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**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

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FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by **M.Aishwarya,**
S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala
Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the
requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Sathya Pranj

S. Shanmuga Pranj

A. Smily

R.M. Sarmiya

V. Sudharsana

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

CERTIFICATE

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This is to certify that this project is a record of the work carried out by
R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree , E.Nivetha,
R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial
fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic
year 2020-2021


Signature of the Supervisor


Head of the Department

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Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvashri	2018A69
M. Iyshwarya	2018A72
S. Jonse Santhiya	2018A73

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FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)
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74th rank in India ranking 2020 (NIRF) by MHRD
Mary land, MADURAI-625018, Tamil Nadu
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CERTIFICATE

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This is to certify that this project is a record of the work carried out by **K.M.Amirtha**

Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary,
P.Yuvashri, M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the
requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021

V. Suganya
Signature of the Supervisor

B. Sahayarani Fernando
Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
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Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi

2. Balakrishna

3. Chitralekha

Manojini

Monisha

Selva Mary

Yuvashai

Ishwarya, M

S Jouse Santhya

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupeecha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

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FATIMA COLLEGE (AUTONOMOUS)

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This is to certify that this project is a record of the work carried out by **S.Ashwitha**
Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, A.S.V.
Tarunica, V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for
the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

2

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvashri	2018A69
M. Iyshwarya	2018A72
S. Jonse Santhiya	2018A73

**Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
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FATIMA COLLEGE (AUTONOMOUS)

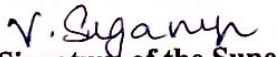
**Re-Accredited with 'A' grade by NAAC (3rd cycle)
College with potential for Excellence (2004-2020)
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Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021**

CERTIFICATE

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Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana, R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri, M.Iyshwarya, S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi

2. Balakrishna

3. Chitralekha

Manojini

Monisha

Selva Mary

Yuvashai

Ishwarya, M

S Jouse Santhya

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

**(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of BACHELOR OF COMMERCE)**

SUBMITTED BY

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B Bala Keerthana	2018A05
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P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvasbri	2018A69
M. Iyashwarya	2018A72
S. Jonse Santhiya	2018A73

**Under the guidance of
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Associate Professor,
Research Centre of Commerce,
Fatima College.**



FATIMA COLLEGE (AUTONOMOUS)

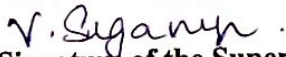
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Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021**

CERTIFICATE

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Assistant Professor
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Dr.B.Sahayarani Fernando
Associate Professor and Head
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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri, M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi

2. Balakrishna

3. Chitralekha

Manjini

Monisha

Selva Mary

Yuvashai

Ishwarya, M

S Jouse Santhya

A STUDY ON CONSUMER PREFERENCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sejana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

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FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

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Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, R.Ramya, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharis hini

Gayathri

Kavirathu

Menaka

Mertin Jonah

K. Monika.

R. RAMYA

K. Kechara

M. Udhaya Prashini

S. Veera Mohdula.

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF COMMERCE

S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
B.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY. M.com., B.Ed., M.Phil., Ph.D

Associate Professor,
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FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD Mary land,
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CERTIFICATE

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This is to certify that this project is a record of the work carried out by S.Dharshana,
S.Floras, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya, C.Stella
Antoniya, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement
for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
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Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jules

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

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S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
B.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

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Madurai-625018, Tamil Nadu.

APRIL 2021

CERTIFICATE

Dr.Mrs.S.Fatima Rosaline Mary
Associate Professor
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Dr.B.Sahayarani Fernando
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This is to certify that this project is a record of the work carried out by S.Dharshana,
S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya, C.Stella
Antoniya, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement
for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
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Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jales

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A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
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SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

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FATIMA COLLEGE (AUTONOMOUS)

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Mary land, MADURAI-625018, Tamil Nadu.

