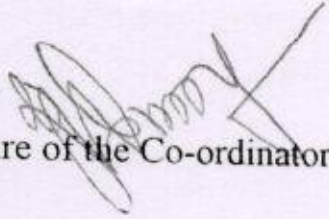
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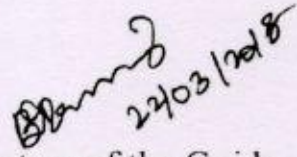

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PALANI - 624 601

CERTIFICATE

This is to certify that the project entitled on **“A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY”** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **MANIVEL.R (Reg No: B5B10377)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



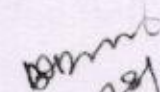
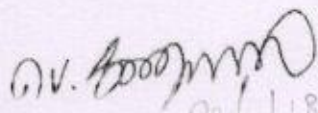
Signature of the Co-ordinator



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Internal Examiner

- 1.  28/3/2018
- 2.  28/3/18.



External Examiner



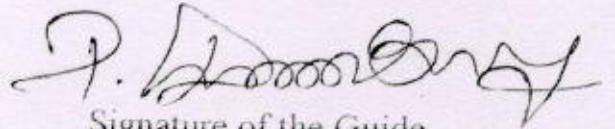

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CERTIFICATE

This is to certify that the project entitled on "A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI ALTO CAR WITH SPECIAL REFERENCE TO PALANI" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by **MANOJ KUMAR P. (Reg No: B5B10378)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



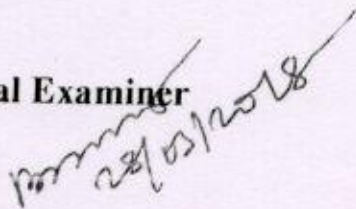
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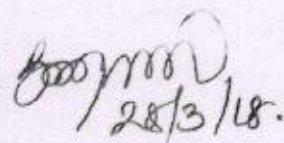


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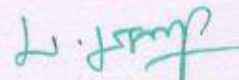
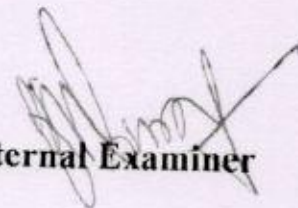
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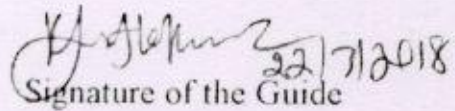
Arulmigu Palaniandavar College
of Arts & Culture,
PALANI - 624 601.

CERTIFICATE

This is to certify that the project entitled **CONSUMER BEHAVIOUR TOWARDS MARKETING OF COLOUR T.V IN PALANI TOWN** on Submitted to Madurai Kamarajar University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **MARIMUTHUB** (Reg No; B5B10379) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



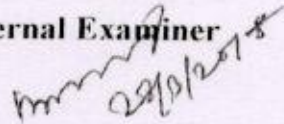
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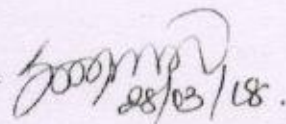


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Internal Examiner

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External Examiner

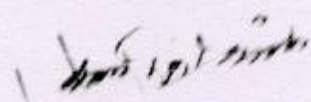



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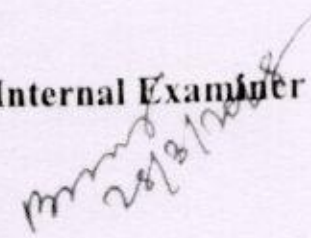
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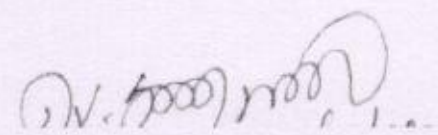

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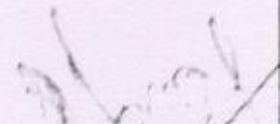

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PALANI - 624 601.

Internal Examiner
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28/3/2018

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External Examiner



CERTIFICATE

This is to certify that the project entitled on "A STUDY ON WORK LIFE BALANCE OF UN ORGANISED WORKERS IN PALANI TALUK" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by NAVANEETHAKRISHNAN.N (Reg No:B5B10383) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

Signature of the Co-ordinator

Signature of the Guide

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28/03/2018.

Internal Examiner

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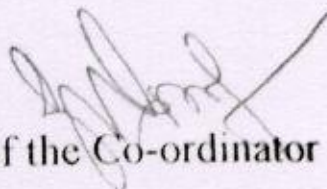
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PALANI - 624 601.

