

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

<b>S.AAKILA BANU</b>	<b>(2018BB01)</b>
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<b>C.BRINDHA</b>	<b>(2018BB17)</b>
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<b>S.AROCKIA MARIA JENANI</b>	<b>(2018BB74)</b>
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Under the guidance of

**Mrs. K A. VANESSA .MBA.,M.Phill.,NET.,**



**FATIMA COLLEGE (AUTONOMOUS)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(college with potential for excellence)**

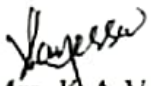
**(Re Accredited with "A" Grade by NAAC)**


**Mary land, Madurai - 625018**

**March 2021**

## CERTIFICATE

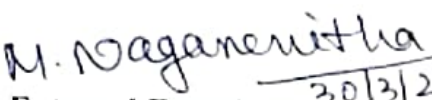
This is to Certify that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE." is a bonafied record of work Done by **S.AAKILA BANU (2018BB01), C.BRINDHA (2018BB17), S.AROCKIA MARIA JENANI (2018BB74)**. Submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018 – 2021.

  
Mrs. K.A. VANESSA  
Faculty Guide

  
Dr. Mrs. S.L. KUMARI  
Head of the department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner 30/3/21

## DECLARATION

We hereby declare that the Project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE" S.AAKILABANU(2018BB01), C.BRINDHA(2018BB17), S.AROCKIA MARIA JENANI (2018BB74), is submitted in Partial fulfillment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or Partially for any other recognition earlier.

Place: **Madurai**

Date: 30-3-2021

**Signature of Candidates**

S Aakila Banu  
S.AAKILA BANU

C Brindha  
C.BRINDHA

S.Arockia Maria Jenani  
S.AROCKIA MARIA JENANI

# **A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT MODE IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

S.ABBITHA	(2018BB02)
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K.SARUMATHI	(2018BB50)
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R.SATHYA PRIYA	(2018BB51)
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UNDER THE GUIDANCE OF

Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND  
MADURAI-625018

MARCH 2021



## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" is submitted by S. Abbitha (2018BB02), K. Sarumathi (2018BB50), R. SathyaPriya (2018BB51), in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

S. L. Kumari

(Dr. S. L. Kumari)

Head of the Department  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

(Dr. Mrs. M. Pradeeba)

Faculty Guide

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON : 30.03.2021

Place: Madurai

Date: 30.03.2021

EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Dr. Mrs. M. Pradeeba, MBA., Ph.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *G. Abbitha*

(S.ABBITHA)

2. *Sathya Priya R*

(R.SATHYAPRIYA)

3. *Sarumathi K*

(K.SARUMATHI)

Place: Madurai

Date: 30.03.2021

**"ONLINE SHOPPING" – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE OF BACHLOR OF BUSINESS ADMINISTRATION.**

**SUBMITTED BY**

**S. Abinaya (2018BB03)**

**C. AswiniSwathika (2018BB13)**

**P. Janani (2018BB26)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTATION**

**/**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**March – 2021**

DEPARTMENT OF BUSINESS ADMINISTRATION  
FATIMA COLLEGE (AUTONOMOUS)  
MARYLAND, MADURAI.  
CERTIFICATE

This is to certify that the project work entitled "ONLINE SHOPPING-A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY" is an authentic record of group project work carried out by,

S.ABINAYA	(2018BB03)
C.ASWINI SWATHIKA	(2018BB13)
P. JANANI	(2018BB26)

Has been submitted in partial fulfilment of the requirement for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period January 2021-March 2021 under guidance the best of my knowledge.

Submitted for viva examination held on: 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)

Head of Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

S.L. Kumari  
(DR.S.L.KUMARI)

Faculty Guide

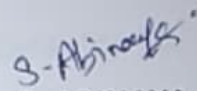
Date: 30-3-2021

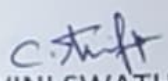
Nh  
EXTERNAL EXAMINER

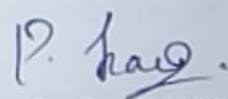
## DECLARATION

We thereby declare that the project done under the title **ONLINE SHOPPING' – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS,MADURAI CITY** for the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is our original work done under the guidance of **MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST.,** and the original work is done by us and purely developed by us.