APRIL 2021



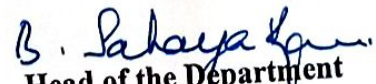
CERTIFICATE

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This is to certify that this project is a record of the work carried out by **S.Franciska,**
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis

D. Gracy Nimale

M. John Peplicia Meild

P. Kavi Bhavathi

C. Riteika

K. Sahaya Beula

N. Santhoshini

A. Sinthuja

J. Stephanie

R.R. G. Savandanya

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T M Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sebara	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

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Associate professor,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, R.Ramya, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharis hini

Gayathri

Kavirathu

Menaka

Mertin Jonah

K. Monika.

R. RAMYA

K. Keshava

M. Udhaya Prashini

S. Veera Mohdula .

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

Dr. T. JEYANTHI VIJAYARANI, M.com., Ph.D.

Associate Professor,

Research Centre of Commerce,

Fatima College.



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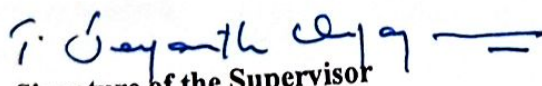


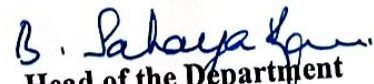
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
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Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis

D. Ganga Nimmale

M. John Peplicia Meild

P. Kavi Bhavathi

C. Riteika

K. Sahaya Beula

N. Santhoshini

A. Sinthuja

J. Stephanie

R.R. G. Savandanya

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

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College with potential for Excellence (2004-2020)

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CERTIFICATE

Dr.B.Sahayarani Fernando
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This is to certify that this project is a record of the work carried out by M.Aishwarya,
S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala
Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the
requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Sathya Pranj

S. Shanmuga Pranj

A. Smily

R.M. Sawmiya

V. Sudharsana

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupeeha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

Mrs.P.Kalaiselvi, M.Com. M.Phil. NET.,

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FATIMA COLLEGE (AUTONOMOUS)

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This is to certify that this project is a record of the work carried out by S.Ashwitha Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, A.S.V. Tarunica, V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
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Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF COMMERCE

S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
B.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

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PG & Research Centre of Commerce,
Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

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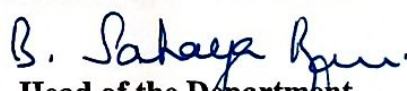
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Dharshana, S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya, C.Stella Antoniyal, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
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Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jales

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

①

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Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
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SUBMITTED BY

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B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
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V.Sudharsana	2018A61

Under the guidance of

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Dr.B.Sahayarani Fernando
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Madurai – 625 018

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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halin

R. Jagan

B. Poovathi

T. Lijaya

M. Sathya Pranj

S. Shanmuga Pranj

A. Smily

R.M. Sawmija

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**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupecha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

Mrs.P.Kalaiselvi, M.Com. M.Phil. NET.,

Assistant professor

Research centre of commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

MARY LAND

MADURAI – 625018.

CERTIFICATE

Ms.P.Kalai Selvi
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Madurai – 625 018

Dr.B.Sahayarani Fernando
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Ashwitha Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, A.S.V. Tarunica, V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

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Dr.C.Lucia Vanitha
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Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree , E.Nivetha, R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
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**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
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Under the guidance of

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Assistant professor

Research centre of commerce

Fatima College



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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

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B. Haripriya

J. Janet Priula

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A project report submitted in partial fulfillment of the requirement for

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YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

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AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

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Head of the Department

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Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

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K.K.G. Saundariya	2018A70

Under the guidance of

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Associate Professor,

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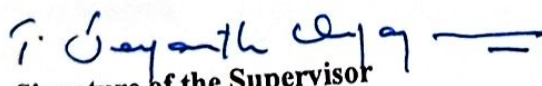


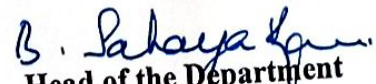
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This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis

D. Ganga Nimmale

M. John Peplicia Meild

P. Kavi Bhavathi

C. Riteika

K. Sahaya Beula

N. Santhoshini

A. Sinthuja

J. Stephanie

R.R. G. Savandanya

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

Dr. T. JEYANTHI VIJAYARANI, M.com.,Ph.D.

Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD

Mary land, MADURAI-625018, Tamil Nadu.

APRIL 2021

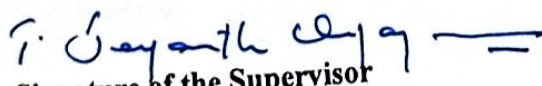


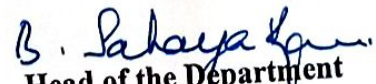
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

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D. Ganga Nimmale
M. John Peplicia Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R.G. Savandanya

A STUDY ON CONSUMER PREFERNCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sezana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

Dr.Mrs.A.I.AUXILLA FELICITAS,M.com,M.Phil,Ph.D.

Associate professor,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

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College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
The Research Centre of Commerce
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Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, R.Ramya, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharvis hini

Gayathri

Kavirathu

Menaka

Mertin Jonah

K. Monika.

R. RAMYA

K. Kechara

M. Udhaya Prashini

S. Veera Mohdula .

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

CERTIFICATE

Dr.C.Lucia Vanitha
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by
R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree , E.Nivetha,
R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial
fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic
year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
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Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvashri	2018A69
M. Iyshwarya	2018A72
S. Jonse Santhiya	2018A73

Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

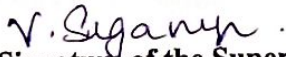
Re-Accredited with 'A' grade by NAAC (3rd cycle)
College with potential for Excellence (2004-2020)
74th rank in India ranking 2020 (NIRF) by MHRD
Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021

CERTIFICATE

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Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri, M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi
2. Balakrishna
3. Chitralekha

Manishini

Monisha

Selva Mary

Yuvashai

Ishwarya, M

S Jouse Santhya

A STUDY ON CONSUMER PREFERNCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sezana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

Dr.Mrs.A.I.AUXILLA FELICITAS,M.com,M.Phil,Ph.D.

Associate professor,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

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College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, **M.Menaka**, M.Merlin Jonah,
K.Moniha, R.Ramya, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharvis hini

Gayathri

Kavirathu

Menaka

Mertin Jonah

K. Monika.

R. RAMYA

K. Kechara

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Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
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K.Moniha	2018A29
R.Ramya	2018A39
X.Sezana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

Dr.Mrs.A.I.AUXILLA FELICITAS,M.com,M.Phil,Ph.D.

Associate professor,

Research centre of commerce, Fatima College



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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

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during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

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Madurai – 625 018

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Signature of the Supervisor


Head of the Department

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Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

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Place: Madurai

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Devadharvis hini
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Kavirathu
Menaka
Merlin Jonah

K. Monika.

R. RAMYA

K. Keshava

M. Udhaya Prashini

S. Veera Mohdula

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvasbri	2018A69
M. Iyshwarya	2018A72
S. Jonse Santhiya	2018A73

**Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
Fatima College.**



FATIMA COLLEGE (AUTONOMOUS)

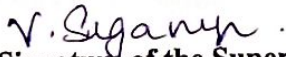
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Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021**

CERTIFICATE

Dr.V.Suganya
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri, M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi
2. Balakrishna
3. Chitralekha

Manjini

Monisha

Selva Mary

Jyashai

Ishwarya, M

S Jouse Santhya

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

CERTIFICATE

Dr.C.Lucia Vanitha
Assistant Professor
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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree, E.Nivetha, R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupecha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

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Assistant professor

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FATIMA COLLEGE (AUTONOMOUS)

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Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Ashwitha Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, A.S.V. Tarunica, V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

CERTIFICATE

Dr.C.Lucia Vanitha
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree, E.Nivetha,
R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial
fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic
year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF COMMERCE

S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
B.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY. M.com., B.Ed., M.Phil., Ph.D

Associate Professor,
PG & Research Centre of Commerce,
Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD Mary land,
Madurai-625018, Tamil Nadu.

