

**“A STUDY ON CUSTOMER SATISFACTION ON LAPTOP WITH SPECIAL  
REFERENCE TO NAMAKKAL DISTRICT”**

A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**DHIVYA.N**

**Reg. No: 21MUBA1001**

Guided by

**Mr. B. GOPALAKRISHNAN, M.COM ( Co-op Management),.(Ph.D)**

**ASSISTANT PROFESSOR**

**Department of Business Administration**



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RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION ON LAPTOP WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT “is a bonafide work, carried out independently by DHIVYA.N Reg. No. 21MUBA1001, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

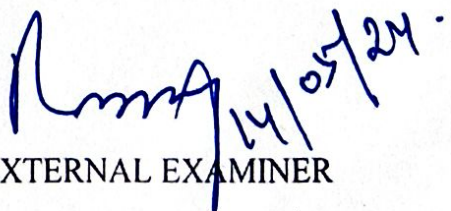
[C. SRINIVASAN]

  
GUIDE

[B.GOPALAKRISHNAN]

Certified that candidate was examined by us in the Viva Voice examination held on 14-05-2024

  
INTERNAL EXAMINER

  
EXTERNAL EXAMINER



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO  
MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**ELAYABHARATHLE**

**REG.NO:21MUBA1002**

**Guided By**

**Mr.A.KARTHIGAI SELVAM MA.,M.PHIL.,PGDPRM.,DGT.,CEM.,**

**Assistant professor**

**Dept. of Business Administration**



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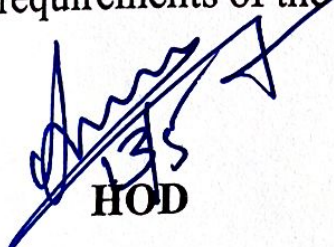
**May – 2024**

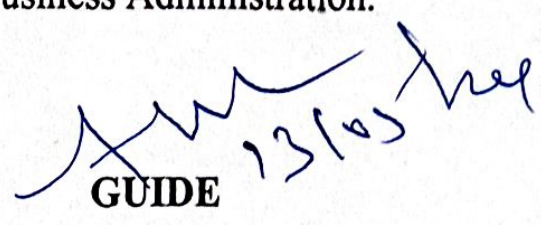
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RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

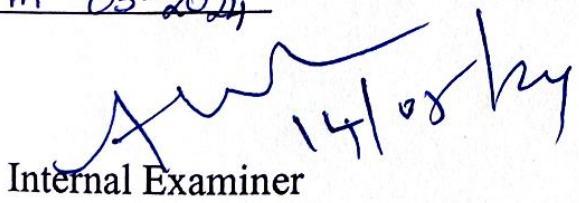
**CERTIFICATE**

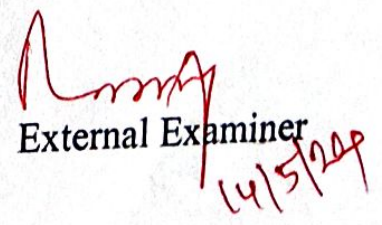
This is certify that the project work entitled ““A STUDY ON STUDENTS SATISFACTION TOWARDS RELIANCE JIOMUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE” is a bonafide work, carried out independently by **ELAYABHARATHII. Reg.No.21MUBA1002**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**Internal Examiner**

  
**External Examiner**



**“A STUDY ON CUSTOMER PREFERENCE TOWARDS HP LAPTOP USER  
WITH SPECIAL REFERENCE TO SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the  
requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**P.ESAKKIAMMAL**

**REG.NO:21MUBA1003**

Guided by

**Mr .A KARTHIGAISELVAM MA., M.Phil., PGDPRM.,DGT.,CEM.,**

**Assistant professor in Economics**

**Dept. of Business Administration**



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RASIPURAM – 637 408.

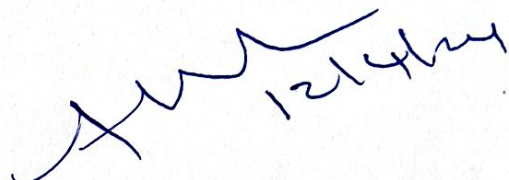
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This is certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS HP LAPTOP USER WITH SPECIAL REFERENCE TO SALEM CITY" is a bonafide work, carried out independently by P.ESAKKIAMMAL (Reg.No.21MUBA1003), student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

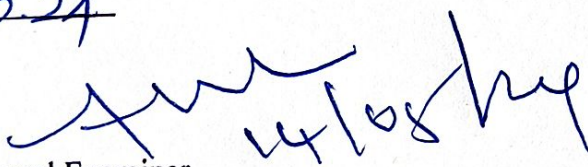


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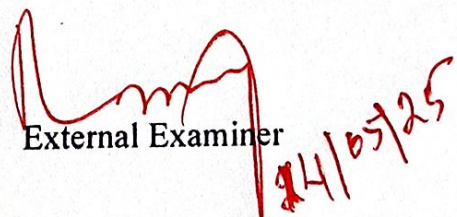


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Internal Examiner



External Examiner



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS TEA TIME SHOP WITH  
SPECIAL REFERENCE TO RASIPURAM TOWN”**

*A project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the  
requirements for the award degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**GOBIKA P**

**REG.NO: 21MUBA1004**

Guided by

**Mr C.SRINIVASAN.,MBA.,PGDCA.,(PH.D.),**

**Department of Business Administration**



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RASIPURAM – 637 408.**

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This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS TEA TIME SHOP WITH SPECIAL REFERENCE TO RASIPURAM TOWN “is a bona fide work, carried out independently by **GOBIKA .P** Reg. No. 21UBA011, student of second year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.



**HOD**


[C. SRINIVASAN]



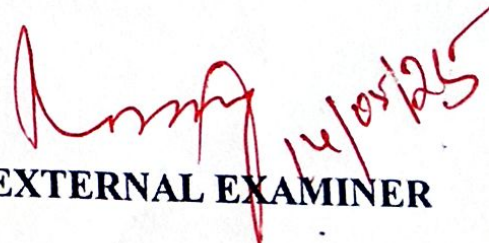
**GUIDE**

[C.SRINIVASAN]

Certified that candidate was examined by us in the Viva Voice examination held on 14-05-2024.



**INTERNAL EXAMINER**



**EXTERNAL EXAMINER**



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART  
WATCH WITH SPECIAL REFERENCES TO NAMAKKAL DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**JAYANTHI.V**

**REG.NO:21MUBA1005**

Guided by

**Mr. C.SRINIVASAN.,MBA.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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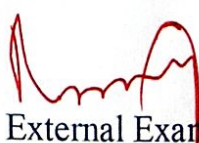
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART WATCH WITH SPECIAL REFERENCES TO NAMAKKAL DISTRICT" is a bonafide work, carried out independently by JAYANTHI.V, Reg.No.21MUBA1005, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**GUIDE**

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Internal Examiner

  
External Examiner 14/05/24



**“A STUDY ON CONSUMPTION PATTERN TOWARDS DOMESTIC  
WATER PURIFIER WITH SPECIAL REFERENCE IN SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**KIRUTHIKA J**

**REG.NO:21MUBA1008**

Guided by

**Mrs. P.SUBA .,M.B.A.,SET.,(ph.d)**

**Assistant professor**

**Dept. of Business Administration**



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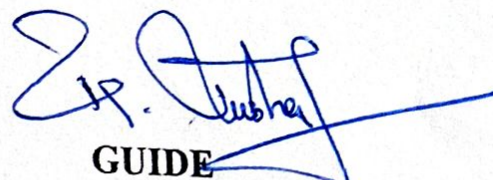
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This is certify that the project work entitled “A STUDY ON CONSUMPTION PATTERN TOWARDS DOMESTIC WATER PURIFIER WITH SPECIAL REFERENCE IN SALEM CITY” is a bonafide work, carried out independently by **KIRUTHIKA J, Reg.No.21MUBA1008**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.