Signature of Students

  
1. S. ABINAYA  
(2018BB03)

  
2. C.ASWINI SWATHIKA  
(2018BB13)

  
3. P. JANANI  
(2018BB26)

Place: Madurai

Date: 30.3.2021

**A STUDY ON CONSUMER AWARENESS TOWARDS HAND  
SANITARY PRODUCT IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF  
BUSINESS ADMINISTRATION OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

K. AZIL IRFANA (2018BB14)

L. AFRAH (2018BB04)

S. SELVA LAKSHMI (2018BB52)

UNDER THE GUIDANCE OF

DR.MRS.M.PRADEEBA MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND

MADURAI-625018

March 2021

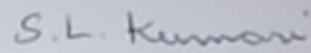
consumer awareness towards hand sanitary products in madurai

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCT IN MADURAI" is submitted by K. AZIL IRFANA(2018BB14) L. AFRAH (2018BB04) S. SELVA LAKSHMI (2018BB52) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2020-2021.

  
Dr. Mrs. M. Pradeeba)

Faculty Guide

  
(Dr. S. L. Kumari)

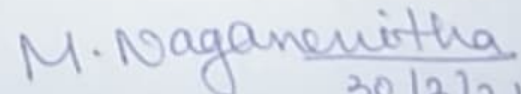
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voce Examination held on: 30.03.2021

Place: Madurai

Date: 30.03.2021

  
30/3/21  
EXTERNAL EXAMINER

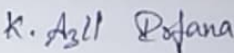



Consumer awareness towards hand sanitary products in madurai

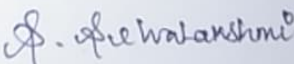
**DECLARATION**

We thereby declare that the project done under the title "**A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCTS**" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of DR.MRS.M.PRADEEBA MBA., PH.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1.   
(K. AZIL IRFANA)

2.   
(I.AFRAH)

3.   
(S. SELVA LAKSHMI)

Place: Madurai

Date: 20.03.2021

# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI**

Project Report submitted in the partial fulfillment of the requirement for the award of  
Bachelor of Business Administration of Madurai Kamaraj University.

SUBMITTED BY

<b>L.AJITHRA</b>	<b>(2018BB05)</b>
<b>U.KIRTHIKA</b>	<b>(2018BB31)</b>
<b>M.NAGANANDHINI</b>	<b>(2018BB37)</b>

Under the guidance of  
**Dr. Mrs. M.PRADEEBA MBA., Ph.D., SLET.**



**Department of Business Administration**

**FATIMA COLLEGE(AUTONOMOUS)**

**(College with potential for excellence)**

**(Re-accredited with "A" grade by NAAC)**

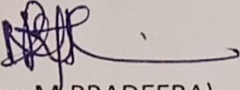
**Maryland**

**Madurai-625018**

**MARCH - 2021**

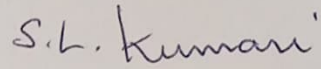
## CERTIFICATE

This is certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS in MADURAI" is submitted by L.Ajithra (2018BB05) U.Kirthika (2018BB31), M.Naganandhini (2018BB37) in partial fulfilment for the award of the award of the degree of bachelor of Business Administration of Madurai Kamaraj University 2020-2021.



(Dr. Mrs. M. PRADEEBA)

(Faculty Guide)



(Dr. Mrs. S. L. KUMARI)

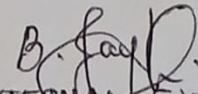
(Head OF THE  
DEPARTMENT)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.3.2021

Submitted for Viva-Voce Examination held on: 30.3.2021

  
EXTERNAL EXAMINER.