APRIL 2021

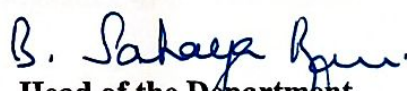
CERTIFICATE

Dr.Mrs.S.Fatima Rosaline Mary
Associate Professor
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Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Dharshana, S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya, C.Stella Antoniyal, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jales

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by M.Aishwarya, S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Sathya Pranj

S. Shanmug Pranj

A. Smily

R.M. Sawmija

V. Sudharsana

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
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A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
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S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

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R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial
fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic
year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

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Date : 31.03.2021

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Signature of the candidates

1. R. R. Arshwarya
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A project report submitted in partial fulfillment of the requirement for

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BACHELOR OF COMMERCE

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T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



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DEPARTMENT OF COMMERCE

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Fatima College
Madurai – 625 018

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Place: Madurai

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5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

A STUDY ON CONSUMER PREFERENCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sejana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

Dr.Mrs.A.I.AUXILLA FELICITAS,M.com,M.Phil,Ph.D.

Associate professor,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, **R.Ramya**, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharvis hini
Gayathri
Kavirathu
Menaka
Merlin Jonah

K. Monika.

R. RAMYA

K. Keshava

M. Udhaya Prashini

S. Veera Mohdula .

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
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BACHELOR OF COMMERCE

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C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY. M.com., B.Ed., M.Phil., Ph.D

Associate Professor,
PG & Research Centre of Commerce,
Fatima College,



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APRIL 2021

CERTIFICATE

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Fatima College (Autonomous)
Madurai – 625 018

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jules

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
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Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

Research centre of commerce, Fatima College



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CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by M.Aishwarya, S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halin

R. Jagan

B. Poovathi

I. Lijaya

M. Sathya Pranj

S. Shanmug Pranj

A. Smily

R.M. Sawmija

V. Sudharsana

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

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Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD

Mary land, MADURAI-625018, Tamil Nadu.

APRIL 2021

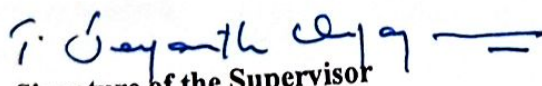


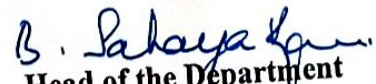
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis
D. Ganga Nimala
M. John Pephica Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R.G. Savandanya

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupeecha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

Mrs.P.Kalaiselvi, M.Com. M.Phil. NET.,

Assistant professor

Research centre of commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

MARY LAND

MADURAI – 625018.

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Madurai – 625 018

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Signature of the Supervisor


Head of the Department

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Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

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Place: Madurai

Signature of the candidates

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V. Vijeta

P. Vithya

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

Dr. T. JEYANTHI VIJAYARANI, M.com.,Ph.D.

Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD

Mary land, MADURAI-625018, Tamil Nadu.

APRIL 2021

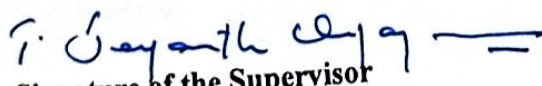


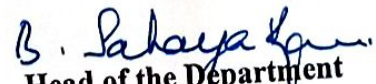
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, **K.Sahaya Beula,**
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Prasanna
D. Arany Nimmale
M. John Pephica Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R. G. Savandanya

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
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SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

Dr. T. JEYANTHI VIJAYARANI, M.com.,Ph.D.

Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD

Mary land, MADURAI-625018, Tamil Nadu.

