

**CUSTOMER ATTITUDE TOWARDS SALES PROMOTION
OFFERS WITH SPECIAL REFERENCE TO HEALTH
BEVERAGES IN TIRUCHENGODE TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**AAKASH R
AJITHKUMAR S
ANBUCHIZHIYAN R
ARAVINTH P S R
ARAVINTHAKUMAR M
ARUL N
ARULMANI P**

**REG.NO. 19UCM2440, 19UCM2443, 19UCM2444, 19UCM2446, 19UCM2447
19UCM2448, 19UCM2449**

Under the Guidance of

**Dr.M.N.PERIASAMY, M.Com., M.Phil.,B.Ed.,Ph.D
Dean & Assistant professor**



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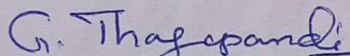
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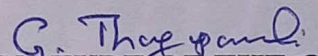
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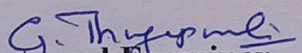
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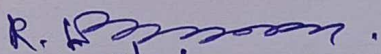
This is to certify that the project work entitled "CUSTOMER ATTITUDE TOWARDS SALES PROMOTION OFFERS WITH SPECIAL REFERENCE TO HEALTH BEVERAGES IN TIRUCHENGODE TOWN" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE the Periyar University, Salem, is record of bonafide project work carried out AAKASH R, AJITHKUMAR S, ANBUCHZHIAN R, ARAVINTH P S R, ARAVINTHAKUMAR M, ARUL N, ARULMANI P (REG.NO. 19UCM2440, 19UCM2443, 19UCM2444, 19UCM2446, 19UCM2447, 19UCM2448, 19UCM2449) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Rasipuram-637 408, Namakkal (D.T.) TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08/01/2022


Internal Examiner 8.1.2022


8/1/2022
External Examiner

**A STUDY ON JOB SATISFACTION OF UNORGANISED
AGRICULTURAL WORKERS WITH SPECIAL REFERENCE
TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**ARUNKUMAR S
AYYANAR C
BALACHANDAR A
BALAMANIKANDAN P
BALASURYA C
CHANDRU K
DEENADHAYALAN R**

**REG.NO. 19UCM2450, 19UCM2451, 19UCM2453, 19UCM2454, 19UCM2455
19UCM2457, 19UCM2458**

Under the Guidance of

Mr.S.VIJAYARANGAN, M.Com., M.Phil.,M.Ed.,

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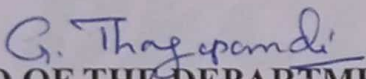
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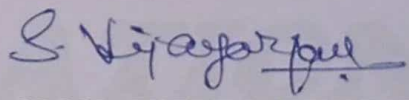
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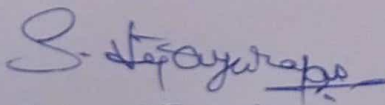
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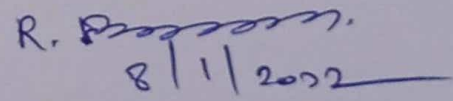
This is to certify that the project work entitled "A STUDY ON JOB SATISFACTION OF UNORGANISED AGRICULTURAL WORKERS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE the Periyar University, Salem, is record of bonafide project work carried out by ARUNKUMAR S, AYYANAR C, BALACHANDAR A, BALAMANIKANDAN P, BALASURYA C, CHANDRU K, DEENADHAYALAN R (REG.NO. 19UCM2450, 19UCM2451, 19UCM2453, 19UCM2454, 19UCM2455, 19UCM2457, 19UCM2458) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.VIJAYARANGAN)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08-01-2022*


Internal Examiner


8/1/2022
External Examiner

A STUDY ON JOB SATISFACTION OF EMPLOYEES IN STATE BANK OF INDIA WITH SPECIAL REFERENCE TO SALEM DISTRICT

A project report submitted to the periyar university in partial fulfillment of the
requirement for award of the degree of

BACHELOR OF COMMERCE

Submitted by

DEEPAN CHAKRAVARTHY A

DEVENDRAN M

DHAMODHARAN S

DHARANEESH KM

DHEENA R

DHINAKARAN S

DINESH T

**REG.NO.19UCM2460, 19UCM2462, 19UCM2465, 19UCM2466, 19UCM2468,
19UCM2469,19UCM2470**

Under the guidance of

**Dr.G.THANGAPANDI, M.Com., M.Phil., Ph.D., SET
Assistant Professor & HoD of Commerce**



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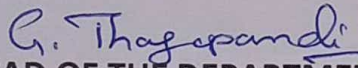
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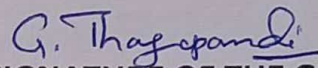
JANUARY - 2022.



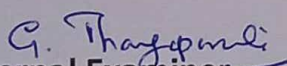
CERTIFICATE

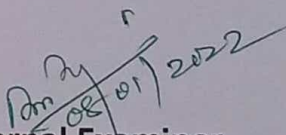
This is to certify that the project work entitled "A STUDY ON JOB SATISFACTION OF EMPLOYEES IN SBI WITH SPECIAL REFERENCE TO SALEM DISTRICT" Submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the periyar university, salem , is recorded of bonafide project work carrier Out by **DEEPAN CHAKRAVARTHY A, DEVENDRAN M, DHAMODHARAN S, DHARANEESH K M, DHEENA R, DHINAKARAN S, DINESH T (REG.NO.19UCM2460 ,19UCM2462 ,19UCM2465 ,19UCM2466, 19UCM2468, 19UCM2469, 19UCM2470)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or Popular journal or magazines.


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(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08 - 01 - 2022


Internal Examiner
8.1.2022


External Examiner

A STUDY ON CUSTOMER PREFERENCE TOWARDS TVS APACHE 160 BIKE WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

GOKUL M

GOKUL S

GOKULANATH M

GOKULKUMAR M

GOKULNATH V

GOWTHAM P

GOWTHAMAN C

REG.NO. 19UCM2479, 19UCM2480, 19UCM2481, 19UCM2482, 19UCM2483

19UCM2484, 19UCM2485

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant professor of commerce



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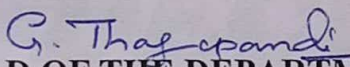
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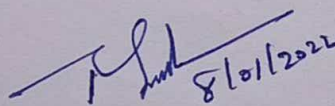
This is to certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS TVS APACHE 160 BIKE WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** the Periyar University, Salem, is record of bonafide project work carried out by **GOKUL M, GOKUL S, GOKULANATH M, GOKULKUMAR M, GOKULNATH V, GOWTHAM P, GOWTHAMAN C** (REG.NO. 19UCM2479, 19UCM2480, 19UCM2481, 19UCM2482, 19UCM2483, 19UCM2484, 19UCM2485) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

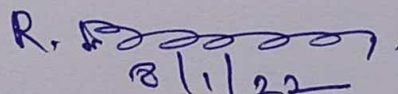

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SIGNATURE OF THE GUIDE

(Mr.R.SENKOTUVEL)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08-01-2022*


Internal Examiner


External Examiner

A STUDY ON CONSUMER PSYCHOLOGY TOWARDS SUPER MARKETS WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**HABIBULLA N
HARI PRASANTH G
HARIDHAS S
HARIHARAN P C
HARIKRISHNAN M
HARISH M
HEMACHANDAR E**

**REG.NO. 19UCM2488, 19UCM2489, 19UCM2490, 19UCM2491, 19UCM2492
19UCM2494, 19UCM2495**

Under the Guidance of

Mr.S.SIVAKUMAR, M.Com., M.Phil.,

Assistant professor of commerce



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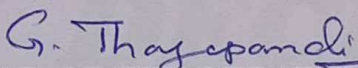
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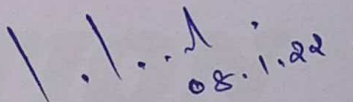
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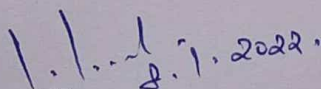
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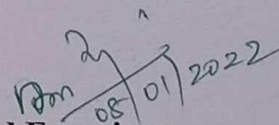
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Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.SIVAKUMAR)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

A STUDY ON OCCUPATIONAL STRESS AMONG BRANCH MANAGERS OF PUBLIC SECTOR BANKS IN SALEM DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**GUNAL J
MAHENDIRAN M
RAJESH P
ANBURAJA P
JAGADEESH O
JAWAHAR S
JEEVABHARATHI V**

**REG.NO. 19UCM2631, 19UCM2632, 19UCM2635, 19UCM2636, 19UCM2500
19UCM2505, 19UCM2506**

Under the Guidance of

Mr.H.RAJAMOHAIED, M.Com.CA., M.Phil.,

Assistant professor of commerce



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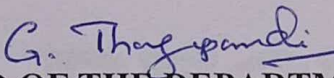
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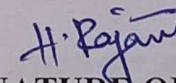
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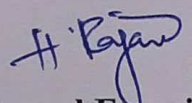
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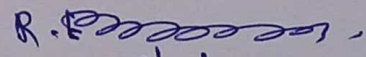
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SIGNATURE OF THE GUIDE
(Mr.H.RAJAMOHAMED)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022,


Internal Examiner


8/1/2022
External Examiner

A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE SHOWROOMS IN SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KAMALESH M
KARTHI S
KARTHIC RAJ M
KARTHI K
KARTHIKRAJA G
KARTHIKEYAN M
KARTHIKEYAN R**

**REG.NO. 19UCM2510, 19UCM2511, 19UCM2512, 19UCM2513, 19UCM2514,
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Under the Guidance of

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Assistant professor of commerce



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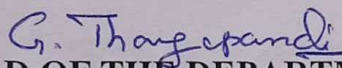
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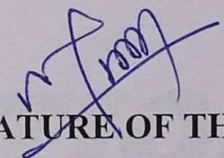
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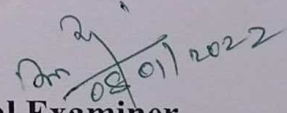
This is to certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE SHOWROOMS IN SALEM CITY” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **KAMALESH M, KARTHI S, KARTHIC RAJ M, KARTHI K, KARTHIKRAJA G, KARTHIKEYAN M, KARTHIKEYAN R** (REG.NO. 19UCM2510, 19UCM2511, 19UCM2512, 19UCM2513, 19UCM2514, 19UCM2517, 19UCM2518) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.M.JEEVA)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

A STUDY ON PROBLEMS AND CHALLENGES FACED BY URBAN WORKING WOMEN WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KAVUSIKAN S
KESHAVARDHAN V
KISHORE R V
KUMARESAN P
LOGESHWARAN A
MADHAN S
MADHAN KUMAR G**

**REG.NO. 19UCM2522, 19UCM2524, 19UCM2526, 19UCM2528, 19UCM2530,
19UCM2532, 19UCM2533**

Under the Guidance of

Mrs.M.SARANYA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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G. Thangapandi
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(Dr.G.THANGAPANDI)

M. Saranya
SIGNATURE OF THE GUIDE

(Mrs.M.SARANYA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08-01-2022

M. Saranya
Internal Examiner

R. Saranya
8/1/2022
External Examiner

**A STUDY ON AWARENESS OF PROFESSIONALS TOWARDS
ONLINE BANKING SERVICES WITH SPECIAL REFERENCE
TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**MADHANRAJ M
MAHALINGAM D
MANIKANDAN B
MANOJ K
MEYYAPPAN V
MOHAN K**