## DECLARATION

We hereby declare that the project done by under the title of **"A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI"** for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. PRADEEBA MBA., Ph.D., SLET**. Those project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of the students

*L. Ajithra,*

1. (L.AJITHRA)

*U. Kirthika*

2. (U.KIRTHIKA)

*M. Naganandhini*

3. (M.NAGANANDHINI)

Place: Madurai

Date: 30.3.2021



**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOOS IN MADURAI  
CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M.AKSHARA (2018BB06)**

**S. RUHAIYA SYED MEERA (2018BB47)**

**B. VEENADHARSHINI (2018BB64)**

**Under the Guidance of**

**DR. P. RUBY LEELA, M. Com, M.Phil., SET., NET., Ph. D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC (3<sup>RD</sup> CYCLE)**

**74<sup>TH</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is a authentic record of group project work carried out by,

M.AKSHARA

(2018BB06)

S.RUHAIYA SYED MEERA


(2018BB47)


B.VEENADHARSHINI

(2018BB64)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30-03-2021.

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date : 30-03-2021.

  
EXTERNAL EXAMINER



M.Akshara

S.Ruhaiya Syed Meera

B.VeenaDharshini

**DECLARATION**

We hereby declare that this project titled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-03-2021

Countersigned

Signature of the Candidates

1. M. Akshara.

2. S. Ruhaiya Syed Meera

3. B. Veena Dharshini

Forwarded



# **A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID19**

A project report submitted in partial fulfillment of the requirement for award of  
the degree of Bachelor of Business Administration of Madurai Kamaraj  
University,  
Madurai

Submitted by

**B.ANGALAESWARI (2018BB07)**

**B.ANITHA PRINCY BUEALAH (2018BB08)**

**M.SANTHIYA (2018BB48)**

Under the guidance of Mrs.K.A.Vanessa.MBA., M.phil., NET



**FATIMA COLLEGE (AUTONOMOUS)**

**(College with potential for excellence)**

**(Re Accredited with — "A" Grade by NAAC)**

**74<sup>th</sup> Rank in India Ranking 2020(NIRF) By MHRD**

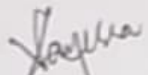
**Mary land, Madurai – 625018**

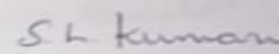
**March 2021**

FATIMA COLLEGE(Autonomous) Madurai-625016  
DEPARTMENT OF BUSINESS ADMINISTRATION

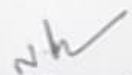
CERTIFICATE

This is to Certify that the project titled "A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" Is a bonafied record of work done by B. ANGALAESWARI (2018BB07), B. ANITHA PRINCY BUEALAH (2018BB08), M. SANTHIYA (2018BB48). Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.

  
Mrs. K.A. Vanessa  
Faculty Guide

  
Dr. Mrs. S.L. Kumari  
Head of the department  
Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner

## DECLARATION

We hereby declare that the Project titled —"A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30.03.2021.

Signature of Candidates

*B. Angalaeswari*

B. ANGALAESWARI (2018BB07)

*B. Anitha Princy Buealah*

B. ANITHA PRINCY BUEALAH

(2018BB08)

*M. Santhiya*

M. SANTHIYA (2018BB48)

# **A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID19**

A project report submitted in partial fulfillment of the requirement for award of  
the degree of Bachelor of Business Administration of Madurai Kamaraj  
University,  
Madurai

Submitted by

**B.ANGALAESWARI (2018BB07)**

**B.ANITHA PRINCY BUEALAH (2018BB08)**

**M.SANTHIYA (2018BB48)**

Under the guidance of Mrs.K.A.Vanessa.MBA., M.phil., NET



**FATIMA COLLEGE (AUTONOMOUS)**

**(College with potential for excellence)**

**(Re Accredited with — “A” Grade by NAAC)**

**74<sup>th</sup> Rank in India Ranking 2020(NIRF) By MHRD**

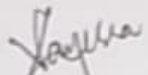
**Mary land, Madurai – 625018**

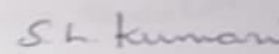
**March 2021**

FATIMA COLLEGE(Autonomous) Madurai-625016  
DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

This is to Certify that the project titled "A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" Is a bonafied record of work done by, B. ANGALAESWARI (2018BB07), B. ANITHA PRINCY BUEALAH (2018BB08), M. SANTHIYA (2018BB48). Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.