APRIL 2021

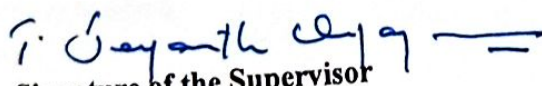


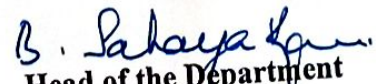
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
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Dr.B.Sahayarani Fernando
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D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Prasanna
D. Arany Nimmale
M. John Pephica Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthya
J. Stephanie
R.R. G. Savandanya

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF COMMERCE

S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
R.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

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FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

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Madurai-625018, Tamil Nadu.

APRIL 2021

CERTIFICATE

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Associate Professor
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Dr.B.Sahayarani Fernando
Associate Professor and Head
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Dharshana, S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia P.Saranya, C.Stella Antoniyal, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jules

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by M.Aishwarya, S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Lathya Priya

S. Shanmuga Priya

A. Smily

R.M. Sarmiya

V. Sudharsana

2

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

**(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of BACHELOR OF COMMERCE)**

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvashri	2018A69
M. Iyshwarya	2018A72
S. Jonse Santhiya	2018A73

**Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
Fatima College.**



FATIMA COLLEGE (AUTONOMOUS)

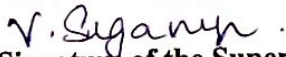
**Re-Accredited with 'A' grade by NAAC (3rd cycle)
College with potential for Excellence (2004-2020)
74th rank in India ranking 2020 (NIRF) by MHRD
Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021**

CERTIFICATE

Dr.V.Suganya
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri, M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi
2. Balakrishna
3. Chitralekha
Nandini
Monisha
Selva Mary
Yuvashai
Ishwarya, M
S Jouse Santhya

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by M.Aishwarya, S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Lathya Priya

S. Shanmuga Priya

A. Smily

R.M. Sarmiya

V. Sudharsana

A STUDY ON CONSUMER PREFERNCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sezana	2018A51
M.Udhya Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

Dr.Mrs.A.I.AUXILLA FELICITAS,M.com,M.Phil,Ph.D.

Associate professor,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, R.Ramya, **X.Sebara**, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharishini
Gayathri
Kavirathu
Menaka
Merlin Jonah
K. Monika.

R. RAMYA

K. Keshava

M. Udhaya Prashini

S. Veera Mohdula.

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

CERTIFICATE

Dr.C.Lucia Vanitha
Assistant Professor
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Dr.B.Sahayarani Fernando
Associate Professor and Head
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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree , E.Nivetha, R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. SHOBANA
10. T. Yohalakshmi.

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Project submitted total to Madurai Kamaraj University in partial fulfillment of
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SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

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Research Centre of Commerce,

Fatima College.



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APRIL 2021

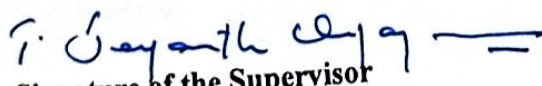


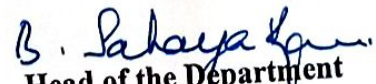
CERTIFICATE

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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis
D. Ganga Nimala
M. John Pephica Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R.G. Savandanya

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

Dr.Mrs.B.SAHAYARANI FERNANDO, M.com.,Ph.D.

Associate Professor & Head,

Research centre of commerce, Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

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CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor and Head
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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by M.Aishwarya,
S.Harini, R.Janani, B.Poovitha, I.Rifaya, M.Sathya Priya, S.Shanmuga Priya, A.Smily Amala
Philomina, R.M.Sowmiya, V.Sudharsana under my supervision in partial fulfilment of the
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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.B.Sahayarani Fernando, Associate Professor and Head, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

M. Ishwarya

S. Halini

R. Jagan

B. Poovathi

T. Lijaya

M. Sathya Pranj

S. Shanmug Pranj

A. Smily

R.M. Sarmiya

V. Sudharsana

A STUDY ON PERCEPTION OF BUSINESS UNITS USING SOLAR PANELS IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of

BACHELOR OF COMMERCE

S.DHARSHANA	2018A08
S.FLORA	2018A09
V.JALES	2018A15
V.PADMA PRIYA	2018A34
A.J.RESHMA AROCKIA SYLVIA	2018A41
B.SOPHIA	2018A56
P.SARANYA	2018A47
C.STELLA ANTONIYAL	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY. M.com., B.Ed., M.Phil., Ph.D