**HOD**

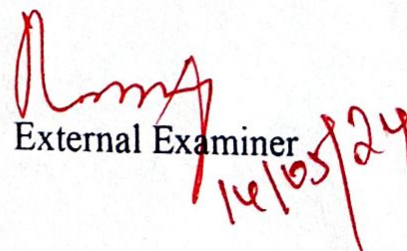


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**External Examiner**  
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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
DOMINO’S PIZZA WITH SPECIAL REFERENCE TO  
NAMAKKAL CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**NANDHINI.M**

**REG.NO:21MUBA1009**

Guided by

**Mrs. P.SUBA.,M.B.A.,SET.,**

**Assistant professor**

**Dept. of Business Administration**



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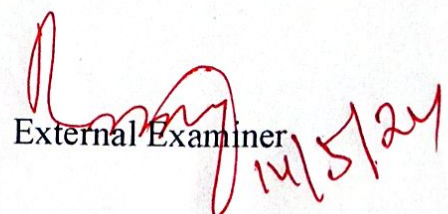
This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS DOMINO’S PIZZA WITH SPECIAL REFERENCE TO NAMAKKAL CITY” is a bonafide work, carried out independently by **NANDIINI.M, Reg.No.21MUBA1009**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
**HOD**

  
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Internal Examiner

  
External Examiner  
14/5/24



**“A STUDY ON CONSUMER TRUST AND ITS EFFECT ON  
BRAND LOYALTY ON DIGILIGO APPAREL”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**NIVETHA.S**

**REG.NO:21MUBA1010**

Guided by

**Mrs.P.SUBA.,M.B.A.,SET.,**

**Assistant professor**

**Dept. of Business Administration**



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(AUTONOMOUS)  
RASIPURAM – 637 408**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled “A STUDY ON CONSUMER TRUST AND ITS EFFECT ON BRAND LOYALTY ON DIGILIGO APPAREL” is a bonafide work, carried out independently by NIVETHA.S, Reg.No.21MUBA1010, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/2024

  
Internal Examiner

  
External Examiner  
14/5/24



**“A STUDY ON CONSUMER SATISFACTION TOWARDS “ HEALTH  
DRINK ” WITH SPECIAL REFERENCE TO RASIPURAM TOWN.**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**RAMYA. M**

**REG.NO:21MUBA1012**

Guided by

**Mrs.P.GOMATHI. M.Com(CA),M.Phil.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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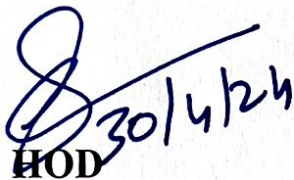
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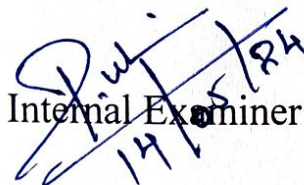
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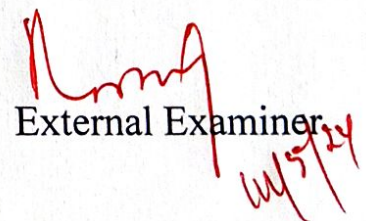
This is certify that the project work entitled “A STUDY ON CONSUMER SATISFACTION TOWARDS HEALTH DRINK WITH SPECIAL REFERENCE TO RASIPURAM TOWN” is a bonafide work, carried out independently by RAMYA.M, Reg.No.21MUBA1012, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/2024

  
Internal Examiner  
14/5/24

  
External Examiner  
14/5/24



**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
BRITANNIA INDUSTRIES LIMITED”**

A project report submitted to the Periyar University, Salem-11 in partial fulfilment of the  
requirements for the award degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**RASHIKA.S**

**REG.NO: 21MUBA1013**

Guided by

**Mrs, P. GOMATHI M.Com (CA), M.Phil.,**

**ASSISTANT PROFESSOR**

**Dept.of Business Administration**



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MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)  
RASIPURAM-637 408

DEPARTMENT OF BUSINESS ADMINISTRATION

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON WORKING CAPITAL MANAGEMENT OF BRITANNIA INDUSTRIES LIMITED" is a bonafide work, carried out independently by RASHIKA.S (Reg.No. 21MUBA1013), student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

[Mr C. SRINIVASAN]

  
GUIDE

[Mrs P.GOMATHI]

Certified that candidate was examined by us in the Viva Voice examination held on

14-05-2024

  
INTERNAL EXAMINAR

  
EXTERNAL EXAMINAR



**“A STUDY ON WORKING CAPITAL MANAGEMENT TOWARDS HDFC  
BANK WITH SPECIAL REFERENCE TO SALEM DISTRICT”.**

A project report submitted to the Periyar University, Salem - 11 in partial fulfilment of  
the requirements for the award degree of

**Bachelor of Business Administration**

Submitted by

**RITHIKA M**

**REG.NO:21MUBA1014**

Guided by

**Mrs. P.GOMATHI .,M.COM.(CA).,M.Phil.,**

**Assistant professor**

**Dept. of Business Administration**



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**RASIPURAM – 637 408.**

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**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON WORKING CAPITAL MANAGEMENT TOWARDS HDFC BANK WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by RITHIKA.M Reg. No.21MUBA1014, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.



**HOD**

**[C.SRINIVASAN]**



**GUIDE**

**[Mrs.P.GOMATHI]**

Certified that candidate was examined by us in the Viva Voice examination held on 14.05.24.



**INTERNAL EXAMINER**



**EXTERNAL EXAMINER**



**“A STUDY ON STUDENT AWARENESS TOWARDS TYPING SKILLS WITH  
SPECIAL REFERENCE TO RASIPURAM TOWN”**

A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SOWMIYA. R**

**Reg. No: 21MUBA1016**

Guided by

**Mrs. P. GOMATHI, M.COM (CA), M.Phil.,**

**ASSISTANT PROFESSOR**

**Department of Business Administration**



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RASIPURAM – 637 408.**

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**CERTIFICATE**

This is certify that the project work entitled “A STUDY ON STUDENT AWARENESS TOWARDS TYPING SKILLS WITH SPECIAL REFERENCE TO RASIPURAM TOWN “is a bonafide work, carried out independently by SOWMIYA. R Reg. No. 21UBA1016, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

HOD

[C. SRINIVASAN]

[P.GOMATHI]

Certified that candidate was examined by us in the Viva Voice examination held on 14/05/2024

INTERNAL EXAMINER

EXTERNAL EXAMINER



**A STUDY ON STUDENTS SATISFACTION TOWARDS SPORTS FACILITIES IN  
MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**TAMILSELVIA**

**REG.NO:21MUBA1017**

**Guided by**

**Mrs. p. GOMATHI, M.COM (CA., M.Phil.,**

**Assistant professor**

**Dept. of Business Administration**



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**May – 2024**

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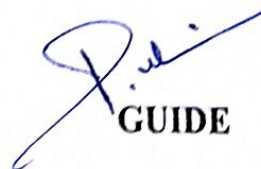
**RASIPURAM – 637 408.**

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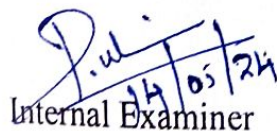
**CERTIFICATE**

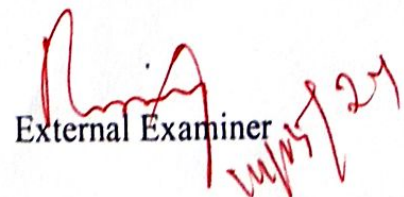
This is certify that the project work entitled ““A STUDY ON STUDENTS SATISFACTION TOWARDS SPORTS FACILITIES IN MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE” is a bonafide work, carried out independently by TAMILSELVIA Reg.No.21MUBA1017, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14-05-2024

  
Internal Examiner

  
External Examiner



**A STUDY ON CUSTOMER SATISFACTION TOWARDS TOOTHPASTE  
WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**VINOTHINI.M**