  
Mrs. K.A. Vanessa  
Faculty Guide

  
Dr. Mrs. S.L. Kumari  
Head of the department  
Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner

## DECLARATION

We hereby declare that the Project titled —"A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30.03.2021.

Signature of Candidates

*B. Angalaeswari*

B. ANGALAESWARI (2018BB07)

*B. Anitha Princy Buealah*

B. ANITHA PRINCY BUEALAH

(2018BB08)

*M. Santhiya*

M. SANTHIYA (2018BB48)



**A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD  
PRODUCTS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements  
for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**N. ARCHANA DEVI (2018BB10)**

M. MOHANA (2018BB36)

P. VAISHALI (2018BB62)

Under the Guidance of

**Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., Ph.D.**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** submitted by

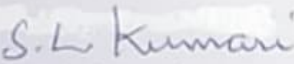
**N. Archana Devi** (2018BB10)


**M. Mohana** (2018BB36)

**P. Vaishali** (2018BB62)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.


Submitted for viva examination held on : 30.03.2021

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

Date: 30.03.2021

  
EXTERNAL EXAMINER

N. Archana Devi (2018BB10)

M. Mohana (2018BB36)

P. Vaishali (2018BB62)

**DECLARATION**

We hereby declare that this project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place: Madurai

Date:

Signature of the Candidates

Archana D.A.N  
M. Mohana  
P. Vaishali

Countersigned

Forwarded

# **A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION OF  
MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

**S.ARCHANARANI**

**(2018BB11)**

**M.EVANJALIN CHRISTINA**

**(2018BB23)**

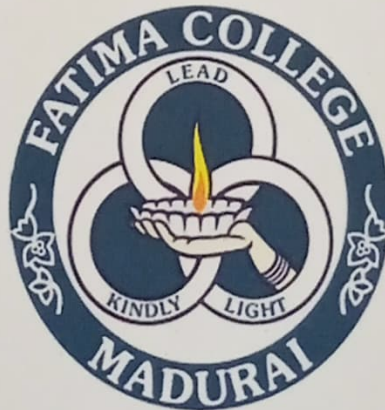
**M.KARTHIKAMEENAKSHI**

**(2018BB30)**

UNDER THE GUIDANCE OF

**Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND  
MADURAI-625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETICS PRODUCTS IN MADURAI" is submitted by S.Archanarani (2018BB11), M.Evanjalin Christina (2018BB23), M.KarthikaMeenakshi (2018BB30) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

*S.L. Kumari*  
(Dr.S.L.Kumari)

*APR.*  
(Dr.Mrs.M.Pradeeba)

Head OF THE  
DEPARTMENT  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Faculty Guide

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON: 30.03.2021

Place: Madurai

Date: 30.3.2021

*B. Jaysh.*  
EXTERNAL EXAMINER

## ACKNOWLEDGEMENT

### DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *S.Archanarani*  
(S.ARCHANARANI)
2. *M.Evanjalin Christina*  
(M.EVANJALIN CHRISTINA)
3. *M.Karthika Meenakshi*  
(M.KARTHIKAMEENAKSHI)

Place: Madurai

Date: 30.3.2021

**A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN**

**MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**R. ASRAFFE BANU (2018BB12)**

**A. HEPSIBA (2018BB24)**

**S. PRIYA DHARSHINI (2018BB42)**

**Under the Guidance of**

**Dr. P.RUBY LEELA, M.Com, MPhil, SET,NET, Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)**

**MARY LAND, MADURAI -62501**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled A STUDY ON PSYCHOLOGICAL IMPACT OF QUERANTINE IN TEENAGERS IN MADURAI CITY submitted by