MOHANA SUNDARAM B

**REG.NO. 19UCM2534, 19UCM2536, 19UCM2538, 19UCM2539, 19UCM2542,
19UCM2543, 19UCM2544**

Under the Guidance of

Mr.S.ARUNRAJ, M.Com., M.Phil.,

Assistant professor of commerce



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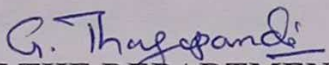
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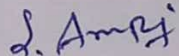
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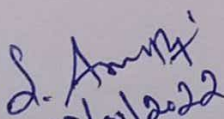
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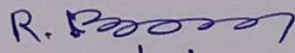
This is to certify that the project work entitled "A STUDY ON AWARENESS OF PROFESSIONALS TOWARDS ONLINE BANKING SERVICES WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **MADHANRAJ M, MAHALINGAM D, MANIKANDAN B, MANOJ K, MEYYAPPAN V, MOHAN K, MOHANA SUNDARAM B** (REG.NO. 19UCM2534, 19UCM2536, 19UCM2538, 19UCM2539, 19UCM2542, 19UCM2543, 19UCM2544) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.ARUNRAJ)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08-01-2022


08/01/2022
Internal Examiner


8/1/2022
External Examiner

**A STUDY ON HEALTHCARE SERVICES OF MULTI -
SPECIALITY HOSPITALS WITH SPECIAL REFERENCE TO
SALEM CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**MOHANRAJ R
MOULIESWAR M
NAGA SHANMUGAM V
NAVEENKUMAR R
NAVINKUMAR G
NITHESBARATHI M
PADMANABAN G**

**REG.NO. 19UCM2545, 19UCM2546, 19UCM2548, 19UCM2551, 19UCM2552
19UCM2553, 19UCM2556**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

JANUARY - 2022

CERTIFICATE

This is to certify that the project work entitled “A STUDY ON HEALTHCARE SERVICES OF MULTI - SPECIALITY HOSPITALS WITH SPECIAL REFERENCE TO SALEM CITY” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **MOHANRAJ R, MOULIESWAR M, NAGA SHANMUGAM V, NAVEENKUMAR R, NAVINKUMAR G, NITHESBARATHI M, PADMANABAN G (REG.NO. 19UCM2545, 19UCM2546, 19UCM2548, 19UCM2551, 19UCM2552, 19UCM2553, 19UCM2556)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

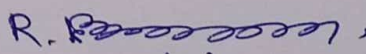

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(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08-01-2022.


Internal Examiner


8/1/2022
External Examiner

**A STUDY ON POST PURCHASE BEHAVIOUR OF
CUSTOMERS OF HERO MOTOR BIKES WITH SPECIAL
REFERENCE TO ATTUR TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**BADHMA RAJ S
PALANI BHARATHI S
PRASANTH P
PRASANTH P
SABARINATHAN M
SURYA S P
ARULEESWARAN S**

**REG.NO. 19UCM2557, 19UCM2558, 19UCM2561, 19UCM2562, 19UCM2572
19UCM2611, 19UCM2628**

Under the Guidance of

Mr.N.ANANDHARAJ, M.Com CA, M.Phil.,

Assistant professor of commerce



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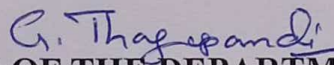
UGC Recognized 2(f) & 12 (B)

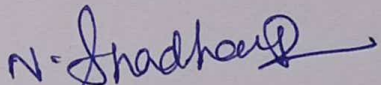
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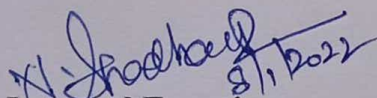
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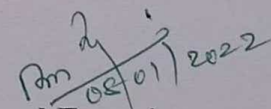
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Muthayammal College of Arts & Science
Basipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr. N.ANANDHARAJ)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08-01-2022


Internal Examiner


External Examiner

A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH SPECIAL REFERENCE TO NAMAKKAL TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**DHARSHAN K
KAVIYARASAN M
PRATHEEPRAJ R
RAMAKRISHNAN R
RAMESH K
ROOBAN L
SAKTHIVEL R**

**REG.NO. 19UCM2630, 19UCM2633, 19UCM2563, 19UCM2568, 19UCM2569,
19UCM2571, 19UCM2573**

Under the Guidance of

Mr.R.GOPI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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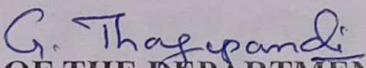
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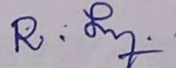
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JANUARY - 2022

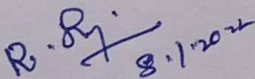
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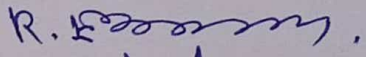
This is to certify that the project work entitled "A STUDY ON BRAND PREFERENCE OF SOFT DRINKS WITH SPECIAL REFERENCE TO NAMAKKAL TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **DHARSHAN K, KAVIYARASAN M, PRATHEEPRAJ R, RAMAKRISHNAN R, RAMESH K, ROOBAN L, SAKTHIVEL R** (REG.NO. 19UCM2630, 19UCM2633, 19UCM2563, 19UCM2568, 19UCM2569, 19UCM2571, 19UCM2573) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Basipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.R.GOPI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


8/1/2022
External Examiner

**A STUDY ON ONLINE MARKETING STRATEGIES OF
MYNTRA WITH SPECIAL REFERENCE TO RASIPURAM
TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SAKTHIVEL S
SANJAY S
SANJEEVIRAYAVARMA M
SANTHOSH KUMAR M
SARATHI S
SATHEESH KUMAR K
SATHISHKUMAR B**

**REG.NO. 19UCM2574, 19UCM2577, 19UCM2578, 19UCM2580, 19UCM2582,
19UCM2584, 19UCM2585**

Under the Guidance of

Mrs.R.SASIKALA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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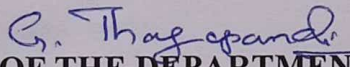
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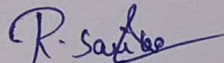
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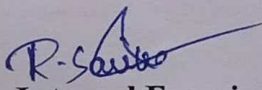
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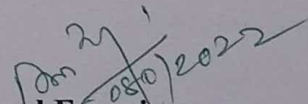
This is to certify that the project work entitled "A STUDY ON ONLINE MARKETING STRATEGIES OF MYNTRA WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **SAKTHIVEL S, SANJAY S, SANJEEVIRAYAVARMA M, SANTHOSH KUMAR M, SARATHI S, SATHEESH KUMAR K, SATHISHKUMAR B (REG.NO. 19UCM2574, 19UCM2577, 19UCM2578, 19UCM2580, 19UCM2582, 19UCM2584, 19UCM2585)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mrs.R.SASIKALA)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

A STUDY ON CONSUMER BEHAVIOUR ON NESTLEPRODUCTS IN SALEM TOWN

*A Project report submitted to the Periyar University
In partial fulfillment of the requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by
**SETHU NARAYANA R
SHEWAG G
SIBI G
SIKKANTHAR M
SIRANJEEVI K
SIVA K
SREEDHARAN R**

**REG.NO.19UCM2589, 19UCM2591, 19UCM2594, 19UCM2595,
19UCM2596, 19UCM2597, 19UCM2600**

Under the guidance of

Dr. S.MAHENDRAN M.Com., Ph.D.,

Assistant professor of Commerce



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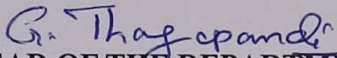
UGC Recognized 2(1) & 12(B)

RASIPURAM-637408

JANUARY-2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR ON NESTLE PRODUCTS IN SALEM TOWN" submitted in Partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SETHU NARAYANA R, SHEWAG G, SIBI G, SIKKANTHAR M, SIRANJEEVI K, SIVA K, SREEDHARAN R (REG.NO. 19UCM2589, 19UCM2591, 19UCM2594, 19UCM2595, 19UCM2596, 19UCM2597, 19UCM2600)** Under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

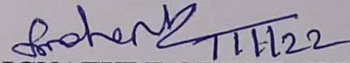


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(Dr. G THANGAPANDI)

HOD of Commerce

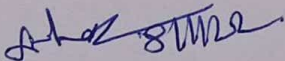
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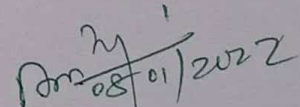
SIGNATURE OF THE GUIDE

(Dr. S. MAHENDRAN)

Certified that the candidate was examined by us in the project work viva voce examination held on 08.01.2022



Internal Examiner



External Examiner

“INFLUENCE OF ONLINE ADVERTISEMENT IN BUYING BEHAVIOUR AMONG THE COLLEGE STUDENTS”

A Project report submitted to the Periyar University in partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

SRERAM M

SRIYOGESH S

SRIDHAR D

SRIMAN NARAYANAN V

SRINIVASAN S

SUDARSAN S

**REG.NO. 19UCM2601, 19UCM2602, 19UCM2603, 19UCM2604, 19UCM2605,
19UCM2607**

Under the Guidance of

Mrs. T.POONGODI, M.Com., B.ed., M.B.A., M.Phil.,

Assistant professor of commerce

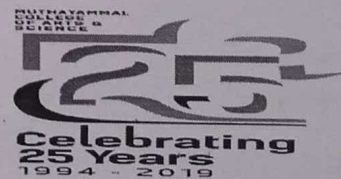


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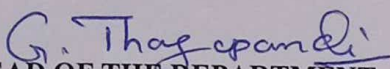
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RASIPURAM-637408

December -2021

CERTIFICATE

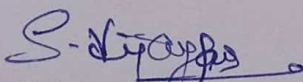
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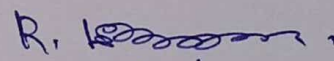

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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G. THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mrs.T.POONGODI)

Certified that the candidate was examined by us in the project work viva voce examination held on...08/01/2022....


Internal Examiner


8/1/2022
External Examiner

A STUDY ON CONSUMER BEHAVIOUR IN AMUL MILK PRODUCTS WITH SPECIAL REFERENCE TO SALEM CITY

Project report submitted to the Periyar University in partial fulfillment of requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

**SUMANESH M
TAMIL RAJ A
TAMIL SELVAN P
THINESH ARYHA P
VENKATESHBHARATHI M
VENKATESWARAN SR**

REG.NO:19UCM2609,19UCM2612,19UCM2613,19UCM2615,19UCM2616,19UCM2617

Under the Guidance of

DR.M.N.PERIYASAMY

Assistant Professor Of Commerce



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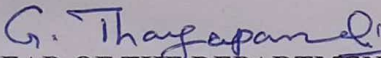
MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE

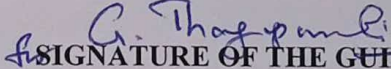
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UGC Recognized 2(f) & 12 (B)
RASIPURAM-637408

JANUARY-2022

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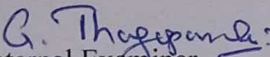
This is to certify that the project work entitled " A STUDY ON CONSUMER BEHAVIOUR IN AMUL MILK PRODUCTS WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SUMANESH M, TAMILRAJ A, TAMILSELVAN P, THINESHARYHA P, VENKATESHBHARATHI M, VENKATESWARAN SR** (REG.NO. 19UCM2609, 19UCM2612, 19UCM2613, 19UCM2615, 19UCM2616, 19UCM2617) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(DR.M.N.PERIYASAMY)

Certified that the candidate was examined by us in the project work viva

voce examination held on... 08.01.2022


Internal Examiner


External Examiner 8/1/22
Dr.G.SATHYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

ATTITUDE OF CUSTOMERS TOWARDS SELECTION OF NETWORK SERVICE PROVIDERS IN NAMAKKAL TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