**REG.NO:21MUBA1018**

Guided by

**Mr. B. GOPALAKRISHNAN, M.Com (Coop. Management)., (Ph. D)**

**Assistant professor**

**Dept. of Business Administration**



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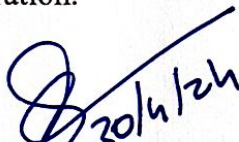
**May– 2024**


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**RASIPURAM- 637 408.**

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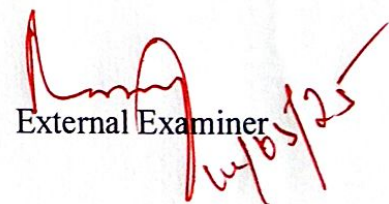
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS TOOTHPASTE WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT "is a bonafide work, carried out independently by VINOTHINI.M, Reg.No.21MUBA1018, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
30/4/24  
HOD

  
B. Gopal  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/2024

  
Internal Examiner 14/05/24

  
External Examiner 14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS NIKE BRAND  
WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**AAKAASH KUMAR.S**

**REG.NO:21MUBA1019**

Guided by

**Mr. A.KARTHIGAISELVAM M.A., M.PHIL.**

**Assistant professor**

**Dept. of Business Administration**



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**(AUTONOMOUS)**

**RASIPURAM – 637 408**

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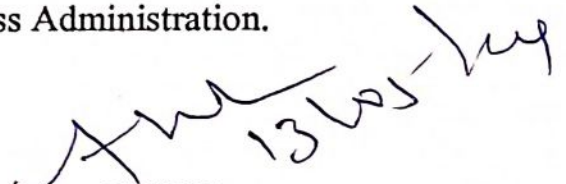
**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE**  
**(AUTONOMOUS)**  
**RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

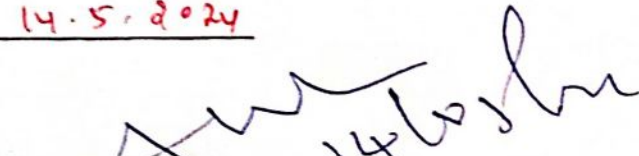
**CERTIFICATE**


This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS NIKE BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by AAKAASH KUMAR.S., Reg.No.21MUBA1019, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14.5.2024

  
Internal Examiner

  
External Examiner  
14/5/2024



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
HAVELLS ELECTRONIC APPLIANCES WITH SPECIAL  
REFERENCE TO SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**AKASH P.S**

**REG.NO:21MUBA1020**

**Guided by**

**MR.B.GOPALAKRISHNAN.M.Com(Co-op Management),.(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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RASIPURAM – 637 408.**

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**CERTIFICATE**

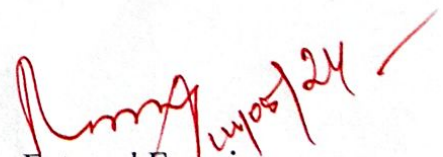
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HAVELLS ELECTRONIC APPLIANCES WITH SPECIAL REFERENCE TO SALEM CITY" is a bonafidework, carriedout independently by AKASH.P.S, **Reg.No.21MUBA1020** student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14.05.2024

  
Internal Examiner 14/05/24

  
External Examiner



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO WITH  
SPECIAL REFERENCE TO NAMAKKAL TOWN”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**BALAJI S**

**REG.NO: 21MUBA1021**

Guided by

**Mr. A KARTHIGAI SELVAM MA.,M.Phil., PGDPRM., DGT.,  
CEM.,**

**Assistant professor in Economics**

**Dept. of Business Administration**



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(AUTONOMOUS)  
RASIPURAM – 637 408.**

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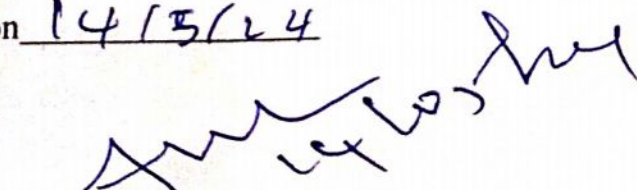
**CERTIFICATE**

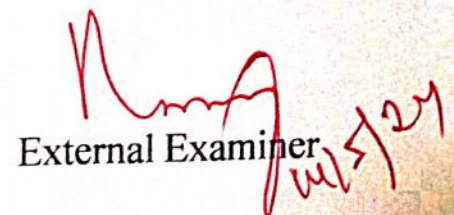
This is certify that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO WITH SPECIAL REFERENCE TO NAMAKKAL TOWN**” is a bonafide work, carried out independently by **BALAJI S (Reg.No.21MUBA1021)**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14/5/24

  
Internal Examiner

  
External Examiner



**“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS  
DOMESTIC WATERPURIFIERS IN SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**BASTIN RAJA S**

**REG.NO: 21MUBA1022**

Guided by

**Mr. A KARTHIGAI SELVAM MA.,M.Phil., PGDPRM., DGT.,  
CEM.,**

**Assistant professor in Economics**

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**RASIPURAM – 637 408.**

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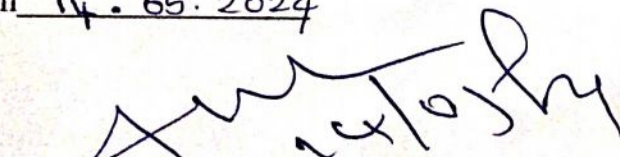
**CERTIFICATE**


This is certify that the project work entitled “A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS DOMESTIC WATER PURIFIERS IN SALEM CITY” is a bonafide work, carried out independently by **BASTIN RAJA S (Reg.No.21MUBA1022)**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
**HOD**

  
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**External Examiner**



**“A STUDY ON CUSTOMER STATISFICATION TOWARDS  
ELECTRIC BIKE WITH (TVS) SPECIAL REFERANCE TO  
NAMAKKAL DISTRICT ”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**BRAGADEEWARAN D**

**REG.NO: 21MUBA1023**

Guided by

**Mr. A KARTHIGAISELVAM MBA.,M.Phil.**

**Assistant professor**

**Dept. of Business Administration**



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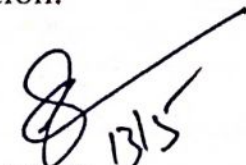
**May – 2024**


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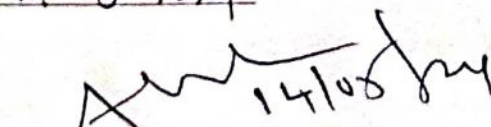
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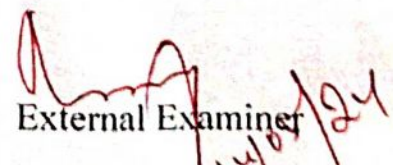
This is certify that the project work entitled "A STUDY ON CUSTOMER STATISFICATION TOWARDS ELECTRIC BIKE FROM (TVS) PREFERENCE NAMAKKAL DISTRICT" <sup>with special referen to</sup> is a bonafide work, carried out independently by BRAGADEESWARAN.D, Reg.No.21MUBA1023, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14-5-2024

  
Internal Examiner

  
External Examiner



**“A STUDY ON NEWSPAPER READING HABITS AMONG THE  
COLLEGE STUDENTS WITH SPECIAL REFERENCE TO MCAS”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**DHANUSH K**

**REG.NO: 21MUBA1024**

Guided by

**Mr. A KARTHIGAI SELVAM MA.,M.Phil., PGDPRM., DGT.,CEM.,**

**Assistant professor in Economics**

**Dept. of Business Administration**



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RASIPURAM – 637 408.**

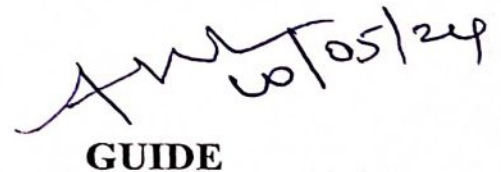
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled “A STUDY ON NEWSPAPER READING HABITS AMONG THE COLLEGE STUDENTS WITH SPECIAL REFERENCE TO MCAS” is a bonafide work, carried out independently by **DHANUSH K (Reg.No.21MUBA1024)**, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