R. ASRAFFE BANU	(2018BB12)
-----------------	------------

A. HEPSIBA	(2018BB24)
------------	------------

S. PRIYA DHARSHINI	(2018BB42)
--------------------	------------

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Submitted for viva examination held on: 30-3-2021

*S.L. Kumari*  
(DR. S.L. KUMARI)

Head

Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

*Ruby*  
(Ms. P. RUBY LEELA)

*B. Jayaraj*  
EXTERNAL EXAMINER



R. ASRAFFE BANU

A. HEPSIBA

S. PRIYA DHARSHINI

DECLARATION

We hereby declare that this project titled **A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date :

Countersigned

Signature of the Candidates

1. R. Asraffe Banu

2. A. Hepsiba

3. S. Priyadharshini

Forwarded

**"ONLINE SHOPPING" – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE OF BACHLOR OF BUSINESS ADMINISTRATION.**

**SUBMITTED BY**

**S. Abinaya (2018BB03)**

**C. AswiniSwathika (2018BB13)**

**P. Janani (2018BB26)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTATION**

**/**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**March – 2021**

DEPARTMENT OF BUSINESS ADMINISTRATION  
FATIMA COLLEGE (AUTONOMOUS)  
MARYLAND, MADURAI.  
CERTIFICATE

This is to certify that the project work entitled "ONLINE SHOPPING-A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY" is an authentic record of group project work carried out by,

S.ABINAYA	(2018BB03)
C.ASWINI SWATHIKA	(2018BB13)
P. JANANI	(2018BB26)

Has been submitted in partial fulfilment of the requirement for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period January 2021-March 2021 under guidance the best of my knowledge.

Submitted for viva examination held on: 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)

Head of Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

S.L. Kumari  
(DR.S.L.KUMARI)

Faculty Guide

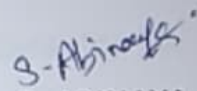
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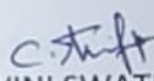
Nh  
EXTERNAL EXAMINER

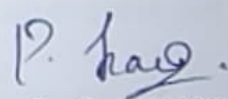
## DECLARATION

We thereby declare that the project done under the title **ONLINE SHOPPING' – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS,MADURAI CITY** for the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is our original work done under the guidance of **MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST.,** and the original work is done by us and purely developed by us.

Signature of Students

  
1. S. ABINAYA  
(2018BB03)

  
2. C.ASWINI SWATHIKA  
(2018BB13)

  
3. P. JANANI  
(2018BB26)

Place: Madurai

Date: 30.3.2021

**A STUDY ON CONSUMER AWARENESS TOWARDS HAND  
SANITARY PRODUCT IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF  
BUSINESS ADMINISTRATION OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

K. AZIL IRFANA (2018BB14)

L. AFRAH (2018BB04)

S. SELVA LAKSHMI (2018BB52)

UNDER THE GUIDANCE OF

DR.MRS.M.PRADEEBA MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)


MARY LAND

MADURAI-625018

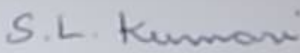
March 2021

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCT IN MADURAI" is submitted by K. AZIL IRFANA(2018BB14) L. AFRAH (2018BB04) S. SELVA LAKSHMI (2018BB52) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2020-2021.

  
Dr. Mrs. M. Pradeeba)

Faculty Guide

  
(Dr. S. L. Kumari)

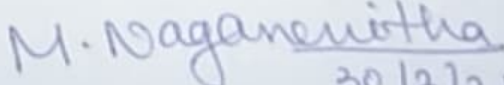
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voce Examination held on: 30.03.2021

Place: Madurai

Date: 30.03.2021

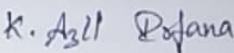
  
30/3/21  
EXTERNAL EXAMINER


Consumer awareness towards hand sanitary products in madurai

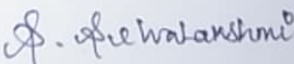
**DECLARATION**

We thereby declare that the project done under the title "**A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCTS**" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of DR.MRS.M.PRADEEBA MBA., PH.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1.   
(K. AZIL IRFANA)

2.   
(I.AFRAH)

3.   
(S. SELVA LAKSHMI)

Place: Madurai

Date: 20.03.2021



"DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC".A STUDY WITH  
REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.

PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE  
OF BACHLOR OF BUSINESS ADMINISTRATION.

SUBMITTED BY

**V.BALAMEENA (2018BB15)**

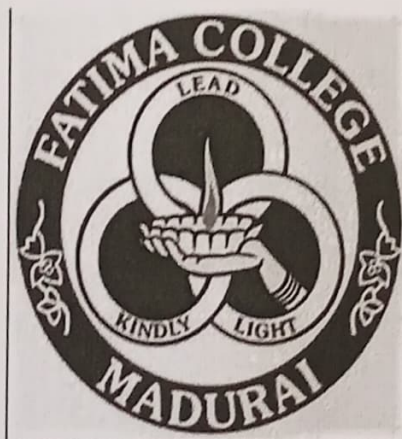
S.SANTHIYA (2018BB49)

P.SUGANYA (2018BB58)

UNDER THE GUIDANCE OF

S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SLST  
(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)

DEPARTMENT OF BUSINESS ADMINISTATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND

MADURAI-625018

MARCH - 2021

## CERTIFICATE

This is to certify that the project title 'DEPRESSION AND COLLEGE STUDENTS IN PANDEMIC.' A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by **V.BALAMEENA(2018BB15)** S.SANTHIYA(2018BB49), P.SUGANYA(2018BB58), for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

*S.L. Kumari*  
(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

*S.L. Kumari*  
(DR.S.L.KUMARI)

FACULTY GUIDE

*B. Senthil*  
EXTERNAL EXAMINER

Place: Madurai

Date: 30.03.2021

## DECLARATION

We thereby declare that the project done under the title, "DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC". A STUDY WITH REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.

For the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST., and the original work is done by us and purely developed by us

Signature of Students

**V.BALAMEENA**

*V. Balameena .*

**S.SANTHIYA**

*S. Santhiya*

**P.SUGANYA**

*P. Suganya .*

Place: Madurai

Date: 30-03-2021

# **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. BHUVANESHWARI (2018BB16)**

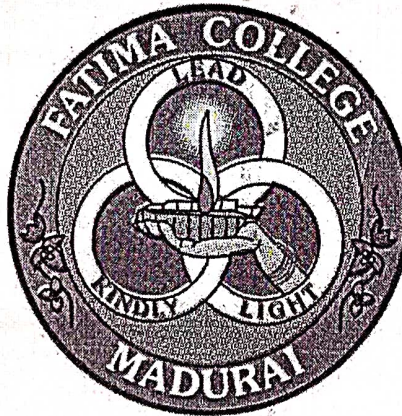
**G. SUBASRI (2018BB57)**

**A. VIJAYATHARANI (2018BB66)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.d**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



**Dr. M. Meenachi, BE MHM. M.Phil., PhD**

**Assistant professor,**

**Department of BBA**

## **CERTIFICATE**

This is to certify that the project entitled **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION** submitted by **M. BHUVANESHWARI (2018BB16), G. SUBASRI (2018BB57), A. VIJAYATHARANI (2018BB66)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

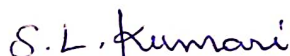
Place: Madurai

Date: 30.03.2021



(M.MEENACHI)

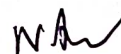
FACULTY GUIDE



(S.L.KUMARI)

**Head of the Department**

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18



**External Examiner**

# DECLARATION

We hereby declare that this project entitled **A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC COVID – 19** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. M.Meenachi, assistant professor, department of BBA ,Fatima college, Madurai

Place: Madurai

signature of candidates

Date: 30-08-2021

M. Bhuvaneshwari

M.BHUVANESHWARI (2018BB16)

G. Subasi

G.SUBASRI(2018BB57)

A. Vijayatharani

A.VIJAYATHARANI(2018BB66)