Associate Professor,
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Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for excellence (2018-2021)

74th rank in India ranking 2020 (NIRF) by MHRD Mary land,
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APRIL 2021

CERTIFICATE

Dr.Mrs.S.Fatima Rosaline Mary
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Dr.B.Sahayarani Fernando
Associate Professor and Head
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Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Dharshana, S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya, C.Stella Antoniyal, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.S.Fatima Rosaline Mary, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jales

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

①

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE MARKETING IN
MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M.Aishwarya	2018A01
S.Harini	2018A13
R.Janani	2018A16
B.Poovitha	2018A35
I.Rifaya	2018A42
M.Sathya Priya	2018A48
S.Shanmuga Priya	2018A50
A.Smily Amala Philomina	2018A55
R.M.Sowmiya	2018A57
V.Sudharsana	2018A61

Under the guidance of

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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

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S.Flora, V.Jales, V.Padma Priya, A.J.Reshma Arockia Sylviya, B.Sophia, P.Saranya **C.Stella**
Antoniya, J.Sushma, K.Vennila under my supervision in partial fulfilment of the requirement
for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

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Fatima College
Madurai – 625 018

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jales

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Skilla Antonyal

T. Sushma

K. Venuila

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

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APRIL 2021

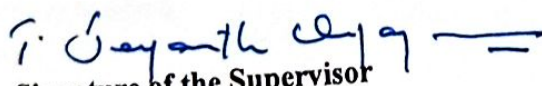


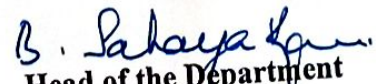
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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

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D. Gracy Nimale
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P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R. G. Savandanya

①

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MADURAI WITH SPECIAL REFERENCE TO TEENAGERS**

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the requirement
for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

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V.Sudharsana	2018A61

Under the guidance of

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FATIMA COLLEGE (AUTONOMOUS)

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Signature of the Supervisor


Head of the Department

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Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

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P.SARANYA	2018A47
C.STELLA ANTONIVAI	2018A59
J.SUSHMA	2018A62
K.VENNILA	2018A66

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY. M.com., B.Ed., M.Phil., Ph.D

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FATIMA COLLEGE (AUTONOMOUS)

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APRIL 2021

CERTIFICATE

Dr.Mrs.S.Fatima Rosaline Mary
Associate Professor
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Dr.B.Sahayarani Fernando
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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

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Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Darshane

S. Flora

V. Jules

V. Padma Priya

A.J. Reshma Arocky Sylvia

B. Sophia

P. Saranya

C. Stella Antonyal

T. Sushma

K. Venuila

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupecha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

Mrs.P.Kalaiselvi, M.Com. M.Phil. NET.,

Assistant professor

Research centre of commerce

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MADURAI – 625018.

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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Ashwitha Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, **A.S.V. Tarunica**, V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
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Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

A STUDY ON CONSUMER PREFERENCES FOR SELECTED GREEN HOME APPLIANCES IN MADURAI CITY

Dissertation submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of degree of **BACHELOR OF COMMERCE**

SUBMITTED BY

M Devadharshini Mettilda	2018A07
T.M.Gayathri	2018A11
R.Kavirathi	2018A23
M.Menaka	2018A27
M.Merlin Jonah	2018A28
K.Moniha	2018A29
R.Ramya	2018A39
X.Sejana	2018A51
M.Udhy Dharshini	2018A64
S.Veera Mirdhula	2018A65

Under the guidance of

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Associate professor,

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FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A' grade by NAAC (3rd cycle)

College with potential for Excellence (2004-2020)

74th rank in India ranking 2020 (NIRF) by MHRD

April 2021

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Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
M.Devadharshini Metilda, T.M.Gayathri, R.Kavirathi, M.Menaka, M.Merlin Jonah,
K.Moniha, R.Ramya, X.Sezana, M.Udhaya Dharshini and S.Veera Mirdhula under my
supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce
during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.Mrs.A.I.Auxilia Felicitas, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

Devadharvis hini

Gayathri

Kavirathu

Menaka

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K. Monika.