VIGNESHWARAN V

VIJAY R

VIJAYAKANTH V

YOKESH S

YUVARAGAVAN S

MUHILAN M

**REG.NO. 19UCM2620, 19UCM2621, 19UCM2622, 19UCM2625, 19UCM2626
19UCM2629**

Under the Guidance of

Mr.S.VIJAYARANGAN, M.Com., M.Phil.,M.Ed.,

Assistant professor of commerce



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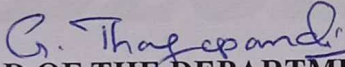
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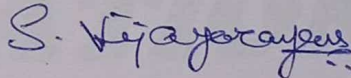
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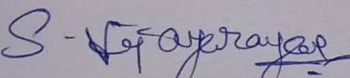
This is to certify that the project work entitled “ATTITUDE OF CUSTOMERS TOWARDS SELECTION OF NETWORK SERVICE PROVIDERS IN NAMAKKAL TOWN” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **VIGNESHWARAN V, VIJAY R, VIJAYAKANTH V, YOKESH S, YUVARAGAVAN S, MUHILAN M** (REG.NO. 19UCM2620, 19UCM2621, 19UCM2622, 19UCM2625, 19UCM2626, 19UCM2629) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

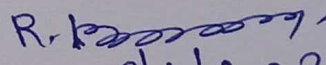

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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08/01/2022


Internal Examiner


8/1/2022
External Examiner

A STUDY ON WOMEN CUSTOMER PREFERENCE TOWARDS SILK SAREES WITH SPECIAL REFERENCE TO ELAMPILLAI TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**ABINA M
ABINAYA V
ANGAMMAL K
AZISHABANU M
BRINDHA E
DEVI S
DEVIPRIYA P**

**REG.NO. 19UCM2441, 19UCM2442, 19UCM2445, 19UCM2452, 19UCM2456
19UCM2463, 19UCM2464**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant professor of commerce



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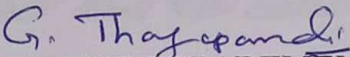
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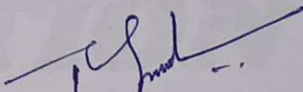
RASIPURAM- 637408

JANUARY - 2022

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This is to certify that the project work entitled "A STUDY ON WOMEN CUSTOMER PREFERENCE TOWARDS SILK SAREES WITH SPECIAL REFERENCE TO ELAMPILLAI TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **ABINA M, ABINAYA V, ANGAMMAL K, AZISHABANU M, BRINDHA E, DEVI S, DEVIPRIYA P (REG.NO. 19UCM2441, 19UCM2442, 19UCM2445, 19UCM2452, 19UCM2456 19UCM2463, 19UCM2464)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

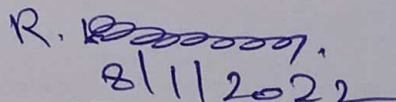

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Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.R.SENKOTUVEL)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

**A COMPARATIVE STUDY OF TRAINING AND
DEVELOPMENT PRACTICES ADOPTED IN COOPERATIVE
AND PRIVATE DAIRY PLANTs IN SAEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**DHARANIPRIYA D
DIVYA R
DIVYABHARATHI E
DIVYASRI D
ELAMATHI M
FOUZIA AFZIN V
GAYATHIRI J**

**REG.NO. 19UCM2467, 19UCM2471, 19UCM2472, 19UCM2473, 19UCM2474
19UCM2475, 19UCM2476**

Under the Guidance of

Mr.S.SIVAKUMAR, M.Com., M.Phil.,

Assistant professor of commerce



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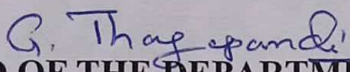
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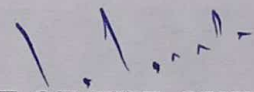
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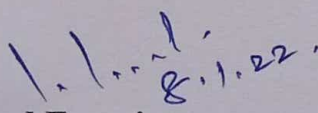
This is to certify that the project work entitled "A COMPARATIVE STUDY OF TRAINING AND DEVELOPMENT PRACTICES ADOPTED IN COOPERATIVE AND PRIVATE DAIRY PLANTS IN SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **DHARANIPRIYA D, DIVYA R, DIVYABHARATHI E, DIVYASRI D, ELAMATHI M, FOUZIA AFZIN V, GAYATHIRI J** (REG.NO. 19UCM2467, 19UCM2471, 19UCM2472, 19UCM2473, 19UCM2474, 19UCM2475, 19UCM2476) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Basipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.SIVAKUMAR)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

A STUDY ON SOCIAL MEDIA MARKETING OF BRANDED SHOES WITH SPECIAL REFERENCE TO TIRUCHENGODE TOWN

A Project report submitted to the Periyar University in partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

GAYATHRI M

GAYATHRI S

HARINI N

HEMARANI M

HEMASASI M

HERUTHAYAVEENA R

MAHALAKSHMI B

**REG.NO. 19UCM2477, 19UCM2478, 19UCM2493, 19UCM2496, 19UCM2497
19UCM2498, 19UCM2535**

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com.CA., M.Phil.,

Assistant professor of commerce



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RASIPURAM- 637408

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This is to certify that the project work entitled “A STUDY ON SOCIAL MEDIA MARKETING OF BRANDED SHOES WITH SPECIAL REFERENCE TO TIRUCHENGODE TOWN” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **GAYATHRI M, GAYATHRI S, HARINI N, HEMARANI M, HEMASASI M, HERUTHAYAVEENA R, MAHALAKSHMI B (REG.NO. 19UCM2477, 19UCM2478, 19UCM2493, 19UCM2496, 19UCM2497, 19UCM2498, 19UCM2535)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi

HEAD OF THE DEPARTMENT

HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)

H. Rajam

SIGNATURE OF THE GUIDE

(Mr.H.RAJAMOHAIED)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*

H. Rajam

Internal Examiner

8.1.22

External Examiner

A STUDY ON EMPLOYEES SATISFACTION IN TEXTILE AND READYMADE SHOPS WITH SPEICAL REFERENCE TO RASIPURAM TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**PREETHI M
HAAMA SREE A D
INIYA A M
JAMUNA S
JANANI G V
JANANI M
JANANI M**

**REG.NO. 19UCM2564, 19UCM2487, 19UCM2499, 19UCM2501, 19UCM2502,
19UCM2503, 19UCM2504**

Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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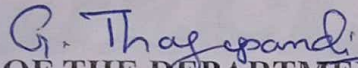
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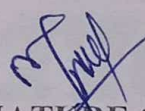
RASIPURAM- 637408

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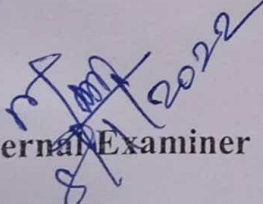
This is to certify that the project work entitled "A STUDY ON EMPLOYEES SATISFACTION IN TEXTILE AND READYMADE SHOPS WITH SPEICAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **PREETHI M, HAAMA SREE A D, INIYA A M, JAMUNA S, JANANI G V, JANANI M, JANANI M (REG.NO. 19UCM2564, 19UCM2487, 19UCM2499, 19UCM2501, 19UCM2502, 19UCM2503, 19UCM2504)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

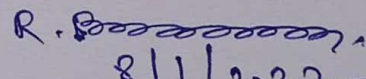

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Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.M.JEEVA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 8/1/2022


Internal Examiner


8/1/2022
External Examiner

A STUDY ON MARKETING OF EYE CARE SERVICES WITH SPECIAL REFERENCE TO SALEM DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**JEEVITHA D
JENIFER SUSCILA A
KARTHIGA K
KAVIYA B
KAVIYADHARSHINI G
KAVIYASRI S
KEERTHANA V**

**REG.NO. 19UCM2508, 19UCM2509, 19UCM2515, 19UCM2519, 19UCM2520
19UCM2521, 19UCM2523**

Under the Guidance of

Mrs.M.SARANYA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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CERTIFICATE

This is to certify that the project work entitled “A STUDY ON MARKETING OF EYE CARE SERVICES WITH SPECIAL REFERENCE TO SALEM DISTRICT” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **JEEVITHA D, JENIFER SUSCILA A, KARTHIGA K, KAVIYA B, KAVIYADHARSHINI G, KAVIYASRI S, KEERTHANA V (REG.NO. 19UCM2508, 19UCM2509, 19UCM2515, 19UCM2519, 19UCM2520, 19UCM2521, 19UCM2523)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi
HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)

M.Sarany
SIGNATURE OF THE GUIDE
(Mrs.M.SARANYA)

Certified that the candidate was examined by us in the project work viva-voce examination held on -08.01.2022

M.Sarany
Internal Examiner

Don
08/01/2022
External Examiner

A STUDY ON CONSUMER SATISFACTION TOWARDS CREDIT CARDS WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**KIRUTHIKA SRI B
LAVANYA V
LOGESHWARI D
MAHIYURA S
MADHUMITHA B
MEENA S**

**REG.NO. 19UCM2525, 19UCM2529, 19UCM2531, 19UCM2537, 19UCM2540
19UCM2541**

Under the Guidance of

Mr.S.ARUNRAJ, M.Com., M.Phil.,

Assistant professor of commerce



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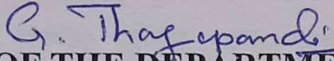
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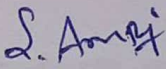
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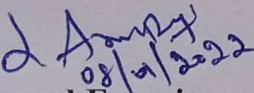
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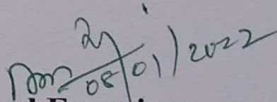
This is to certify that the project work entitled “A STUDY ON CONSUMER SATISFACTION TOWARDS CREDIT CARDS WITH SPECIAL REFERENCE TO SALEM CITY” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **KIRUTHIKA SRI B, LAVANYA V, LOGESHWARI D, MAHIYURA S, MADHUMITHA B, MEENA S (REG.NO. 19UCM2525, 19UCM2529, 19UCM2531, 19UCM2537, 19UCM2540, 19UCM2541)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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HOD of Commerce
Muthayammal College of Arts & Science
Basipuram - 637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.ARUNRAJ)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

**A STUDY ON PERCEPTION OF JOB SEEKERS ON
RECRUITMENT THROUGH SOCIAL MEDIA APPLICATIONS
WITH SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

MUGILARASI M

NANDHINI R

NAVANITHA A

NIVETHA R

PAVITHRA B

PRABHA SANGARI D G

**REG.NO. 19UCM2547, 19UCM2549, 19UCM2550, 19UCM2554, 19UCM2559,
19UCM2560**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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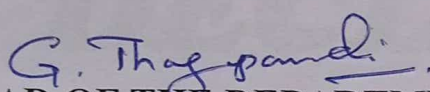
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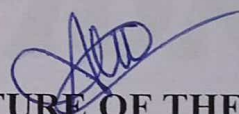
RASIPURAM- 637408

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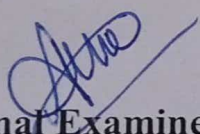
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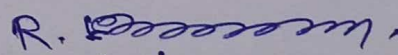
This is to certify that the project work entitled "A STUDY ON PERCEPTION OF JOB SEEKERS ON RECRUITMENT THROUGH SOCIAL MEDIA APPLICATIONS WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **MUGILARASI M, NANDHINI R, NAVANITHA A, NIVETHA R, PAVITHRA B, PRABHA SANGARI D G** (REG.NO. 19UCM2547, 19UCM2549, 19UCM2550, 19UCM2554, 19UCM2559, 19UCM2560) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Basipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mrs.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on -08-01-2022