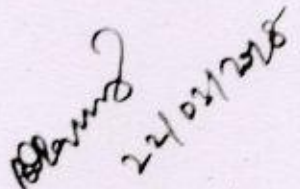


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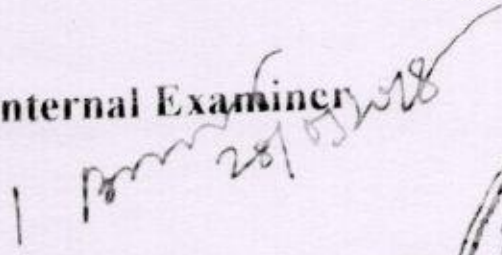
This is to certify that the project entitled on **"A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY"** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **PERIYASAMY.K (Reg No: B5B10384)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

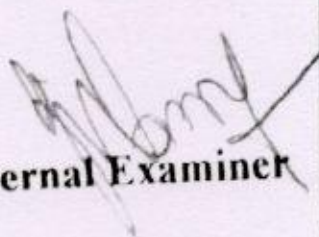

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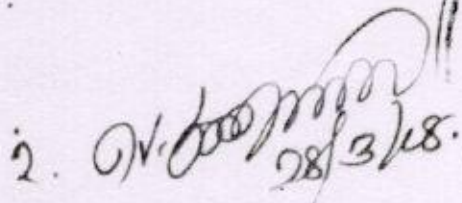

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Internal Examiner
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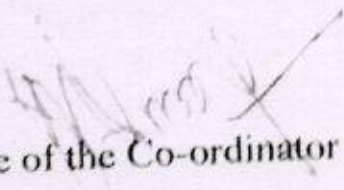

External Examiner

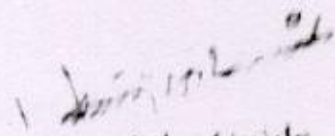
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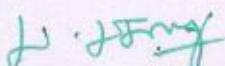
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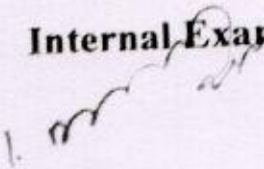
This is to certify that the project entitled on "A STUDY ON BRAND LOYALTY AMONG CUSTOMER USING VRC FOOTWEAR IN PALANI TOWN" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration as a record of bonafide research work done by PRAKASH T (Reg No: B5B10385) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.


Signature of the Co-ordinator

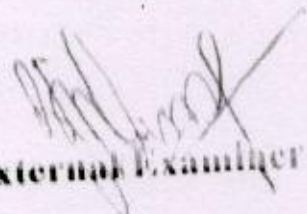

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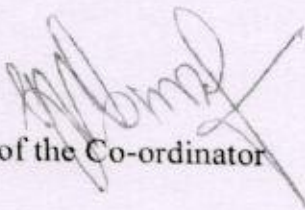

Internal Examiner

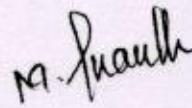



External Examiner

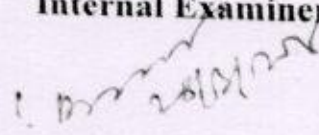
CERTIFICATE

This is to certify that the project entitled on **A Study on Job Satisfaction on Private School Teachers in Palani Taluk of Dindigul District** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business administration is a record of bonafide research work done by **Prasanna .J (Reg no: B5B10386)** under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any Degree, Diploma, fellowship or other University or institution.

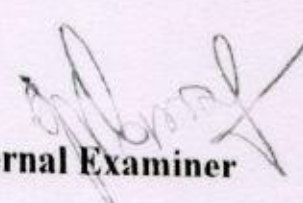

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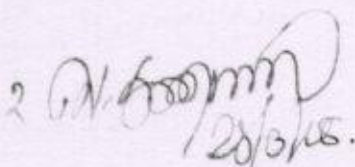

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Internal Examiner

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PALANI - 624 601



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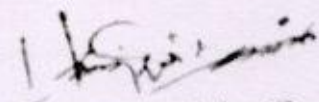
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CERTIFICATE

This is to certify that the project entitled on **"A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONICS HOME APPLIANCES IN PALANI TOWN"** Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by P.RAJA(Reg No. **B5B10387**) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution


Signature of the Coordinator

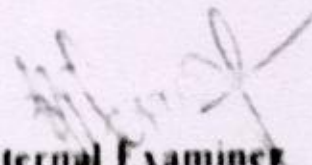

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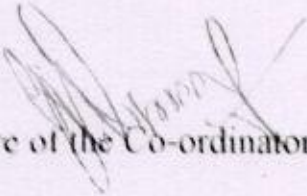


Internal Examiner
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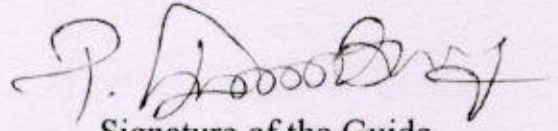

External Examiner

CERTIFICATE

This is to certify that the project entitled on "A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI ALTO CAR WITH SPECIAL REFERENCE TO PALANI" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by RAJASEKAR M. (REG. NO: B5B10388) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



Signature of the Co-ordinator



Signature of the Guide

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PALANI - 624 601.

Internal Examiner



2. M. Gnanapavan
28/3/18.

External Examiner



CERTIFICATE

This is to certify that the project entitled on **"A STUDY ON CONSUMER BUYING BEHAVIOUR IN ELECTRONIC HOME APPLIANCES IN PALANI TOWN"** Submitted to Madurai Kamraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by **ARAJKUMAR** (Reg. No. **105010389**) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

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Signature of the Co-ordinator

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Signature of the Guide

Submitted for the viva-voce examination

22/3/2018

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Internal Examiner

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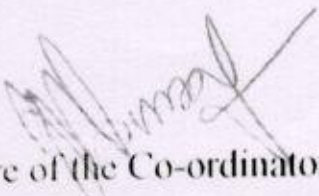
External Examiner


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CERTIFICATE

This is to certify that the project entitled on "A STUDY OF CONSUMER BUYING PREFERENCE TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO PALANI CITY" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administrations a record of bonafide research work done by SHEIK MOHAMMED.M (Reg No: B5B10394) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.