R. RAMYA

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Under the guidance of

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Fatima College



FATIMA COLLEGE (AUTONOMOUS)

MARY LAND

MADURAI – 625018.

CERTIFICATE

Ms.P.Kalai Selvi
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Ashwitha Parvath, B.Haripriya, J.Janet Pricila, B.Jenish Divya, V.Nithyakalyani, S.B.Rupeeha, A.S.V. Tarunica V.Vijeta, P.Vithya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Ashwitha Parvath

B. Haripriya

J. Janet Priula

B. Jenish Divya

V. Nithyakalyani

S.B. Rupeeha

A.S.V. Tarunika

V. Vijeta

P. Vithya

(2)

**A COMPARATIVE STUDY ON ONLINE CLASSES AND FACE TO FACE
CLASSES FOR STUDENTS**

A project report submitted in partial fulfillment of the requirement for

The award of the degree of
BACHELOR OF COMMERCE

SUBMITTED BY

R.R.AISHWARYA	2018A02
S.JENCY	2018A18
S.JERIN PRIYANKA	2018A20
C.LAKSHMI BHARATHI	2018A24
S.NITHYA SHREE	2018A31
E.NIVETHA	2018A33
R.PRIYA DHARSHINI	2018A36
T.PRIYA	2018A37
V.SHOBANA	2018A52
T.YOGALAKSHMI	2018A68

YEAR: 2018-2021

Under the guidance of

Dr. C. LUCIA VANITHA, M.COM., M.PHIL., PH.D, NET



FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE

AFFILIATED TO MADURAI KAMARAJAR UNIVERSITY

(Re-accredited with "A Grade" by NAAC)

MARY LAND, MADURAI-625018

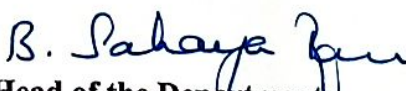
CERTIFICATE

Dr.C.Lucia Vanitha
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by R.R.Aishwarya, S.Jency, S.Jerin Priyanka, C.Lakshmi Bharathi, S.Nithya Shree , E.Nivetha, R.Priyadharshini, T.Priya, V.Shobana, T.Yogalakshmi under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.C.Lucia Vanitha, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. R. R. Arshwarya
2. S. Jency
3. S. Jenin Priyanka
4. K. Lakshmi
5. S. Nethyashree
6. S. Nivetha
7. R. Priyadarshini
8. T. Priya
9. V. BHOBANA
10. T. Yohalakshmi.

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
A. Selcia Mary	2018A49
P. Yuvashri	2018A69
M. Iyashwarya	2018A72
S. Jonse Santhiya	2018A73

Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

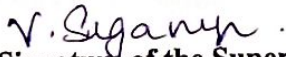
Re-Accredited with 'A' grade by NAAC (3rd cycle)
College with potential for Excellence (2004-2020)
74th rank in India ranking 2020 (NIRF) by MHRD
Mary land, MADURAI-625018, Tamil Nadu
APRIL 2021

CERTIFICATE

Dr.V.Suganya
Assistant Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by K.M.Amirtha Lakshmi, B.Bala Keerthana , R.Chitraleka, P.Maneswini, S.Monishaa, A.Selcia Mary, P.Yuvashri M.Iyshwarya , S.Jonse Santhiya under my supervision in partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.V.Suganya, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

1. Amirtha Lakshmi

2. Balakrishna

3. Chitralekha

Manjini

Monisha

Selva Mary

Jyashai

Ishwarya, M

S Jouse Santhya

A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS GOAT MILK SOAP IN MADURAI

Project submitted total to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of BACHELOR OF COMMERCE

SUBMITTED BY

S. Franciska	2018A10
D. Gracy Nirmala	2018A12
M. John Pepticia Maiklin	2018A21
P. Kavi Bharathi	2018A22
C. Rithika	2018A43
K. Sahaya Beula	2018A45
N. Santhoshini	2018A46
A. Sinthuja	2018A54
J. Stephina Mary	2018A60
K.K.G. Saundariya	2018A70

Under the guidance of

Dr. T. JEYANTHI VIJAYARANI, M.com.,Ph.D.