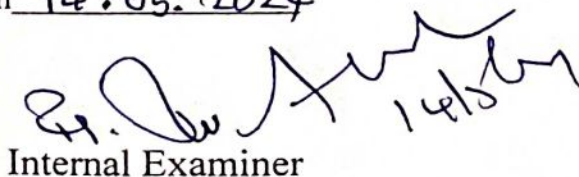


**HOD**

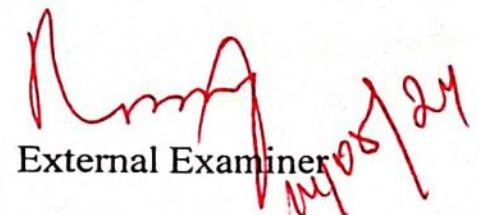


**GUIDE**

Certified that candidate was examined by us in the Viva Voice Examination held on 14.05.2024



**Internal Examiner**



**External Examiner**



**"A STUDY ON CUSTOMER SATISFACTION TOWARDS ANDROID PHONE WITH SPECIAL  
REFERENCE TO NAMAKKAL DISTRICT"**

*A project report submitted to the Periyar University, Salem I in partial  
fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**DHANUSH.S**

**REG.NO:21MUBA1025**

Guided by

**A.KARTHIGAI SELVAM MA.,M.PHIL.,PGDPRM.,DGT.,CEM.,**

**Assistant professor of Economics**

**Dept. of Business Administration**



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(AUTONOMOUS)  
RASIPURAM - 637408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certified that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ANDROID PHONE WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" is a bonafied work, carried out independently by **DHANUSH.S**, Reg.No.21MUBA1025, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
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Certified that candidate was examined by us in the Viva Voice Examination held on

14.05.2024

  
Internal Examiner

  
External Examiner



**“A STUDY ON PEOPLE PREFERNCE TOWARDS LIC WITH SPECIAL REFERENCE TO KATPADI TALUK, VELLORE DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

***DINESH.K***

**REG.NO: 21MUBA1026**

Guided by

**Mr. A KARTHIGAISELVAM M.A., M.PHIL.**

**Assistant Professor**

**Department of Business Administration**



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**RASIPURAM – 637 408**

**March – 2024**

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**(AUTONOMOUS)**

**RASIPURAM - 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON PEOPLE PREFERNCE TOWARDS LIC WITH SPECIAL REFERENCE TO KATPADI THALUK, VELLORE DISTRICT" is a Bona fide work, carried out independently by **DINESH. K, Reg. No. 21MUBA1026**, student of Third year BBA, under my supervision during March to April (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice examination held  
ON 14/05/2024

  
INTERNAL EXAMINER

  
EXTERNAL EXAMINER



**“A STUDY ON MOBILE BANKING AMONG THE COLLEGE  
STUDENTS WITH SPECIAL REFERENCE TO MCAS”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**ELAVARASAN K**

**REG.NO: 21MUBA1027**

Guided by

**Mr. A KARTHIGAI SELVAM MA.,M.Phil., PGDPRM., DGT.,  
CEM.,**

**Assistant professor in Economics**

**Dept. of Business Administration**



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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS) RASIPURAM – 637 408 May – 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)**

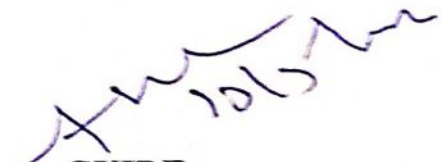
RASIPURAM – 637 408.

DEPARTMENT OF BUSINESS ADMINISTRATION

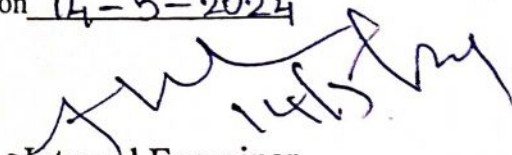
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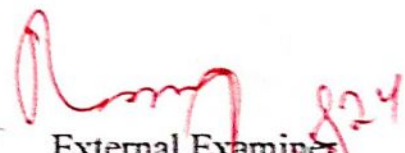
This is certify that the project work entitled "A STUDY ON MOBILE BANKING AMONG THE COLLEGE STUDENTS WITH SPECIAL REFERENCE TO MCAS" is a bonafide work, carried out independently by ELAVARASAN K (Reg.No.21MUBA1027), student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14-5-2024

  
Internal Examiner

  
External Examiner



**“A STUDY ON CUSTOMER PREFERENCE TOWARDS ON OTT  
PLATFORM USER WITH SPECIAL REFERENCE TO SALEM  
DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**GOKUL NATH.K**

**REG.NO:21MUBA1028**

Guided by

**Mr. C. SRINIVASAN, M.B.A., (Ph.D)**

**HEAD OF THE DEPARTMENT**

**Dept. of Business Administration**



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**(AUTONOMOUS)**

**RASIPURAM – 637 408**

**May – 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

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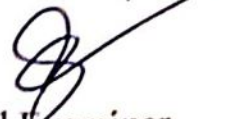
**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS ON OTT PLATFORM USER WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by GOKUL NATH.K, Reg.No.21MUBA1028, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/2024

  
Internal Examiner

  
External Examiner  
14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS COFFEE DAY  
WITH SPECIAL REFERENCE TO NAMAKKAL”**

*A project report submitted to the Periyar University, Salem - I in partial fulfilment of  
the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**GOKULRAJ K**

**REG.NO:21MUBA1029**

Guided by

**MR.C.SRINIVASAN,M.B.A(PH.D).,**

**HEAD OF THE DEPARTMENT**

**Dept.of Business Administration**



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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

**RASIPURAM-637408**

**May- 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS COFFEE DAY WITH SPECIAL REFERENCE IN NAMAKKAL DISTRICT" is a bonafide work, carried out independently by GOKULRAJ K, Reg.No.21MUBA1029, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

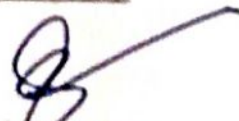


**HOD**




**GUIDE**

Certified that candidate was examined by us in the Viva Voice Examination held on 18.05.2024



**Internal Examiner**



**External Examiner**  
14/5/24



**“A STUDY ON PATIENTS ATTITUDE TOWARDS DECATHLON  
SPORTS BRAND WITH SPECIAL REFERENCE TO SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**GOPALAKRISHNAN.K**

**REG.NO:21MUBA1030**

Guided by

**Mr.C.SRINIVASAN.M.B.A.,(Ph.D)**

**Head of the Department**

**Dept. of Business Administration**



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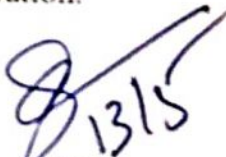
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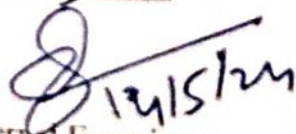
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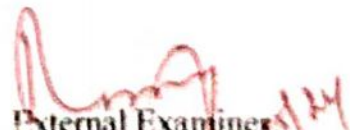
This is certify that the project work entitled "A STUDY ONPATIENTS ATTITUDE TOWARDSDECATHILON SPORTS BRAND WITH SPECIAL REFERENCE TO SALEM CITY" is a bonafide work, carried out independently by GOPALAKRISHNAN.K, Reg.No.21MUBA1030, student of third year BBA, under my supervision duringDecember to March(2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
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on 14.5.24

  
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External Examiner  
14/5/24



**“A STUDY ON IMPACT OF INTERNET BANKING SYSTEM ON  
INDIAN BANK ENVIRONMENT WITH SPECIAL  
REFERENCE TO NAMAKKAL DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**GOTHAMAN.G**

**REG.NO:21MUBA1031**

Guided by

**Mr. C. SRINIVASAN, M.B.A., (Ph.D)**

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**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON IMPACT OF INTERNET BANKING SYSTEM ON INDIAN BANK ENVIRONMENT WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" is a bonafide work, carried out independently by GOWTHAMAN.G, Reg.No.21MUBA1031, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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Internal Examiner 14/5/2024