Signature of the Co-ordinator

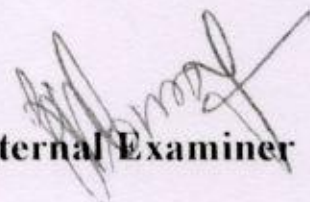

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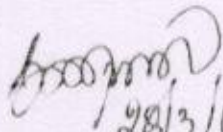
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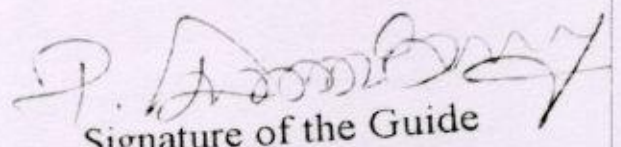


CERTIFICATE

This is to certify that the project entitled on "JOB SATISFACTION IN KNITTING EMPLOYEES - A STUDY WITH SPECIFIC REFERENCE TO ROYAL CLASSIC KNITS - TIGARAI" Submitted to Madurai Kamarajar University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by SIVAKUMAR .D (Reg No: B5B10395) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



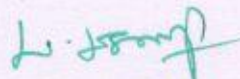
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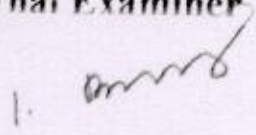
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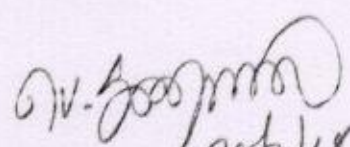
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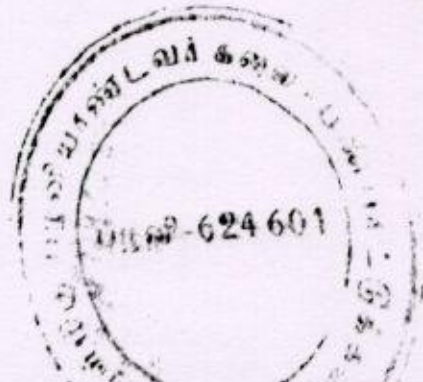
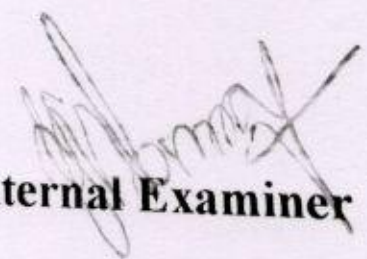
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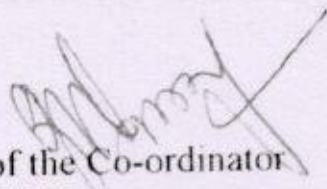
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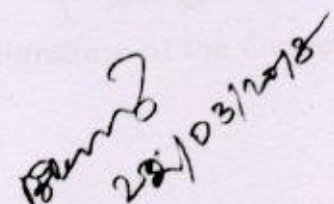
External Examiner




CERTIFICATE

This is to certify that the project entitled on "A COMPARATIVE STUDY ON MARKETING METHONOLOGY OF HAND MADE SUGER (JAGGERY) FARMERS AT NEIKKARAPATTI AND KOLUMUM VILLAGERS" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration is a record of bonafide research work done by SUDHAKAR .M (Reg No: B5B10400) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.

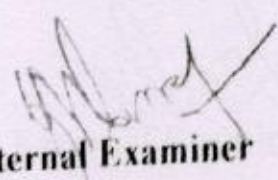

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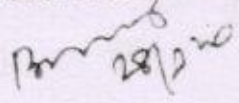
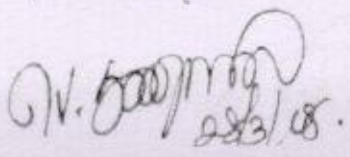

Signature of the Guide

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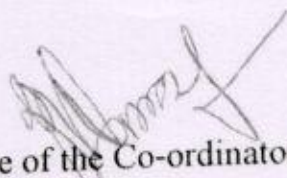




External Examiner

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CERTIFICATE

This is to certify that the project entitled on "A STUDY ON CUSTOMER PREFERENCE TOWARDS WATER PURIFIER IN PALANI TOWN" Submitted to Madurai Kamaraj University for the award of Degree of Bachelor of Business Administration a record of bonafide research work done by VINOTH .R (Reg No: B5B10407) under my guidance and supervision. The subject on which the project has been prepared is his original research work and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any other University or Institution.



Signature of the Co-ordinator

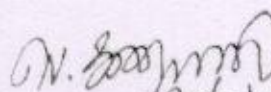

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Internal Examiner

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28/3/18


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