Internal Examiner


8/1/2022
External Examiner

**A STUDY ON TRAINING AND DEVELOPMENT AT FIRST
AMERICAN CORPORATION WITH SPECIAL REFERENCE
TO SALEM CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**PREETHI M
SANTHIYA R
SANDHIYA R
SANJITHA K
SARANYA K
SARIKHA A**

**REG.NO. 19UCM2565, 19UCM2575, 19UCM2576, 19UCM2579, 19UCM2581
19UCM2583**

Under the Guidance of

Dr.S.MAHENDRAN, M.Com., Ph.D.,

Assistant professor of commerce



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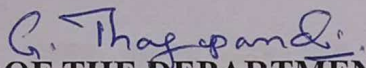
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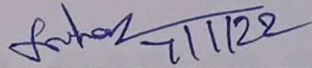
RASIPURAM- 637408

JANUARY – 2022

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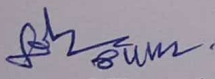
This is to certify that the project work entitled "A STUDY ON TRAINING AND DEVELOPMENT AT FIRST AMERICAN CORPORATION WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **PREETHI M, SANTHIYA R, SANDHIYA R, SANJITHA K, SARANYA K, SARIKHA A** (REG.NO. 19UCM2565, 19UCM2575, 19UCM2576, 19UCM2579, 19UCM2581, 19UCM2583) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

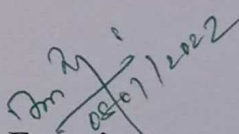

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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T.) TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Dr.S.MAHENDRAN)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

A STUDY ON MARKETING OF VERMICOMPOST WITH SPECIAL REFERENCE TO SALEM DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SATHYA S S
SAVUNDHARYA J
SEVVANTHI A
SHYAMALAADHEVI E
SIVADURGA G
SOBIYA K**

**REG.NO. 19UCM2587, 19UCM2588, 19UCM2590, 19UCM2593, 19UCM2598
19UCM2599**

Under the Guidance of

**Dr.M.N.PERIASAMY, M.Com., M.Phil.,B.Ed.,Ph.D
Dean & Assistant professor**



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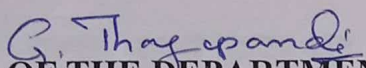
UGC Recognized 2(f) & 12 (B)

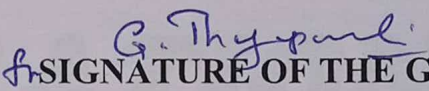
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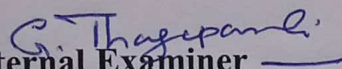
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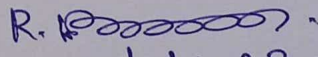
This is to certify that the project work entitled “A STUDY ON MARKETING OF VERMICOMPOST WITH SPECIAL REFERENCE TO SALEM DISTRICT” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **SATHYA S S, SAVUNDHARYA J, SEVVANTHI A, SHYAMALAADHEVI E, SIVADURGA G, SOBIYA K** (REG.NO. 19UCM2587, 19UCM2588, 19UCM2590, 19UCM2593, 19UCM2598, 19UCM2599) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner
8.1.2022


2/1/2022
External Examiner

A STUDY ON MARKETING OF CHILLIES WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

**SURIYAPRIYA S
THARANI C
VIDHYA C
VIGASINI P
VIJAYASARATHI N
KAVITHA S**

**REG.NO. 19UCM2610, 19UCM2614, 19UCM2618, 19UCM2619, 19UCM2623
19UCM2634**

Under the Guidance of

Mr.S.VIJAYARANGAN, M.Com., M.Phil.,M.Ed.,

Assistant professor of commerce



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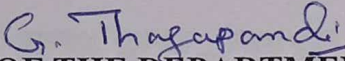
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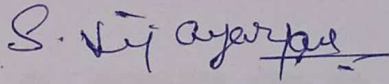
RASIPURAM- 637408

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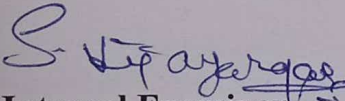
This is to certify that the project work entitled “A STUDY ON MARKETING OF CHILLIES WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** the Periyar University, Salem, is record of bonafide project work carried out by **SURIYAPRIYA S, THARANI C, VIDHYA C, VIGASINI P, VIJAYASARATHI N, KAVITHA S (REG.NO. 19UCM2610, 19UCM2614, 19UCM2618, 19UCM2619, 19UCM2623, 19UCM2634)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

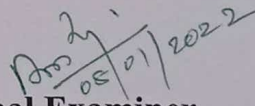

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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

**A STUDY ON MARKETING STRATEGIES OF TAJMAHAL
TEA WITH SPECIAL REFERENCE TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

AJITHKUMAR S

AJITHKUMAR V

AKILAN J

ARULRAJA M

BALAJI N

BALAMURUGAN A

BOOBALAN R

**REG.NO. 19UCC1648, 19UCC1649, 19UCC1650, 19UCC1653, 19UCC1655
19UCC1656, 19UCC1658**

Under the Guidance of

Dr.G.THANGAPANDI, M.Com., M.Phil.,Ph.D.,

Head & Assistant professor



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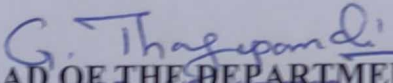
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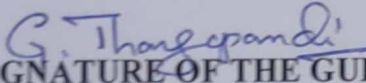
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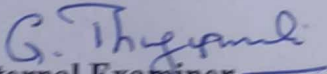
CERTIFICATE

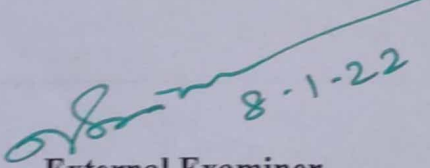
This is to certify that the project work entitled "A STUDY ON MARKETING STRATEGIES OF TAJMAHAL TEA WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE COMPUTER APPLICATION the Periyar University, Salem, is record of bonafide project work carried out by AJITHKUMAR S, AJITHKUMAR V, AKILAN J, ARULRAJA M, BALAJI N, BALAMURUGAN A, BOOBALAN R (REG.NO. 19UCC1648, 19UCC1649, 19UCC1650, 19UCC1653, 19UCC1655, 19UCC1656, 19UCC1658) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 8.1.2022.


Internal Examiner
8.1.2022


8.1.22
External Examiner

**A STUDY ON CONSUMER BEHAVIOUR IN HOME
ENTERTAINMENT PRODUCTS - TELEVISION AND AUDIO
SYSTEM WITH SPECIAL REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**BOOPATHI R
BOOPATHI S
DEENADHAYALAN C
DEEPAK T
DHATCHANA MOORTHY V
DHINESHKUMAR K
DILIP T**

**REG.NO. 19UCC1659, 19UCC1660, 19UCC1661, 19UCC1662, 19UCC1666
19UCC1667, 19UCC1668**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant professor of commerce



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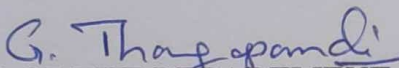
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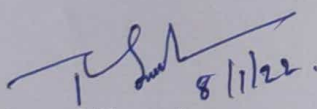
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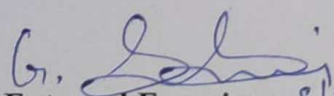
This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR IN HOME ENTERTAINMENT PRODUCTS - TELEVISION AND AUDIO SYSTEM WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)** the Periyar University, Salem, is record of bonafide project work carried out by **BOOPATHI R, BOOPATHI S, DEENADHAYALAN C, DEEPAK T, DHATCHANA MOORTHY V, DHINESHKUMAR K, DILIP T (REG.NO. 19UCC1659, 19UCC1660, 19UCC1661, 19UCC1662, 19UCC1666, 19UCC1667, 19UCC1668)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Basinuram - 627 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.R.SENKOTUVEL)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08. 01. 2022


Internal Examiner


External Examiner 8/1/22
Dr.G.SATHYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS NAMAKKAL CO-OPERATIVE MILK PRODUCERS

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**DINESH R
ESWARAN M
GIRIDHARAN E
GOKUL R
GOKUL S
GOKULAKANNAN T
GOWTHAM T**

**REG.NO. 19UCC1669, 19UCC1670, 19UCC1672, 19UCC1674, 19UCC1675, 19UCC1676
19UCC1678**

Under the Guidance of

Mr.S.SIVAKUMAR, M.Com., M.Phil.,

Assistant professor of commerce



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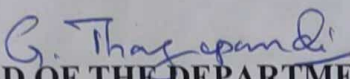
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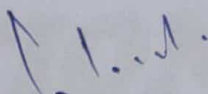
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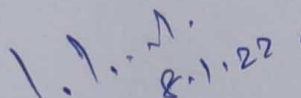
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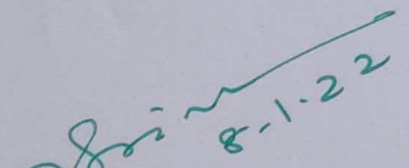
This is to certify that the project work entitled "A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS NAMAKKAL CO-OPERATIVE MILK PRODUCERS" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **DINESH R, ESWARAN M, GIRIDHARAN E, GOKUL R, GOKUL S, GOKULAKANNAN T, GOWTHAM T (REG.NO. 19UCC1669, 19UCC1670, 19UCC1672, 19UCC1674, 19UCC1675, 19UCC1676, 19UCC1678)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.SIVAKUMAR)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.1.2022


Internal Examiner


External Examiner

**A STUDY ON CONSUMER PERCEPTION TOWARDS E-
BANKING SERVICES WITH SPECIAL REFERENCE TO
NAMAKKAL TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**HARIPRASATH V
JANANIVASAN D
JAYAVELL G
JEEVANANTHAM P
KALAIVANAN S
KARTHIKEYAN S
KAVINESH S**

**REG.NO. 19UCC1679, 19UCC1681, 19UCC1682, 19UCC1683, 19UCC1684
19UCC1685, 19UCC1686**

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com.CA., M.Phil.,

Assistant professor of commerce



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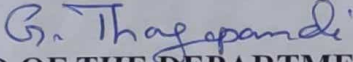
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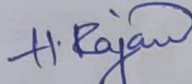
RASIPURAM- 637408

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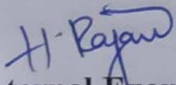
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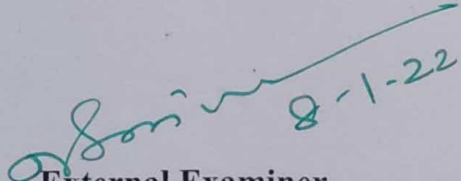
This is to certify that the project work entitled “A STUDY ON CONSUMER PERCEPTION TOWARDS E-BANKING SERVICES WITH SPECIAL REFERENCE TO NAMAKKAL TOWN” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **HARIPRASATH V, JANANIVASAN D, JAYAVELL G, JEEVANANTHAM P, KALAIVANAN S, KARTHIKEYAN S, KAVINESH S** (REG.NO. 19UCC1679, 19UCC1681, 19UCC1682, 19UCC1683, 19UCC1684, 19UCC1685, 19UCC1686) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.H.RAJAMOHAAMED)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

A STUDY ON CONSUMER PREFERENCE TOWARDS HYUNDAI CARS WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**KAVINKUMAR S
KRISHNAKUMAR S
LOKESH K
MANIKANDAN R
MANIKANDAN T
MANOJ N
MEYYARASAN P**

**REG.NO. 19UCC1687, 19UCC1689, 19UCC1691, 19UCC1692, 19UCC1693
19UCC1694, 19UCC1695**

Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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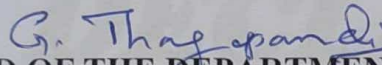
UGC Recognized 2(f) & 12 (B)