# **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

**S.AAKILA BANU** (2018BB01)

**C.BRINDHA** (2018BB17)

**S.AROCKIA MARIA JENANI** (2018BB74)

Under the guidance of

**Mrs. K A. VANESSA .MBA.,M.Phill.,NET.,**



**FATIMA COLLEGE (AUTONOMOUS)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(college with potential for excellence)**

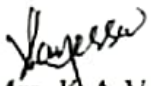
**(Re Accredited with "A" Grade by NAAC)**


**Mary land, Madurai - 625018**

**March 2021**

## CERTIFICATE

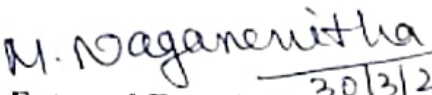
This is to Certify that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE" is a bonafied record of work Done by S.AAKILA BANU (2018BB01), C.BRINDHA (2018BB17), S.AROCKIA MARIA JENANI (2018BB74). Submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018 – 2021.

  
Mrs. K.A. VANESSA  
Faculty Guide

  
Dr. Mrs. S.L. KUMARI  
Head of the department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner 30/3/21

## DECLARATION

We hereby declare that the Project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE" S.AAKILABANU(2018BB01), C.BRINDHA(2018BB17), S.AROCKIA MARIA JENANI (2018BB74), is submitted in Partial fulfillment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or Partially for any other recognition earlier.

Place: **Madurai**

Date: 30-3-2021

**Signature of Candidates**

S Aakila Banu  
S.AAKILA BANU

C Brindha  
C.BRINDHA

S.Arockia Maria Jenani  
S.AROCKIA MARIA JENANI

**A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR  
TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

**P. CELCIYA (2018BB18)**

**C. MERCY SOFIA (2018BB35)**

**V. REBEKKA SHILPA (2018BB45)**

Under the Guidance of

**Dr. M. Meenachi, BE, MHM, M.Phil, Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

**Dr. M. Meenachi, BE MHM. M.Phil., Ph.D**

**Assistant professor,**

**Department of BBA**

### **CERTIFICATE**

This is to certify that the project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** submitted by **P.Celciya (2018bb18), C.Mercy Sofia (2018bb35), V.Rebekkashilpa(2018bb45)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.



Place: Madurai

FACULTY GUIDE

Date: 30 - 3 - 2021

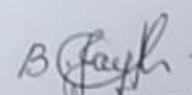


**(S.L.Kumari)**

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

Submitted for viva-voce examination held on: 30 - 3 - 2021



External Examiner.

## DECLARATION

We hereby declare that this project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30 - 03 - 2021

Signature of the Candidates

*P. Celciya .*

P. CELCIYA (2018BB18)

*C. Mercy Sofia .*

C. MERCY SOFIA (2018BB35)

*V. Rebekka Shilpa .*

V. REBEKKA SHILPA (2018BB45)



**A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC  
(COVID-19) SITUATION TOWARDS IT PROFESSIONALS.**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

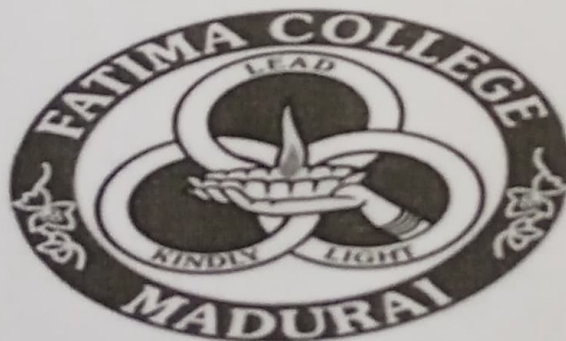
**G. CHIYAMALA (2018BB19)**

**S. DIVYA (2018BB21)**

**T. RAMYA BHARATHI ( 2018BB44)**

Under The Guidance Of

**Mrs.KA.Vanessa. MBA., M.phil.,NET.,**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

**(College with potential for excellence)**

**(Re Accredited with —A1 Grade by NAAC)**

**Mary land, Madurai – 625018**

**March 2021**

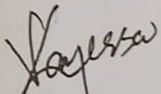
FATIMA COLLEGE(Autonomous)