  
External Examiner 14/05/24



**“A STUDY ON CUSTOMER SATISFACTON TOWARDS ICE CREAMS  
WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**HARI SRINIVAS.J**

**REG.NO:21MUBA1032**

Guided by

**Mr.C.SRINIVASA.,MBA.,(PhD)**

**HEAD OF THE DEPARTMENT**

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This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ICE CREAMS WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by HARI SRINIVAS.J, Reg.No.21MUBA1032, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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***A STUDY ON CUSTOMER SATISFACTION TOWARDS STATE  
BANK OF INDIA WITH SPECIAL REFERENCE TO SALEM CITY***

*A project report submitted to the Periyar University, Salem - II in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**HARISH S.P**

**REG.NO:21MUBA1033**

Guided by

**Mr. C. SRINIVASAN, M.B.A., (Ph.D)**

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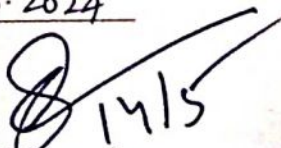
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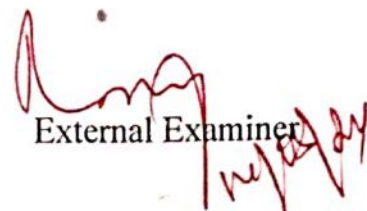
This is certify that the project work entitled "To Study On Customer Satisfaction Towards State Bank Of India With Special Reference To Salem District" is a bonafide work, carried out independently by HARISH S.P, Reg.No.21MUBA1033, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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Internal Examiner

  
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**"A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART  
APP REFERENCE TO THUMBAL TOWN"**

*A project report submitted to the Periyar University, Salem - II in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**JAYA KUMAR K**

**REG.NO:21MUBA1034**

Guided by

**Mr. C. SRINIVASAN, M.B.A., (Ph.D)**

**HEAD OF THE DEPARTMENT**

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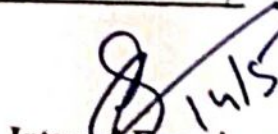
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This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART APP REFERENCE TO THUMBAL TOWN" is a bonafide work, carried out independently by JAYA KUMAR.K,Reg.No.21MUBA1034, student of third year BBA, under my supervision duringDecember to March(2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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14/5/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS WOMEN’S  
SELF HELP GROUP PRODUCTS WITH SPECIAL REFERENCE IN  
SALEM CITY**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**JAYAKUMAR.R.S**

**REG.NO:21MUBA1035**

Guided by

**MR. C.SRINIVASAN, M.B.A (M.Phil).,**

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This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS WOMENS SELF HELP GROUP PRODUCTS" is a bonafide work, carried out independently by JAYAKUMAR.R.S, Reg.No.21MUBA1035, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fullfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**External Examiner**



**“A STUDY ON A STUDY ON CUSTOMER SATISFACTION ABOUT AUDI  
CAR COIMBATORE DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**KANGAYATHAN.B**

**REG.NO:21MUBA136**

Guided by

**Mrs. P.SUBA .,M.B.A.,SET.,(ph.d)**

**Assistant professor**

**Dept. of Business Administration**



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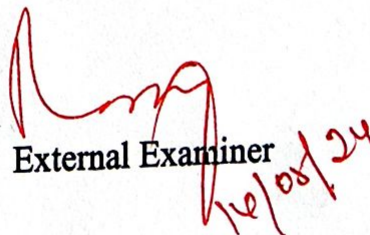
This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION ABOUT AUDI CAR COIMBATORE DISTRICT” is a bonafide work, carried out independently by KANGAYATHAN.B, Reg.No.21MUBA1036, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**External Examiner**  
14/09/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS AN  
ONLINE BOOKING IN TOURISM WITH SPECIAL  
REFERENCE TO NAMAKKAL ”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**KANISHGARA A**

**REG.NO: 21MUBA1037**

Guided by

**Ms. P. SUBA,M.B.A., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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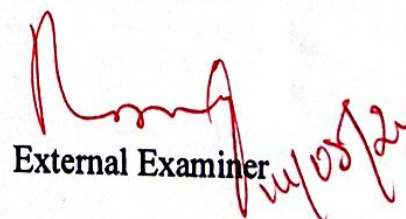
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Certified that candidate was examined by us in the Viva Voice Examination held  
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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART T.V  
WITH SPECIAL REFERENCE TO SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**KARTHICK.S**

**REG.NO:21MUBA1038**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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This is certify that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART T.V WITH SPECIAL REFERENCE TO SALEM CITY**” is a bonafide work, carried out independently by **KARTHICK.S Reg.No.21MUBA1038**, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14.05.2024

  
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External Examiner 14/05/24



**" A STUDY ON CUSTOMER PREFERENCES OF HP LAPTOP  
USERS SPECIAL REFERENCES TOWARDS NAMAKKAL  
DISTRICT "**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**Karumbayiram.G**

**REG.NO:21MUBA1039**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com**

**(Co-op Management)., (Ph.D)Assistant professor**

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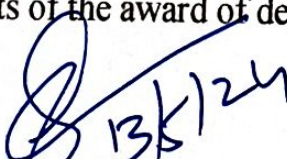
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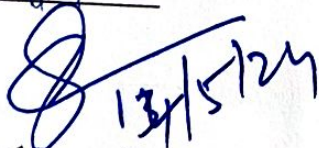
This is certify that the project work entitled "A Study on CUSTOMER PREFERENCES OF HP LAPTOP USERS SPECIAL REFERENCES TOWARDS NAMAKKAL DISTRICT" is a bonafide work, carried out independently by Karumbayiram.G Reg.no: 21MUBA1039 student of third year BBA, under my supervision during December to March (2023- 2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

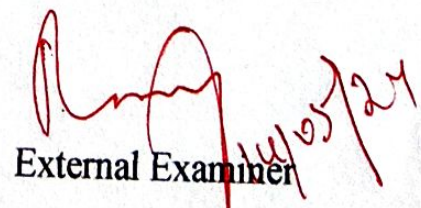
  
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**“A STUDY ON DIGITAL MARKETING ON THE PURCHASE DECISION  
OF WOMEN CUSTOMER WITH SPECIAL REFERENCE TO  
NAMAKKAL DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**LOGENDIRA.R**

**REG.NO:21MUBA1040**

Guided by

**Mrs. P.SUBA .,MBA.,SET.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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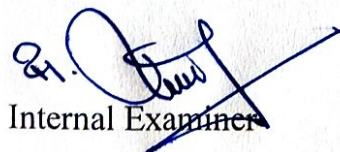
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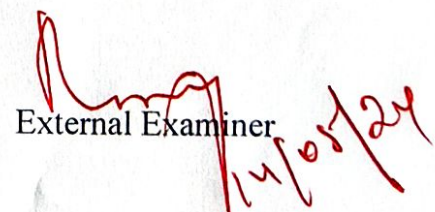
This is certify that the project work entitled “A STUDY ON DIGITAL MARKETING ON THE PURCHASE DECISION OF WOMEN CUSTOMER WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT” is a bonafide work, carried out independently by **LOGENDIRA.R Reg.No.21MUBA1040**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
**HOD**

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14.05.24

  
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External Examiner  
14/05/24



**“ A STUDY ON ASSESSING THE CUSTOMER SATISFACTION  
LEVEL FACED BY SMALL SIZE RESTAURANT WITH SPECIAL  
REFERENCE TO SALEM DISTRICT ” .**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**MANIKANDAN.A**

**REG.NO:21MUBA1041**

Guided by

**Mrs. P.SUBA .,MBA.,SET.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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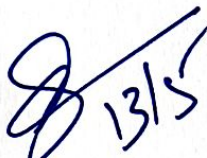
**MAY – 2024**

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Certified that candidate was examined by us in the Viva Voice Examination held  
on 14/05/2024