RASIPURAM- 637408

JANUARY - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS HYUNDAI CARS WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** in the Periyar University, Salem, is record of bonafide project work carried out by **KAVINKUMAR S, KRISHNAKUMAR S, LOKESH K, MANIKANDAN R, MANIKANDAN T, MANOJ N, MEYYARASAN P** (REG.NO. 19UCC1687, 19UCC1689, 19UCC1691, 19UCC1692, 19UCC1693, 19UCC1694, 19UCC1695) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

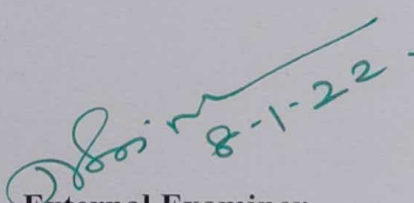

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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.M.JEEVA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner

A STUDY ON MARKETING STRATEGY OF FLIPKART WITH SPECIAL REFERENCE TO SALEM CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**MOHITH K
MUGESHKANNAN S
MUTHUSAMY M
NAVEENKUMAR J
NAVIN R
NISHANTH R
NOORTHIN S**

**REG.NO. 19UCC1696, 19UCC1697, 19UCC1698, 19UCC1703, 19UCC1704, 19UCC1706
19UCC1709**

Under the Guidance of

Mrs.M.SARANYA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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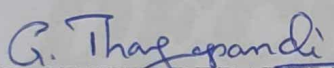
UGC Recognized 2(f) & 12 (B)

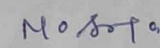
RASIPURAM- 637408

JANUARY - 2022

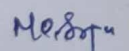
CERTIFICATE

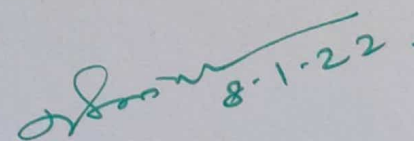
This is to certify that the project work entitled “A STUDY ON MARKETING STRATEGY OF FLIPKART WITH SPECIAL REFERENCE TO SALEM CITY” submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **MOHITH K, MUGESHKANNAN S, MUTHUSAMY M, NAVEENKUMAR J, NAVIN R, NISHANTH R, NOORTHIN S (REG.NO. 19UCC1696, 19UCC1697, 19UCC1698, 19UCC1703, 19UCC1704, 19UCC1706, 19UCC1709)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science,
Basipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mrs.M.SARANYA)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08/01/2022*


Internal Examiner


External Examiner

A STUDY ON BUYER PREFERENCE OF TATA NANO CAR WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

PANNEERSELVAM M

PARAMESWARAN K

LINGESH S E

AKASH M

PARTHEEBAN P

PRAKASH G

PRASANTH B

**REG.NO. 19UCC1710, 19UCC1711, 19UCC1778, 19UCC1779, 19UCC1712
19UCC1715, 19UCC1716**

Under the Guidance of

Mr.S.ARUNRAJ, M.Com., M.Phil.,

Assistant professor of commerce



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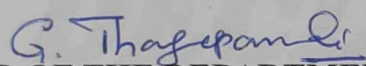
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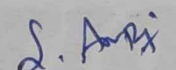
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JANUARY - 2022

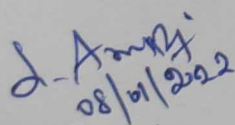
CERTIFICATE

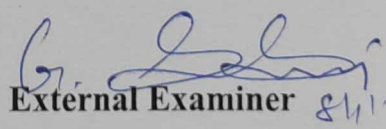
This is to certify that the project work entitled "A STUDY ON BUYER PREFERENCE OF TATA NANO CAR WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **PANNEERSELVAM M, PARAMESWARAN K, LINGESH S E, AKASH M, PARTHEEBAN P, PRAKASH G, PRASANTH B (REG.NO. 19UCC1710, 19UCC1711, 19UCC1778, 19UCC1779, 19UCC1712, 19UCC1715, 19UCC1716)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Basinuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.S.ARUNRAJ)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08/01/2022


Internal Examiner


External Examiner
Dr.G.SATHIYA SANGARI, M.Com.,M.Phil.,SET.,NET.,Ph.D
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON STUDENTS AWARENESS OF BANKING
SERVICES WITH SPECIAL REFERENCE TO ARTS AND
SCIENCE COLLEGES IN SALEM CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**PRASANTH V
PRAVEEN KUMAR M
RAGUL P
RAGUL S
RAMESH KUMAR D
RANJITHKUMAR G
RANJITHKUMAR R**

**REG.NO. 19UCC1717, 19UCC1718, 19UCC1722, 19UCC1723, 19UCC1725,
19UCC1726, 19UCC1727**

Under the Guidance of

Mrs.S.ARULJOTHI, M.Com.CA., M.Phil.,

Assistant professor of commerce



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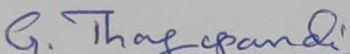
UGC Recognized 2(f) & 12 (B)

RASIPURAM- 637408

JANUARY - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON STUDENTS AWARENESS OF BANKING SERVICES WITH SPECIAL REFERENCE TO ARTS AND SCIENCE COLLEGES IN SALEM CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** in the Periyar University, Salem, is record of bonafide project work carried out by **PRASANTH V, PRAVEEN KUMAR M, RAGUL P, RAGUL S, RAMESH KUMAR D, RANJITHKUMAR G, RANJITHKUMAR R** (REG.NO. 19UCC1717, 19UCC1718, 19UCC1722, 19UCC1723, 19UCC1725, 19UCC1726, 19UCC1727) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 400, Namakkal (D.T.), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mrs.S.ARULJOTHI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08-01-2022


Internal Examiner


External Examiner

A STUDY ON BRAND PERCEPTION TOWARDS FARM MACHINERIES IN NAMAKKAL DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

RATHNAVEL S

SABI A

SAMPATH M S

SANJAY A

SANKAR S

SANTHOSH S

SASIKUMAR M

REG.NO. 19UCC1729, 19UCC1733, 19UCC1736, 19UCC1737, 19UCC1738

19UCC1740, 19UCC1742

Under the Guidance of

Dr.S.MAHENDRAN, M.Com., Ph.D.,

Assistant professor of commerce



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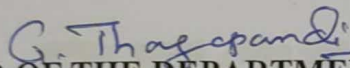
UGC Recognized 2(f) & 12 (B)

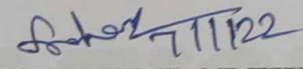
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CERTIFICATE

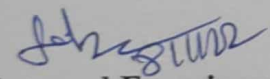
This is to certify that the project work entitled "A STUDY ON BRAND PERCEPTION TOWARDS FARM MACHINERIES IN NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** the Periyar University, Salem, is record of bonafide project work carried out by **RATHNAVEL S, SABI A, SAMPATH M S, SANJAY A, SANKAR S, SANTHOSH S, SASIKUMAR M (REG.NO. 19UCC1729, 19UCC1733, 19UCC1736, 19UCC1737, 19UCC1738, 19UCC1740, 19UCC1742)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

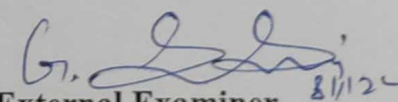

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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Dr.S.MAHENDRAN)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022.*


Internal Examiner


External Examiner
Dr.G.SATHIYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON YOUNG CONSUMERS PREFERENCE OF
MOBILE WALLETS GATE WAY FOR CASHLESS PAYMENT
WITH SPECIAL REFERENCE TO RASIPURAM TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

SASIKUMAR S

SATHEESH S

SHESAN K S

SOKKANATHAN G

SOUNDARAJAN P

SRIARUN S

SRIDHAR J

**REG.NO. 19UCC1743, 19UCC1745, 19UCC1746, 19UCC1749, 19UCC1751
19UCC1754, 19UCC1755**

Under the Guidance of

Dr.M.N.PERIASAMY, M.Com., M.Phil.,B.Ed.,Ph.D

Dean & Assistant professor



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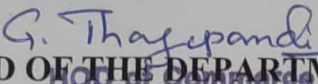
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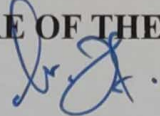
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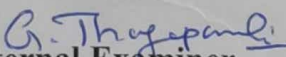
CERTIFICATE


This is to certify that the project work entitled "A STUDY ON YOUNG CONSUMERS PREFERENCE OF MOBILE WALLETS GATE WAY FOR CASHLESS PAYMENT WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** the Periyar University, Salem, is record of bonafide project work carried out **SASIKUMAR S, SATHEESH S, SHESAN K S, SOKKANATHAN G, SOUNDARAJAN P, SRIARUN S, SRIDHAR J** (REG.NO. 19UCC1743, 19UCC1745, 19UCC1746, 19UCC1749, 19UCC1751, 19UCC1754, 19UCC1755) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022.


Internal Examiner


External Examiner 08/11/22
Dr.G.SATISHA SANGARI, M.Com., M.Phil., SET, NET, JRF
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal-637 002.

**AN ANALYTICAL STUDY ON CUSTOMER SATISFACTION
TOWARDS VIVO CELL PHONES WITH SPECIAL
REFERENCE TO NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

SUDHAGAR M

SUKUMAR P

TAMILARASU T

TAMILSEVAN G

TAMILSELVAN V

THAMARAI KANNAN S

**REG.NO. 19UCC1757, 19UCC1758, 19UCC1761, 19UCC1762, 19UCC1763
19UCC1764**

Under the Guidance of

Mr.S.VIJAYARANGAN, M.Com., M.Phil.,M.Ed.,

Assistant professor of commerce



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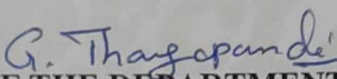
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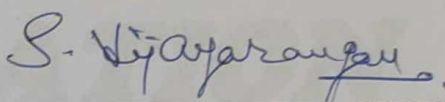
RASIPURAM- 637408

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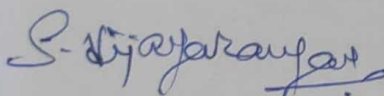
This is to certify that the project work entitled "AN ANALYTICAL STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO CELL PHONES WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** the Periyar University, Salem, is record of bonafide project work carried out by **SUDHAGAR M, SUKUMAR P, TAMILARASU T, TAMILSEVAN G, TAMILSELVAN V, THAMARAI KANNAN S** (REG.NO. 19UCM2610, 19UCM2614, 19UCM2618, 19UCM2619, 19UCM2623, 19UCM2634) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

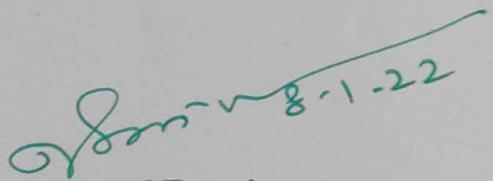

HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

A STUDY ON SECURITY SYSTEM OF ATM'S WITH SPECIAL REFERENCE TO RASIPURAM TOWN

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**VELU R
VIGNESHWARAN V
VIMALRAJ M
VINITH K
SURYA PRAKASH M
MOHITH R**

**REG.NO. 19UCC1767, 19UCC1768, 19UCC1769, 19UCC1770, 19UCC1774
19UCC1777**

Under the Guidance of

**Dr.G.THANGAPANDI, M.Com., M.Phil.,Ph.D.,
Head & Assistant professor**



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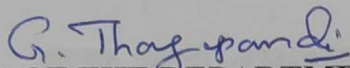
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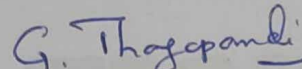
RASIPURAM- 637408