Associate Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with 'A' grade by NAAC (3rd cycle)

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APRIL 2021

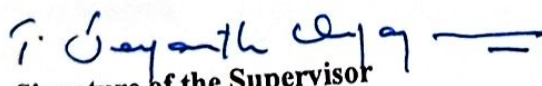


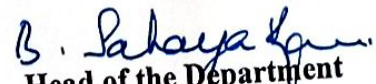
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor and Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by S.Franciska,
D.Gracy Nirmala, M.John Pepticia Maiklin, P.Kavi Bharathi, C.Rithika, K.Sahaya Beula,
N.Santhoshini, A.Sinthuja, J.Stephina Mary, K.K.G. Saundariya under my supervision in
partial fulfilment of the requirement for the Degree of Bachelor of Commerce during the
academic year 2020-2021


Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We hereby declare that this project was carried out by us under the guidance and supervision of Dr.T.Jeyanthi Vijayarani, Associate Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

Signature of the candidates

S. Francis
D. Ganga Nimmale
M. John Pephica Meild
P. Kavi Bhavathi
C. Riteika
K. Sahaya Beula
N. Santhoshini
A. Sinthuja
J. Stephanie
R.R.G. Savandarya

**STRESS MANAGEMENT OF WOMEN WORKERS IN PETROL
BUNKS IN MADURAI CITY ---A STUDY**

**Project submitted to Madurai Kamaraj University in partially fulfillment of the
Requirement for the award of the Degree of
BACHELOR OF COMMERCE**

Submitted by

S.Ashwitha parvath 2018A04

B.Haripriya 2018A14

J. Janet pricila 2018A17

B.Jenish divya 2018A19

V.Nithyakalyani 2018A32

S.B.Rupeeha 2018A44

A.S.V.Tarunica 2018A63

V.Vijeta 2018A67

P.Vithya 2018A71

Under the guidance of

Mrs.P.Kalaiselvi, M.Com. M.Phil. NET.,

Assistant professor

Research centre of commerce

Fatima College



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Signature of the Supervisor


Head of the Department

Dr. B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College
Madurai – 625 018

Date : 31.03.2021

Place: Madurai

DECLARATION

We here by declare that this project was carried out by us under the guidance and supervision of Ms. P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai. This work has not previously formed the basis either in whole or in part for any Degree or Diploma.

Date : 31.03.2021

Place: Madurai

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P. Vithya

(2)

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

(Project submitted total to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **BACHELOR OF COMMERCE**)

SUBMITTED BY

K.M. Amirtha Lakshmi	2018A03
B Bala Keerthana	2018A05
R. Chitraleka	2018A06
P. Manesvini	2018A25
S. Monishaa	2018A30
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P. Yuvashri	2018A69
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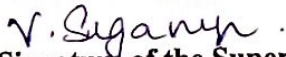
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Madurai – 625 018

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Fatima College
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Place: Madurai

Signature of the candidates

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2. Balakrishna

3. Chitralekha

Manjini

Monisha

Selva Mary

Jyashai

Ishwarya, M

S Jouse Santhya

(2)

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**Under the guidance of
Dr.Ms.V.Suganya, M.com., MPhil., Ph.D., NET
Associate Professor,
Research Centre of Commerce,
Fatima College.**



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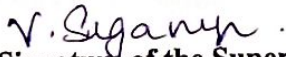
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