  
Internal Examiner

  
External Examiner



**“A STUDY ON CUSTOMER SATISFACTION ON AAVIN MILK ”**

*A project report submitted to the Periyar University, Salem II in partial fulfillment of the requirements for the award degree of Bachelor of Business Administration*

Submitted by  
**MANO.S**

**REG.NO:21MUBA1042**

Guided by  
**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management), (Ph.D) Assistant professor  
Dept. of Business Administration**



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May- 2024**

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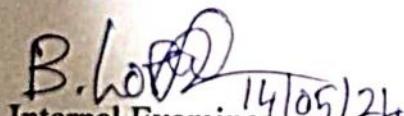
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This is certified that the project work entitled "A STUDY ON CUSTOMER SATISFACTION ON AAVIN MILK" is a bonafied work, carried out independently by VETRISSELVANT, Reg.No.21MUBA1042, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
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Certified that candidate was examined by us in the Viva Voice Examination held on . 14/05/2024

  
Internal Examiner 14/05/24

  
External Examiner 14/05/24



**“A STUDY ON JOB EXPECTATIONS AND PREFERENCES OF  
BUSINESS STUDIES STUDENTS SPECIAL REFERENCE OF  
MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**MANOJ.S**

**REG.NO:21MUBA1043**

**Guided by**

**Mrs. P.SUBA.,M.B.A.,SET.,**

**Assistant professor**

**Dept. of Business Administration**



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RASIPURAM – 637 408.**

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This is certify that the project work entitled “A STUDY ON JOB EXPECTATIONS AND PREFERENCES OF BUSINESS STUDIES STUDENTS WITH SPECIAL REFERENCE ON MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE” is a bonafide work, carried out independently by MANOJ.S, Reg.No.21MUBA1043, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**External Examiner**  
14/05/24



**“A STUDY ON THE CUSTOMER SATISFACTION ON JIO  
NETWORK WITH SPECIAL REFERENCE ON SALEM  
DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**MOHAMED IDRISH**

**REG.NO:21MUBA1044**

**Guided by**

**Mrs. P.SUBA.,M.B.A.,SET.,**

**Assistant professor**

**Dept. of Business Administration**



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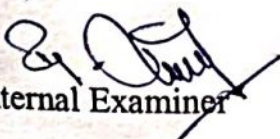
This is certify that the project work entitled "A STUDY ON THE CUSTOMER SATISFACTION ON JIO NETWORK WITH SPECIAL REFERENCE ON SALEM DISTRICT" is a bonafide work, carried out independently by MOHAMED IDRISH.M, Reg.No.21MUBA1044, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.


  
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External Examiner



**“A STUDY ON CONSUMER SATISFACTION OF MILLETS AMONG  
HOUSEHOLDS IN SALEM DISTRICT ” .**

*A project report submitted to the Periyar University, Salem - II in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**MOHAN KUMAR .M**

**REG.NO:21MUBA1045**

Guided by

**Mrs. P.SUBA .,MBA.,SET.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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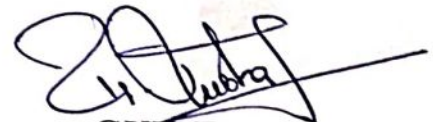
RASIPURAM – 637 408.

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This is certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION OF MILLETS AMONG HOUSEHOLDS IN SALEM DISTRICT" is a bonafide work, carried out independently by MOHAN KUMAR.M Reg.No.21MUBA1045, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**“ A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK SMART**

**WATCHES WITH REFERENCE TO NAMAKKAL**

**REFERENCE TO NAMAKKAL ”**

*A project report submitted to the Periyar University, Salem - II in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**NAVEEN.D**

**REG.NO: 21MUBA1046**

**Guided by**

**Ms. P. SUBA,M.B.A., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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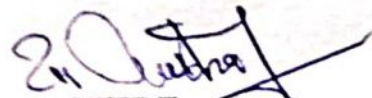
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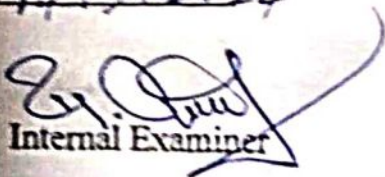
This is certify that the project work entitled " A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK SMART WATCHES WITH REFERENCE TO NAMAKKAL "is a bonafide work, carried out independently by NAVEEN.D Reg.No : 21MUBA1046, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

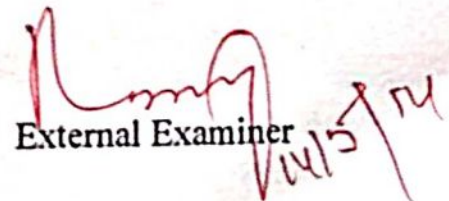
  
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External Examiner



**“A STUDY ON WOMEN’S PASSENGERS SATISFICATION LEVEL  
TOWARD FREE BUS SERVICE IN NAMAKKAL DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**PARANJOTHI.T**

**REG.NO:21MUBA1047**

Guided by

**Mrs. P.SUBA .,M.B.A.,SET.,(ph.d)**

**Assistant professor**

**Dept. of Business Administration**



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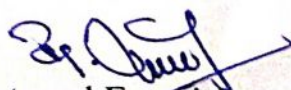
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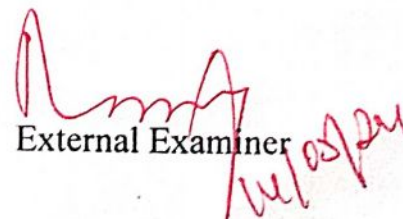
This is certify that the project work entitled "A STUDY ON WOMEN'S PASSENGERS SATISFICATION LEVEL TOWARDS FREE BUS SERVICES IN NAMAKAL DISTRICT" is a bonafide work, carried out independently by **PARANJOTHI.T, Reg.No.21MUBA1047**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO  
WITH SPECIAL REFERENCE TO SALEM”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**PARTHIBAN.J**

**REG.NO:21MUBA1048**

Guided by

**Mrs. P.SUBA., MBA. SET.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO WITH SPECIAL REFERENCE TO SALEM” is a bonafide work, carried out independently by PARTHIBAN.J Reg.No.21MUBA1048, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS KALANJI  
BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**PAVITHRAN.A**

**REG.NO:21MUBA1049**

Guided by

**Mrs. P.SUBA. MBA.,SET.,(PhD).,**

**Assistant professor**

**Dept. of Business Administration**



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This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS KALANJI BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by PAVITHRAN.A, Reg.No.21MUBA1049, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS HYUNDAI CAR  
SALES WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**PETCHIAPPAN.S**

**REG.NO:21MUBA1050**

Guided by

**Mrs. P.SUBA.,MBA.,SET.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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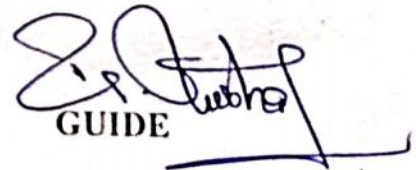
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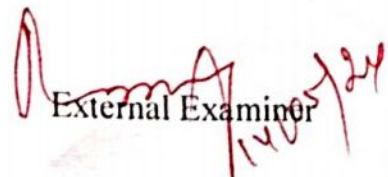
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HYUNDAI CAR SALES WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by PETCHIAPPAN.S, Reg.No.21MUBA1050, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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External Examiner  
14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TO WORDS ELECTRIC  
SCOOTY WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**PRAVEEN KUMAR.S**

**REG.NO:21MUBA1051**

**Guided by**

**P GOMATHI. M.Com CA, M.Phil**

**Assistant professor**

**Dept. of Business Administration**



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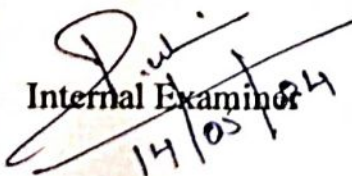
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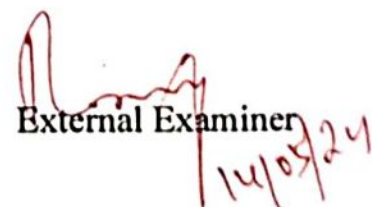
This is certify that the project work entitled **A STUDY ON CUSTOMER SATISFICATION TOWARDS ELECTRIC SCOOTY WITH SPECIAL REFERENCE TO SALEM DISTRICT** is a bonafide work, carried out independently by **PRAVEEN KUMAR.S Reg.No.14UBA1582**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**External Examiner**  
14/05/24



**“A STUDY ON CUSTOMER SATISFACTON TOWARDS PUMA BRAND  
WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**PREMKUMAR.M**

**REG.NO:21MUBA1052**

Guided by

**Mrs. P.GOMATHI. M.Com(CA),M.Phil.,**

**Assistant professor**

**Dept. of Business Administration**



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RASIPURAM – 637 408.