JANUARY - 2022


CERTIFICATE

This is to certify that the project work entitled "A STUDY ON SECURITY SYSTEM OF ATM'S WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** the Periyar University, Salem, is record of bonafide project work carried out by **VELU R, VIGNESHWARAN V, VIMALRAJ M, VINITH K, SURYA PRAKASH M, MOHITH R** (REG.NO. 19UCC1767, 19UCC1768, 19UCC1769, 19UCC1770, 19UCC1774, 19UCC1777) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Basipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner
8.1.2022


External Examiner

Dr.G.SATHIYA SANGARI, M.Com.,M.Phil.,SET.,NET.,Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON CONSUMER PREFERENCE TOWARDS
MALTED FOODS WITH SPECIAL REFERENCE TO SALEM
DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

ANITHA S

ARSHIYA J

BAANU M

DEVADHARSHINI R A

DEVIPRIYA M

DHANUSHYA A

GANGADEVI C

**REG.NO. 19UCC1651, 19UCC1652, 19UCC1654, 19UCC1663, 19UCC1664
19UCC1665, 19UCC1671**

Under the Guidance of

Dr.G.THANGAPANDI, M.Com., M.Phil.,Ph.D.,

Head & Assistant professor



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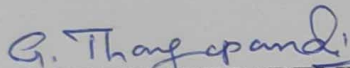
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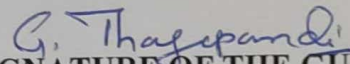
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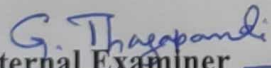
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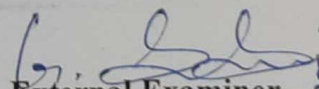
This is to certify that the project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS MALTED FOODS WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** the Periyar University, Salem, is record of bonafide project work carried out by **ANITHA S, ARSHIYA J, BAANU M, DEVADHARSHINI R A, DEVIPRIYA M, DHANUSHYA A, GANGADEVI C** (REG.NO. 19UCC1651, 19UCC1652, 19UCC1654, 19UCC1663, 19UCC1664, 19UCC1665, 19UCC1671) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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HOD of Commerce
Muthayammal College of Arts & Science
Masipuram-637 408, Namakkal (D.T), TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Dr.G.THANGAPANDI)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner
8.1.2022


External Examiner 8/1/22
Dr.G.SATHYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON CONSUMERS PERCEIVED RISK IN ONLINE
SHOPPING WITH SPECIAL REFERENCE TO SALEM
DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**GOBIKA G
GOKULAPRIYA K
JABRINNISHA M
KIRUTHIKA S
LOGESHWARI D
MYTHILI S
NANDHINI C**

**REG.NO. 19UCC1673, 19UCC1677, 19UCC1680, 19UCC1688, 19UCC1690, 19UCC1699,
19UCC1700**

Under the Guidance of

Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,

Assistant professor of commerce



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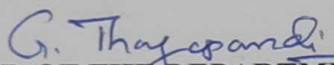
UGC Recognized 2(f) & 12 (B)

RASIPURAM- 637408

JANUARY - 2022

CERTIFICATE

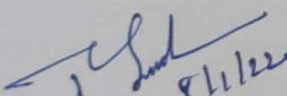
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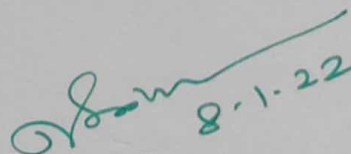

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HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.R.SENKOTUVEL)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08-01-2022*


Internal Examiner


External Examiner

A STUDY ON USERS AWARENESS ABOUT DABUR VATICA PRODUCTS IN NAMAKKAL CITY

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**NANDHINI N
NAVAPRIYA D**

**NISHA N
NIVETHA S
PAVITHRA R
POOJITHAA B**

PRIYADHARSHINI V

**REG.NO. 19UCC1701, 19UCC1702, 19UCC1705, 19UCC1708, 19UCC1713
19UCC1714, 19UCC1720**

Under the Guidance of

Mr.S.SIVAKUMAR, M.Com., M.Phil.,

Assistant professor of commerce



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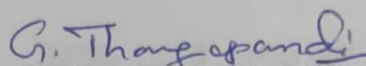
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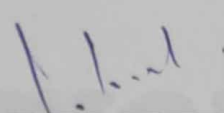
RASIPURAM- 637408

JANUARY – 2022

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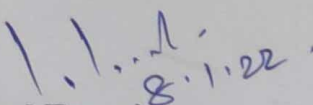
This is to certify that the project work entitled "A STUDY ON USERS AWARENESS ABOUT DABUR VATICA PRODUCTS IN NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **NANDHINI N, NAVAPRIYA D, NISHA N, NIVETHA S, PAVITHRA R, POOJITHAA B, PRIYADHARSHINI V (REG.NO. 19UCC1701, 19UCC1702, 19UCC1705, 19UCC1708, 19UCC1713, 19UCC1714, 19UCC1720)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

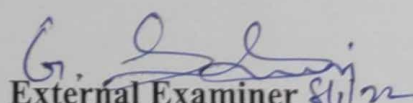

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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.SIVAKUMAR)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 08.01.2022*


Internal Examiner


External Examiner

Dr.G.SATHIYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON POLICY HOLDER SATISFACTION TOWARDS
INDIVIDUAL MEDICLAIM INSURANCE POLICIES WITH
SPECIAL REFERENCE TO NAMAKKAL TOWN**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

PUVIYADHARSHINI S

RAMA PRIYA C

RASIKA S

RIVETHA P

ROJA P

SABARINYA B

REG.NO. 19UCC1721, 19UCC1724, 19UCC1728, 19UCC1730, 19UCC1731, 19UCC1732

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com.CA., M.Phil.,

Assistant professor of commerce



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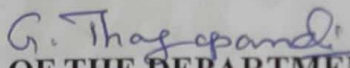
UGC Recognized 2(f) & 12 (B)

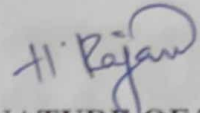
RASIPURAM- 637408

JANUARY – 2022

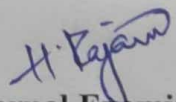
CERTIFICATE

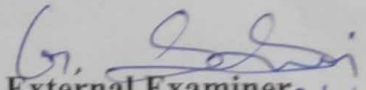
This is to certify that the project work entitled "A STUDY ON POLICY HOLDER SATISFACTION TOWARDS INDIVIDUAL MEDICLAIM INSURANCE POLICIES WITH SPECIAL REFERENCE TO NAMAKKAL TOWN" submitted in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE COMPUTER APPLICATION the Periyar University, Salem, is record of bonafide project work carried out by PUVIYADHARSHINI S, RAMA PRIYA C, RASIKA S, RIVETHA P, ROJA P, SABARINYA BV (REG.NO. 19UCC1721, 19UCC1724, 19UCC1728, 19UCC1730, 19UCC1731, 19UCC1732) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T.) TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mr.H.RAJAMOHAMED)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 8.01.2022*


Internal Examiner


External Examiner 3/1/22
Dr.G.SATHIYA SANGARI, M.Com., M.Phil., SET., NET., Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC
FOOD CONSUMPTION WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

SABINA FOUZIYA S

SAFFRIN.M

SANTHIYA R

SASIKALA N

SASIPRIYA S

SINDHU B

**REG.NO. 19UCC1734, 19UCC1735, 19UCC1739, 19UCC1741, 19UCC1744
19UCC1747**

Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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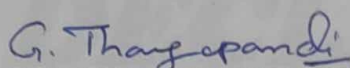
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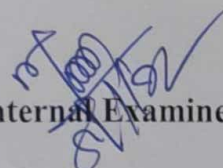
This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD CONSUMPTION WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE COMPUTER APPLICATION** in the Periyar University, Salem, is record of bonafide project work carried out by **SABINA FOUZIYA S, SAFFRIN.M, SANTHIYA R, SASIKALA N, SASIPRIYA S, SINDHU B (REG.NO. 19UCC1734, 19UCC1735, 19UCC1739, 19UCC1741, 19UCC1744, 19UCC1747)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.



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Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.M.JEEVA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08/01/2022


Internal Examiner


External Examiner

**A STUDY ON STATUS OF PALMYRAH WORKERS WITH
SPECIAL REFERENCE TO SENDAMANGALAM TALUK**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

SOBANA SANKARI S

SOPIYA S

SOUNDHARYA S

SOWMIYA P

SRI MEGA S

SUSHVA K

REG.NO. 19UCC1748, 19UCC1750, 19UCC1752, 19UCC1753, 19UCC1756, 19UCC1759

Under the Guidance of

Mrs.M.SARANYA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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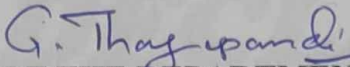
UGC Recognized 2(f) & 12 (B)

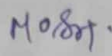
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JANUARY – 2022

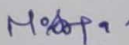
CERTIFICATE

This is to certify that the project work entitled "A STUDY ON STATUS OF PALMYRAH WORKERS WITH SPECIAL REFERENCE TO SENDAMANGALAM TALUK" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE (COMPUTER APPLICATION)** in the Periyar University, Salem, is record of bonafide project work carried out by **SOBANA SANKARI S, SOPIYA S, SOUNDHARYA S, SOWMIYA P, SRI MEGA S, SUSHVA K** (REG.NO. 19UCC1748, 19UCC1750, 19UCC1752, 19UCC1753, 19UCC1756, 19UCC1759) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT
HQ of Commerce
Muthayammal College of Arts & Science
Resinuram - 637 408, Namakkal (D.T), TN
(DR.G.THANGAPANDI)


SIGNATURE OF THE GUIDE
(Mrs.M.SARANYA)

Certified that the candidate was examined by us in the project work viva-voce examination held on 08.01.2022


Internal Examiner


External Examiner 8/12

Dr.G.SATHIYA SANGARI, M.Com.,M.Phil.,SET.,NET.,Ph.D.
Assistant Professor,
PG and Research Department of Commerce,
Trinity College for Women,
Namakkal - 637 002.

**A STUDY ON THE BEHAVIOUR OF SMARTPHONE USERS
TOWARDS MOBILE COMMERCE WITH SPECIAL
REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

**SWETHA P
UMABHARATHI S
VASANTHA M
YASMIN M
NAVEENA M
MADHUMITHA S**

REG.NO. 19UCC1760, 19UCC1765, 19UCC1766, 19UCC1771, 19UCC1775, 19UCC1776

Under the Guidance of

Mr.S.ARUNRAJ, M.Com., M.Phil.,

Assistant professor of commerce



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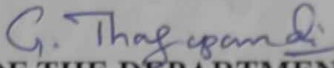
UGC Recognized 2(f) & 12 (B)

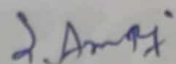
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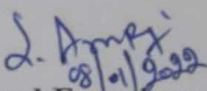
This is to certify that the project work entitled "A STUDY ON THE BEHAVIOUR OF SMARTPHONE USERS TOWARDS MOBILE COMMERCE WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SWETHA P, UMABHARATHI S, VASANTHA M, YASMIN M, NAVEENA M, MADHUMITHA S (REG.NO. 19UCC1760, 19UCC1765, 19UCC1766, 19UCC1771, 19UCC1775, 19UCC1776)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

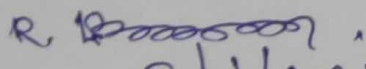

HEAD OF THE DEPARTMENT
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Rasipuram-637 408, Namakkal (D.T). TN
(Dr.G.THANGAPANDI)


SIGNATURE OF THE GUIDE

(Mr.S.ARUNRAJ)

Certified that the candidate was examined by us in the project work viva-voce examination held on -02.02.2022


Internal Examiner


8/1/2022
External Examiner

**IMPACT OF SOCIAL MEDIA NETWORKING AMONG
SELECT SCHOOL STUDENTS WITH SPECIAL REFERENCE TO
PRIVATE SCHOOLS IN NAMAKKAL DISTRICT**

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

MASTER OF COMMERCE

Submitted by

DEEPAK KUMAR K

REG.NO: 20PCM1218

Guided by

Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D

Assistant Professor & Dean



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RASIPURAM – 637 408

May – 2022

CERTIFICATE

This is to certify that the project work entitled "IMPACT OF SOCIAL MEDIA NETWORKING AMONG SELECT SCHOOL STUDENTS WITH SPECIAL REFERENCE TO PRIVATE SCHOOLS IN NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DEEPAK KUMAR K (REG.NO: 20PCM1218) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva -voce

examination held on 09/06/2022

[Signature]
SINGNATURE OF THE GUIDE
(Dr.M.N.PERIASAMY)

[Signature] 9.6.22
INTERNAL EXAMINER

[Signature] 9/6/2022
EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK
SERVICE WITH SPECIAL REFERENCE TO SALEM CITY**

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

MASTER OF COMMERCE

Submitted by

DHANASEKARAN R

REG.NO: 20PCM1219

Guided by

Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,

Assistant professor of Commerce



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RASIPURAM – 637 408

May – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO NETWORK SERVICE WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by DHANASEKARAN R (REG.NO.20PCM1219) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scienfic or popular journal or magazines.

G. Thangapandi 6.6.22
HEAD OF THE DEPARTMENT

S. Vijayarangan
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)

(Mr.S.VIJAYARANGAN)

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN.

*Certified that the candidate was examined by us in the project work viva –voce
examination held on 09.06.2022.*

1.1.9.6.22
INTERNAL EXAMINER

h. pl 9/6/2022
EXTERNAL EXAMINER

**A STUDY ON HUMAN RESOURCE MANAGEMENT WITH REFERENCE
TO SELF HELP GROUP IN NAMAGIRIPET BLOCK**

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

MASTER OF COMMERCE

Submitted by

ELAIYABHARATHI K

REG. NO.: 20PCM1220

Under the Guidance of

Dr.G.THANGAPANDI M.Com.,M.Phil.,Ph.D.,SET.,

Assistant professor & HOD of Commerce



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RASIPURAM – 637 408

MAY – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON HUMAN RESOURCE MANAGEMENT WITH REFERENCE TO SELF HELP GROUP IN NAMAGIRIPET BLOCK" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by ELAIYABHARATHI K (REG. NO. 20PCM1220) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi (6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Thangapandi (6.6.22)
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva -voce
examination held on 09.06.2022

G. Thangapandi
INTERNAL EXAMINER 09.06.2022)

h. pl 9/6/2022
EXTERNAL EXAMINER

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS ELECTRONIC PAYMENTS AND CLEARING SYSTEM IN SALEM CITY

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

MASTER OF COMMERCE

Submitted by

ELAVARASAN S

REG.NO: 20PCM1221

Guided by

Dr.G.THANGAPANDI.,M.Com., M.Phil.,Ph.D.,SET
Assistant Professor & Head



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RASIPURAM – 637 408

May – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON THE CUSTOMER SATISFACTION TOWARDS ELECTRONIC PAYMENTS AND CLEARING SYSTEM IN SALEM CITY" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by ELAVARASAN S (REG.NO: 20PCM1221) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

DECLARATION

G. Thangapandi (6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of Commerce

Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Thangapandi (6.6.22)
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva-voce examination held on 09.06.2022

G. Thangapandi
INTERNAL EXAMINER (9.6.22)

h. pl 9/6/2022
EXTERNAL EXAMINER

**A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN
WORKERS IN SAGO INDUSTRIES WITH SPECIAL
REFERENCE TO SALEM DISTRICT**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

MASTER OF COMMERCE

Submitted by

GNANAPRAKASH A M

REG.NO. 20PCM1222

Under the Guidance of

**Mr.R.SENKOTUVEL, M.Com.CA., M.Phil.,
Assistant professor of Commerce**



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JUNE - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN WORKERS IN SAGO INDUSTRIES WITH SPECIAL REFERENCE TO SALEM DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE the Periyar University, Salem, is record of bonafide project work carried out by GNANAPRAKASH A M (REG.NO. 20PCM1222) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

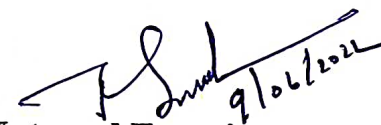

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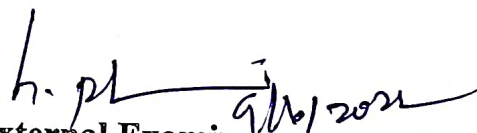

SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 108, Namakkal District

(R.SENKOTUVEL)

*Certified that the candidate was examined by us in the project work viva-voce
examination held on 09/06/2022*


Internal Examiner


External Examiner

**A STUDY ON AWARENESS OF NEW BANKING SERVICES AMONG COLLEGE
STUDENTS WITH SPECIAL REFERENCE TO MUTHAYAMMAL COLLEGE OF
ARTS AND SCIENCE, RASIPURAM**

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

MASTER OF COMMERCE

Submitted by

MANOJ S B

REG.NO: 20PCM1223

Guided by

Mr.S.SIVAKUMAR.,M.Com., M.Phil., (Ph.D)

Assistant professor of Commerce



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RASIPURAM – 637 408

May – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON AWARENESS OF NEW BANKING SERVICES AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by MANOJ S B (REG.NO.20PCM1223) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

S. S. S. S.
SIGNATURE OF THE GUIDE

(Mr.S.SIVAKUMAR)

Certified that the candidate was examined by us in the project work viva-voce
examination held on 09/06/2022

S. S. S. S. 9.6.22.
INTERNAL EXAMINER

h. p. a/gm
EXTERNAL EXAMINER

**A STUDY ON PROBLEMS FACED BY GPAY, PHONEPE,
PAYTM USERS WITH SPECIAL REFERENCE TO NAMAKKAL
CITY**

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

MASTER OF COMMERCE

Submitted by

PRADEEP P
REG.NO. 20PCM1224

Under the Guidance of

Mr.H.RAJAMOHAMED, M.Com.CA., M.Phil.,

Assistant professor of commerce



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JUNE - 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON PROBLEMS FACED BY GPAY, PHONEPE, PAYTM USERS WITH SPECIAL REFERENCE TO NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **PRADEEP P (REG.NO. 20PCM1224)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi
HEAD OF THE DEPARTMENT 6.6.22

H. Rajam
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)
HOD of Commerce

(Mr.H.RAJAMOHAIED)

Muthayammal College of Arts & Science
Rasipuram-637408, Namakkal District

Certified that the candidate was examined by us in the project work viva-voce examination held on 09/06/2022

H. Rajam
Internal Examiner

h. pl
External Examiner 9/6/2022

A STUDY ON MARKETING OF BLACK PEPPER WITH SPECIAL REFERENCE TO KOLLIHILLS NAMAKKAL DISTRICT

*A Project report submitted to the Periyar University in partial fulfillment of the
requirement for the award of the degree of*

MASTER OF COMMERCE

Submitted by

PREMKUMAR M

REG.NO. 20PCM1225

Under the Guidance of

Mr.M.JEEVA, M.Com.CA., M.Phil.,

Assistant professor of commerce



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This is to certify that the project work entitled "A STUDY ON MARKETING OF BLACK PEPPER WITH SPECIAL REFERENCE TO KOLLIHILLS NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **PREMKUMAR M (REG.NO. 20PCM1225)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


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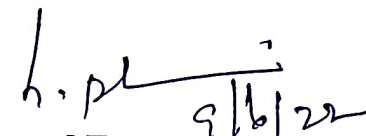
(Dr.G.THANGAPANDI)
HOD of Commerce

(Mr.M.JEEVA)

Muthayammal College of Arts & Science
Rasipuram-627 008, Namakkal (D.T.V)

*Certified that the candidate was examined by us in the project work viva-
voce examination held on 09.06.2022*


Internal Examiner


External Examiner

**A STUDY ON CONSUMERS PERCEPTION TOWARDS SOLAR
RENEWABLE ENERGY WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT**

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

MASTER OF COMMERCE

Submitted by

ROHITH S

REG.NO: 20PCM1226

Guided by

Mr.R.GOPI.,M.Com CA., M.Phil.,

Assistant professor of Commerce



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This is to certify that the project work entitled "A STUDY ON CONSUMERS PERCEPTION TOWARDS SOLAR RENEWABLE ENERGY WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by ROHITH S (REG.NO.20PCM1226) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T), TN

R. R. S.
SIGNATURE OF THE GUIDE

(Mr.R.GOPI)

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examination held on 09/06/2022*

R. R. S. 9.6.22
INTERNAL EXAMINER

h. p. 9/6/22
EXTERNAL EXAMINER

**A STUDY ON CUSTOMER PREFERENCES TOWARDS SELF SERVICE
TECHNOLOGIES IN BANKING – WITH SPECIAL REFERENCE
TO NAMAKKAL CITY**

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

MASTER OF COMMERCE

Submitted by

SARAVANAN S

REG.NO: 20PCM1228

Guided by

Dr.M.N.PERIASAMY.,M.Com., M.Phil., B.Ed.,Ph.D

Assistant Professor & Dean



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This is to certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCES TOWARDS SELF SERVICE TECHNOLOGIES IN BANKING – WITH SPECIAL REFERENCE TO NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the awards of degree of **MASTER OF COMMERCE** in the Periyar University, Salem, is record of bonafide project work carried out by **SARAVANAN S (REG.NO: 20PCM1228)** under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

[Signature]
SIGNATURE OF THE GUIDE
(Dr.M.N.PERIASAMY)

Certified that the candidate was examined by us in the project work viva –voce
examination held on 09.06.22

[Signature]
INTERNAL EXAMINER

[Signature] 9/6/2022
EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME X2 MOBILE
PHONE WITH SPECIAL REFERENCE TO NAMAKKAL CITY**

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

MASTER OF COMMERCE

Submitted by

THILAGARASU S

REG.NO: 20PCM1229

Guided by

Mr.S.VIJAYARANGAN.,M.Com., M.Phil., M.Ed.,

Assistant professor of Commerce



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CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME X2 MOBILE PHONE WITH SPECIAL REFERENCE TO NAMAKKAL CITY" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by THILAGARASU S (REG.NO.20PCM1229) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi (6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

S. Vijayarangan
SIGNATURE OF THE GUIDE

(Mr.S.VIJAYARANGAN)

Certified that the candidate was examined by us in the project work viva-voce
examination held on 09.06.22

S. Vijayarangan
7/6/22
INTERNAL EXAMINER

h. p
5/6/2022
EXTERNAL EXAMINER

**“A STUDY ON CONSUMER BEHAVIOUR TOWARDS MYSORE
SANDAL SOAP WITH SPECIALREFERENCE
TO RASIPURAM TOWN”**

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

MASTER OF COMMERCE

Submitted by

GEETHA R

REG.NO: 20PCM1230

Guided by

MR.R.SENKOTUVEL, M.Com CA., M.Phil.,

Assistant professor of Commerce



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May – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS MYSORE SANDAL SOAP WITH SPECIAL REFERENCE TO RASIPURAM TOWN" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by GEETHA R (REG.NO.20PCM1230) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.