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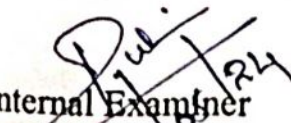
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS PUMA BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by PREMKUMAR.M, Reg.No.21MUBA1052, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.


  
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External Examiner  
14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CAB  
WITH SPECIAL REFERANCE TO SALEM DISTRICT”.**

A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SATHISH.M**

**Reg. No: 21MUBA1053**

Guided by

**Mrs. P. GOMATHI, M.COM (CA), M.Phil.,**

**ASSISTANT PROFESSOR**

**Department of Business Administration**



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This is certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CAB WITH SPECIAL REFERANCE TO SALEM DISTRICT.” is a bonafide work, carried out independently by SATHISH.M Reg. No. 21MUBA1053, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.



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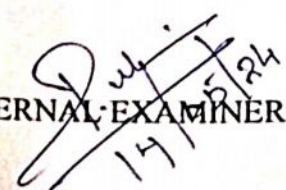
**[C. SRINIVASAN]**



**GUIDE**

**[P.GOMATHI]**

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**INTERNAL EXAMINER**



**EXTERNAL EXAMINER**



**"A study on customer satisfaction towards Indian oil reference  
to Namakkal District "**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**SHUSHANT.M**

**REG.NO:21MUBA1054**

Guided by

**MR. GOPALAKRIHNNAN, M.COM**

**Assistant professor**

**Dept. of Business Administration**



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This is certify that the project work entitled "A study on customer satisfaction towards Indian oil reference to Namakkal District" is a bonafide work carried out independently SHUSHANT.M ,Reg.No.21MUBA1054, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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**“A STUDY ON CUSTOMER SATISFACTON TOWARDS  
ADVERTISEMENT MEDIA WITH SPECIAL REFERENCE TO SALEM  
DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**SOLAI RAJ. J**

**REG.NO:21MUBA1055**

**Guided by**

**Mrs. P.GOMATHI. M.Com(CA),M.Phil.,**

**Assistant professor**

**Dept. of Business Administration**



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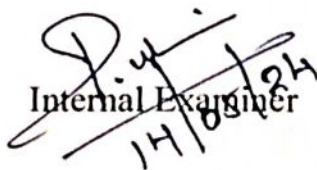
**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ADVERTISEMENT MEDIA WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by SOLAI RAJ.J, Reg.No.21MUBA1055, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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External Examiner  
14/05/24



**“A STUDY ON STUDENT AWARENESS TOWARDS "PROJECTOR USAGE" WITH SPECIAL REFERANCE TO SALEM DISTRICT”.**

A project report submitted to the Periyar University, Salem - 11 in partial fulfilment of the requirements for the award degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SOUNDHAR.S**

**Reg. No: 21MUBA1056**

Guided by

**Mrs. P. GOMATHI, M.COM (CA)., M.Phil.,**

**ASSISTANT PROFESSOR**

**Department of Business Administration**



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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON STUDENT AWARENESS TOWARDS "PROJECTOR USAGE" WITH SPECIAL REFERANCE TO SALEM DISTRICT."is a bonafide work, carried out independently by SOUNDHAR.S Reg. No. 21MUBA1056, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.



HOD

[C. SRINIVASAN]



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[P.GOMATHI]

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INTERNAL EXAMINER



EXTERNAL EXAMINER



**“ A COMPARATIVE STUDY ON CUSTOMER SATISFACTION JIO SIM  
AND AIRTEL SIM MARKETING STRATEGIES WITH SPECIAL  
REFERENCE TO SALEM DISTRICT” .**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**SOWNDHAR A**

**REG.NO:21MUBA1057**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management), (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE**

**(AUTONOMOUS)**

**RASIPURAM – 637 408**

**May – 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

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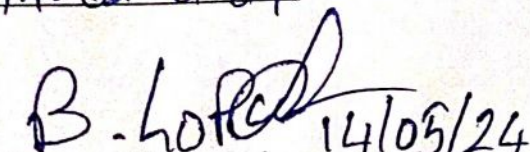
This is certify that the project work entitled “ **A COMPARATIVE STUDY ON CUSTOMER SATISFACTION JIO SIM AND AIRTEL SIM MARKETING STRATEGIES WITH SPECIAL REFERENCE TO SALEM DISTRICT**” .is a bonafide work, carried out independently by **SOWNDHAR.A Reg.No.21MUBA1057**, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

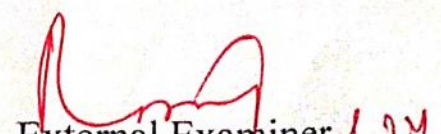
  
**HOD**

  
**GUIDE**

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on 14.05.2024

  
Internal Examiner 14/05/24

  
External Examiner 14/05/24



**“A STUDY ON CUSTOMER SATISFACTON TOWARDS ADIDAS  
BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**SRIGANTH.P**

**REG.NO:21MUBA1058**

Guided by

**Mrs. P.GOMATHI. M.Com(CA).,M.Phil.,**

**Assistant professor**

**Dept. of Business Administration**



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**RASIPURAM – 637 408**

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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
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RASIPURAM – 637 408.**

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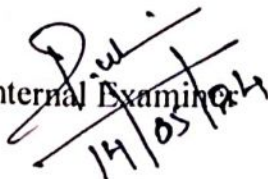
**CERTIFICATE**

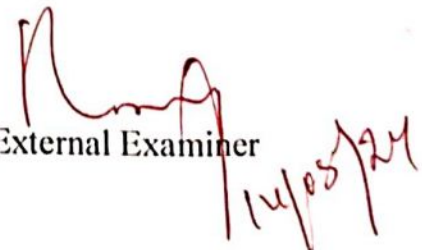
This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ADIDAS BRAND WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by SRIGANTH.P, Reg.No.21MUBA1058, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
**HOD**

  
**GUIDE**

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on 14/05/2024

  
Internal Examiner  
14/05/24

  
External Examiner  
14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY  
WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT” .**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**SRIKANTH B**

**REG.NO:21MUBA1059**

Guided by

**Mrs.P.GOMATHI. M.Com(CA),M.Phil.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

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**CERTIFICATE**


This is certify that the project work entitled “A study on customer satisfaction towards Google pay with special reference to Namakkal district” .is a bonafide work, carried out independently by SRIKANTH.B Reg.No.21MUBA1059, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

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14/05/24

  
External Examiner  
14/05/24



**“A STUDY ON AWARENESS TOWARDS VACUUM CLEANERS WITH  
SPECIAL REFERENCE TO SALEM CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial fulfilment  
of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**SUKISH KUMAR.J**

**REG.NO:21MUBA1060**

Guided by

**Mrs.P.GOMATHI. M.Com(CA),M.Phil.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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RASIPURAM – 637 408.