HEAD OF THE DEPARTMENT


(Dr.G. THANGAPANDI)

HOD of Commerce


Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

Certified that the candidate was examined by us in the project work viva –voce examination

held on --09/06/2022--


SIGNATURE OF THE GUIDE

(R.SENKOTUVEL)


INTERNAL EXAMINER


EXTERNAL EXAMINER

**“A STUDY ON BUYER BEHAVIOUR TOWARDS AFTER
SALES – SERVICES OF ELECTRONIC PRODUCTS
IN NAMAKKAL DISTRICT”**

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

MASTER OF COMMERCE

Submitted by

PAPITHA A

REG.NO: 20PCM1231

Guided by

DR.G. THANGAPANDI, M.Com.,M.Phil.,Ph.D.,SET.,

HEAD& Assistant professor of Commerce



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CERTIFICATE

This is to certify that the project work entitled "A STUDY ON BUYER BEHAVIOUR TOWARD AFTER SALES – SERVICES OF ELECTRONIC PRODUCTS IN NAMAKKAL DISTRICT" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by PAPITHA A (REG.NO.20PCM1231) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)

HOD of
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Thangapandi 6.6.22
SIGNATURE OF THE GUIDE

(Dr.G. THANGAPANDI)

*Certified that the candidate was examined by us in the project work viva –voce
examination held on 09/06/2022*

*G. Thangapandi
9.6.22*
INTERNAL EXAMINER

L. pl 9/6/2022
EXTERNAL EXAMINER

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA
FACE WASH CREAM 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*

MASTER OF COMMERCE

Submitted by

PRIYA S

REG.NO: 20PCM1232

Guided by

Dr.M.N. PERIASAMY, M.Com., M.Phil., Ph.D.,

Assistant Professor & Dean



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RASIPURAM – 637 408

MAY – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA FACE WASH CREAM WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by PRIYA S (REG.NO.20PCM1232) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22
HEAD OF THE DEPARTMENT

(Dr.G. THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

[Signature]
SIGNATURE OF THE GUIDE
(Dr.M.N. PERIASAMY)

*Certified that the candidate was examined by us in the project work viva -voce
examination held on --09.06.2022--*

G. Thangapandi
INTERNAL EXAMINER *9.6.22*

[Signature]
EXTERNAL EXAMINER

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI
MASALA 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*

MASTER OF COMMERCE

Submitted by

SANTHIYA V

REG.NO: 20PCM1233

Under the Guidance of

Dr.G.THANGAPANDI.,M.Com., M.Phil., Ph.D., SET.,

Head & Assistant professor OF Commerce



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RASIPURAM – 637 408

May – 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA WITH SPECIAL REFERENCE TO SALEM CITY" submitted in partial fulfillment of the requirement for the awards of degree of MASTER OF COMMERCE in the Periyar University, Salem, is record of bonafide project work carried out by SANTHIYA V (REG.NO.20PCM1233) under my guidance. No part of this project work has been submitted for the award of any degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazines.

G. Thangapandi 6.6.22)
HEAD OF THE DEPARTMENT

(Dr.G.THANGAPANDI)
HOD of Commerce
Muthayammal College of Arts & Science
Rasipuram-637 408, Namakkal (D.T). TN

G. Thangapandi 6.6.22)
SIGNATURE OF THE GUIDE

(Dr.G.THANGAPANDI)

Certified that the candidate was examined by us in the project work viva -voce examination held on 09.06.2022

G. Thangapandi
Internal Examiner

9.6.22)

h. pl 9/6/2022
External Examiner

Fulfillment of Charlie's Dream in Roald Dahl's *Charlie and Chocolate Factory*

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

S. AravinthRaj

(Reg. no. 20PEN1294)

Under the Guidance of

Mr. S. Gopinath, M.A., M.Phil.,



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Rasipuram


June 2022

Certificate

It is to certify that this project, entitled **Fulfillment of Charlie's Dream in Roald Dahl's *Charlie and Chocolate Factory*** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **S. AravinthRaj** (Reg. no. 20PEN1294) of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mr. S. Gopinath, M.A., M.Phil., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.


Signature of the Guide


Head of the Department
HEAD OF THE DEPARTMENT
Department of English
Muthayammal College of Arts and Science
(A Unit of VANETRA Group)
Rasipuram - 637 408


External Examiner

Dehumanizing Effect of Slavery and Motherhood in Beloved

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

M. Mohideen Batcha

(Reg. no. 20PEN1295)

Under the Guidance of

Mr. S. Gopinath, M.A., M.Phil.,



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Department of English

Muthayammal College of Arts and Science, Rasipuram

Affiliated to Periyar University

Accredited with 'A' grade by NAAC

Rasipuram

June 2022

Certificate

It is to certify that this project, entitled **Dehumanizing Effects of Slavery and Motherhood in Beloved** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **M. Mohideen Batcha (Reg. no. 20PEN1295)** of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mr. S. Gopinath, M.A., M.Phil., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.


Signature of the Guide


Head of the Department


HEAD OF THE DEPARTMENT

Department of English

Muthayammal College of Arts and Science

(A Unit of VANETRA Group)

Rasipuram - 637 408



External Examiner

M. Mohideen Batcha

Feminist Perspective in Chitra Banerjee Divakarunai's

The Palace Of Illusions

A dissertation submitted to

Periyar University, Salem in Partial

Fulfillment of the requirements for

the award of the degree of

Master of Arts in English

Submitted by

P. Yeshwanth

(Reg. no. 20PEN1296)

Under the Guidance of

Mr. S. Sivakumara, M.A., B.Ed., M.Phil.,



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Muthayammal College of Arts and Science, Rasipuram

Affiliated to Periyar University


Accredited with 'A' grade by NAAC


Rasipuram

Certificate

It is to certify that this project, entitled **Feminist perspective in Chitra Banerjee Divakarunai's The Palace of Illusions** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **P. Yeshwanth** (Reg. no. 20PEN1296) of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mr. S. Sivakumaran, M.A., B.Ed., M.Phil., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.


Signature of the Guide


Head of the Department
HEAD OF THE DEPARTMENT
Department of English
Muthayammal College of Arts and Science
(A Unit of VANETRA Group)
Rasipuram - 637 408


External Examiner

Ambivalence in a Dance of the Forest

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

B. Kavya

(Reg. no. 20PEN1297).

Under the Guidance of

Mr. S. Sivakumaran, M.A., B.Ed., M.Phil.,



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Muthayammal College of Arts and Science, Rasipuram

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Accredited with 'A' grade by NAAC

Rasipuram

June 2022

Certificate

It is to certify that this project, entitled **Ambivalence In a Dance of the Forest** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **B. Kavya (Reg. no. 20PEN1297)** of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mr. S. Sivakumaran, M.A., B.Ed., M.Phil.,** Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.



Signature of the Guide



Head of the Department

HEAD OF THE DEPARTMENT

Department of English

Muthayammal College of Arts and Science

(A Unit of VANETRA Group)

Rasipuram - 637 408



External Examiner

B. Kavya

Quest for Identity in Shashi Deshpandic's

The Dark Holds no Terrors

Dissertation

A dissertation submitted to

Periyar University, Salem in Partial

Fulfillment of the requirements for

the award of the degree of

Master of Arts in English

Submitted by

R. Manoranjitham

(Reg. no. 20PEN1298)

Under the Guidance of

Mrs. S. Lavanya, M.A., B.Ed., M.Phil.,



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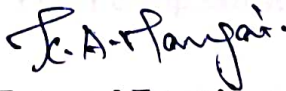
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It is to certify that this project, entitled **Quest for Identity in Shashi Deshpandic's The Dark Holds no Terrors** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **R. Manoranjitham** (Reg. no. 20PEN1298) of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mrs. S. Lavanya, M.A., B.Ed., M.Phil., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.


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External Examiner

Self Discovery in AnitaNair's Ladies Coupe

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

R. Mohana

(Reg. no. 20PEN1299)

Under the Guidance of

Mrs. S. Lavanya, M.A., B.Ed., M.Phil.,



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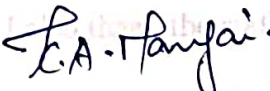

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I extend my heartfelt gratitude to my family and my friends for their prayers and coloring support throughout the course of my study.

R. Mohana

First Feminist of India in *Draupadi*

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

Nehaa Ramesh

(Reg. no. 20PEN1300)

Under the Guidance of

Mr. D. Uthaya kumar, M.A., M.Phil., B.Ed.,



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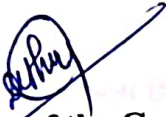
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It is to certify that this project, entitled **First Feminist of India in Draupadi** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **Nehaa Ramesh (Reg. no. 20PEN1300)** of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mr. D. Uthaya kumar, M.A., M.Phil., B.Ed.,** Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.



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Black Feminism in their Eyes were Watching God

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

M. Priya

(Reg. no. 20PEN1301)

Under the Guidance of

Mr. D. Uthaya kumar, M.A., M.Phil., B.Ed.,



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External Examiner

M. Priya

Cross gendered imagination in Amitav Ghosh's

"The Shadow Lines"

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by
M. Saranya
(Reg. no. 20PEN1302)

Under the Guidance of
Mrs. M. Lakshmi, M.A., B.Ed., M.Phil.,



Department of English

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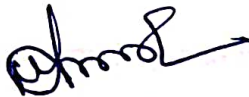
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It is to certify that this project, entitled **Cross gendered imagination in Amitav Ghosh's "The Shadow Lines"** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **M. Saranya (Reg. no. 20PEN1302)** of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mrs. M. Lakshmi, M.A., B.Ed., M.Phil., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.



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External Examiner

M. Saranya

Female Psychopath in Stephen King's Misery

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

P. Shalini

(Reg. no. 20PEN1303)

Under the Guidance of

Mrs. M. Lakshmi, M.A., M.Phil., B.Ed.,



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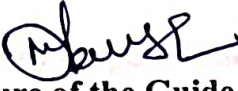
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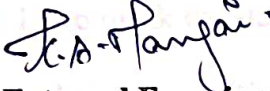
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It is to certify that this project, entitled **Female Psychopath in Stephon King's Misery** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Arts in English is a record of original research work done by **P. Shalini (Reg. no. 20PEN1303)** of M.A., English during the period of 2019-2021 under the supervision and guidance of **Mrs. M. Lakshmi, M.A., M.Phil., B.Ed., Assistant Professor and Head, Department of English, Muthayammal College of Arts and Science, Rasipuram** and that it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or any other similar title to any candidates of the University.


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External Examiner

Assertion of Motherhood

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by

R. Sowmiya

(Reg. no. 20PEN1304)

Under the Guidance of

Mrs. E. Sakthi priya, M.A., B.Ed.,



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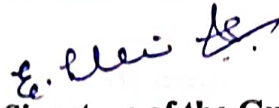
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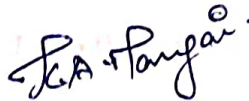
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External Examiner

R. Sowmiya

Racism and Alienation in Toni Morrison's *The Bluest Eyes*

A dissertation submitted to
Periyar University, Salem in Partial
Fulfillment of the requirements for
the award of the degree of

Master of Arts in English

Submitted by
S. Vanithadevi
(Reg. no. 20PEN1305)

Under the Guidance of
Mrs. E. Sakthi priya, M.A., B.Ed.,

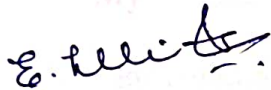


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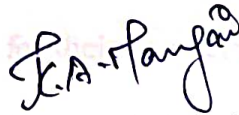
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