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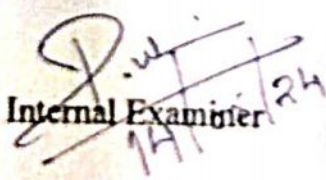
CERTIFICATE

This is certify that the project work entitled "A STUDY ON AWARENESS TOWARDS VACUUM CLEANERS WITH SPECIAL REFERENCE TO SALEM CITY" is a bonafide work, carried out independently by SUKISHKUMAR.J , Reg.No.21MUBA1060, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

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External Examiner



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
SAMSUNG MOBLIE WITH SPECIAL REFERENCE IN SALEM  
CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**SURYA.M**

**REG.NO:21MUBA1061**

**Guided by**

**Mrs.P.GOMATHI. M.Com(CA),M.Phil.,(Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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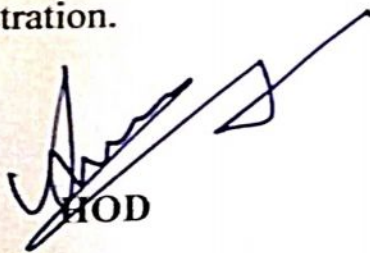
**MAY – 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG MOBILE WITH SPECIAL REFERENCE IN SALEM DISTIRCT "is a bonafide work, carried out independently by SURYA.M, Reg.No.21MUBA1061, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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on 13.05.24

  
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External Examiner  
14/05/24



**“A COMPARATIVE STUDY ON CUSTOMER SATISFACTION  
MARKETING STRATEGIES ON ONLINE FOOD DELIVERY BETWEEN  
SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO SALEM  
DISTRICT”.**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**THILAKARAJ.K**

**REG.NO:21MUBA1062**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**RASIPURAM – 637 408.**

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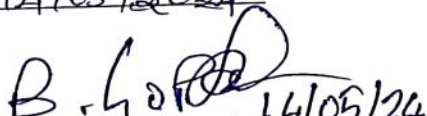
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This is certify that the project work entitled” **A COMPARATIVE STUDY ON CUSTOMER SATISFACTION MARKETING STRETEGIES ON ONLINE FOOD DELIVERY BETWEEN SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO SALEM DISTRICT**”. is a bonafide work, carried out independently by **THILAKARAJ.K Reg.No.21MUBA1062**, student of third year BBA, under my supervision during December to May (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
13/5  
HOD

  
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14/05/24  
External Examiner



**“AN EVALUATION OF WORKING ENVIRONMENT AND THEIR  
WELFARE SCHEMES AT KKP SPINNING MILLS NAMAKKAL”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**THIRUMUGAN B**

**REG:NO: 21MUBA1063**

Guided by

**Mr. A KARTHIGAI SELVAM MA.,M.Phil., PGDPRM., DGT.,  
CEM.,**

**Assistant professor in Economics**

**Dept. of Business Administration**



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**RASIPURAM – 637 408**


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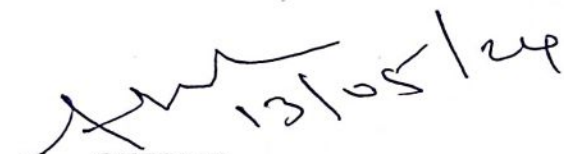
**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
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RASIPURAM – 637 408.**

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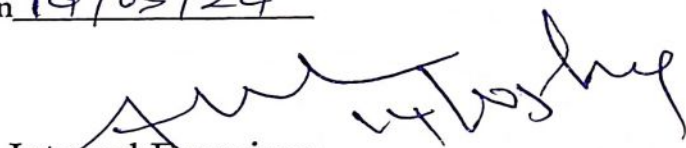
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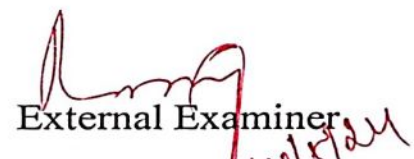
This is certify that the project work entitled “AN EVALUATION OF WORKING ENVIRONMENT AND THEIR WELFARE SCHEMES AT KKP SPINNING MILLS NAMAKKAL” is a bonafide work, carried out independently by **THIRUMUGAN B (Reg.No.21MUBA1063)**, student of third yearBBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.

  
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Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/24

  
**Internal Examiner**

  
**External Examiner**



**“A STUDY ON STUDENTS AWARENESS TOWARDS LIC POLICIES  
WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**VARUN.A**

**REG.NO: 21MUBA1064**

**Guided by**

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**(AUTONOMOUS)**

**RASIPURAM – 637 408**

**March – 2024**

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.

DEPARTMENT OF BUSINESS ADMINISTRATION


CERTIFICATE


This is certify that the project work entitled "A STUDY ON STUDENTS AWARENESS TOWARDS LIC POLICIES WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafide work, carried out independently by VARUN.A, Reg.No.21MUBA1064, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
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External Examiner 14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ANDROID PHONE WITH SPECIAL  
REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem I in partial  
fulfillment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**VETRI SELVAN.T**

**REG.NO:21MUBA1065**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management), (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**May- 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM - 637408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certified that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ANDROID PHONE WITH SPECIAL REFERENCE TO SALEM DISTRICT" is a bonafied work, carried out independently by VETRI SELVAN.T, Reg.No.21MUBA1065, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfillment of the requirements of the award of degree Bachelor of Business Administration.


  
HOD

  
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External Examiner 14/05/24



**“A STUDY ON MARKETING EFFICIENCY ON FLIPKART AND  
AMAZON WITH SPECIAL REFERENCE TO SALEM DISTRICT”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

**Submitted by**

**K.VIGNESHWARAN**

**REG.NO: 21MUBA1066**

**Guided by**

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**(AUTONOMOUS)**

**RASIPURAM – 637 408**

**March – 2024**

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

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**CERTIFICATE**


This is certify that the project work entitled “ A STUDY ON MARKETING EFFICIENCY ON FLIPKART AND AMAZON WITH SPECIAL REFERENCE TO SALEM DISTRICT” is a bonafide work, carried out independently by VIGNESHWARAN.K, Reg.No.21MUBA1066, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
**HOD**

  
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on 14.05.2024

  
**Internal Examiner**  
14/05/24

  
**External Examiner**  
14/05/24



**“A STUDY ON CONSUMER SATISFACTION TOWARDS NIKE SPORTS  
BRAND USER WITH SPECIAL REFERENCE TO NAMAKKAL CITY”**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**YUVANESWARAN.E**

**REG.NO:21MUBA1067**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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**March – 2024**

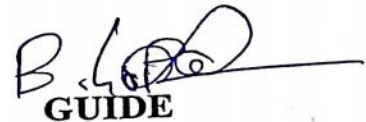
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(AUTONOMOUS)  
RASIPURAM – 637 408.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NIKE SPORTS BRAND USER WITH SPECIAL REFERENCE TO NAMAKKAL CITY" is a bonafide work, carried out independently by YUVANESWARAN.E, Reg.No.21MUBA1067, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14/05/2024

  
Internal Examiner 14/05/24

  
External Examiner 14/05/24



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
SMART WATCH WITH SPECIAL REFERENCE TO  
NAMAKKAL DISTRICT” .**

*A project report submitted to the Periyar University, Salem - 11 in partial  
fulfilment of the requirements for the award degree of*

**Bachelor of Business Administration**

Submitted by

**LACHUTHAN R**

**REG.NO: 21MUBA5001**

Guided by

**MR.B.GOPALAKRISHNAN. M.Com (Co-op Management)., (Ph.D)**

**Assistant professor**

**Dept. of Business Administration**



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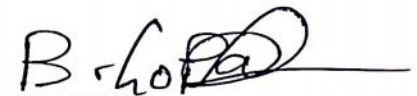
**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
RASIPURAM – 637 408.**

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**CERTIFICATE**


This is certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART WATCH WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" .is a bonafide work, carried out independently by **LACHUTHAN R**, Reg.No. **21MUBA50**, student of third year BBA, under my supervision during December to March (2023-2024), in the partial fulfilment of the requirements of the award of degree Bachelor of Business Administration.

  
HOD

  
GUIDE

Certified that candidate was examined by us in the Viva Voice Examination held on 14.05.2024

  
Internal Examiner 14/05/24

  
External Examiner 14/05/24