Madurai – 625018

DEPARTMENT OF BUSINESS ADMINISTRATION

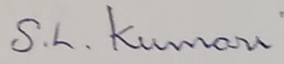
CERTIFICATE

This is to Certify that the project titled “ A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS ” is a bonafied record of work done by, **G. CHIYAMALA** (2018BB19) S. DIVYA (2018BB21), T. RAMYA BHARATHI ( 2018BB44) . Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.



Mrs.KA. Vanessa

Faculty Guide

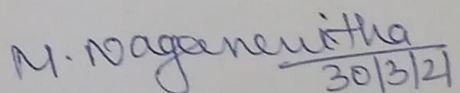


Mrs. S.L. Kumari

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30-03-2021



External Examiner

## DECLARATION

We hereby declare that the Project titled "A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS". G. CHIYAMALA (2018BB19), S. DIVYA (2018BB21), T. RAMYA BHARATHI (2018BB44). This project is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30-3-2021

Signature of Candidates

*G. Chiyamala*  
G. CHIYAMALA

*S. Divya*  
S. DIVYA

*T. Ramya Bharathi*  
T. RAMYA BHARATHI

**A STUDY ON QUALITY OF LIFE DURING  
LOCKDOWN WITH REFERENCE TO LOWER INCOME  
PEOPLE IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**P. DEEPIKA (2018BB20)**

**P. NIVETHA (2018BB38)**

**P.M. VISALINI (2018BB67)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil., Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)  
COLLEGE WITH POTENTIAL FOR EXCELLENCE  
RE-ACCREDITED WITH 'A' GRADE BY NACC  
74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD  
MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. M. Meenachi, BE MHM. M.Phil., Ph.D.  
Assistant professor,  
Department of BBA

### CERTIFICATE

This is to certify that the project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** submitted by **P. Deepika (2018BB20)**, **P.Nivetha (2018BB38)**, **P.M.Visalini (2018BB67)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

*submitted for viva examination held on : 30.3.2021*

**Place: Madurai**

**Date: 30.03.2021**

*M. Meenachi*  
(M. Meenachi)  
Faculty guide

*S.L. Kumari*  
(S.L.Kumari)

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-16

*M. Nagameritha*  
30/3/21  
External Examiner

## **DECLARATION**

We hereby declare that this project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr .M. Meenachi, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

**Signature of the Candidates**

Date : 30/03/2021

*P. Deepika*

P. Deepika (2018BB20)

*P. Nivetha*

P. Nivetha (2018BB38)

*P.M. Visalini*

P.M. Visalini (2018BB67)

**A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC  
(COVID-19) SITUATION TOWARDS IT PROFESSIONALS.**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

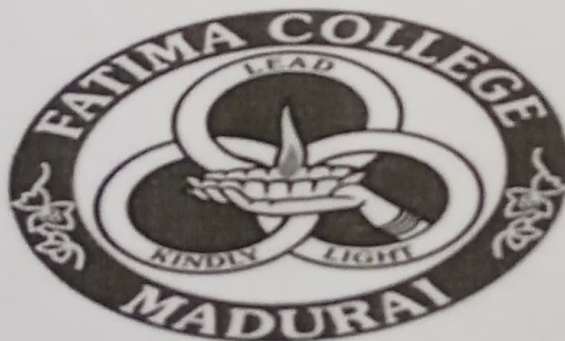
G. CHIYAMALA (2018BB19)

**S. DIVYA (2018BB21)**

T. RAMYA BHARATHI ( 2018BB44)

Under The Guidance Of

Mrs.KA.Vanessa. MBA., M.phil.,NET.,



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

(College with potential for excellence)

(Re Accredited with —A1 Grade by NAAC)

Mary land, Madurai – 625018

March 2021



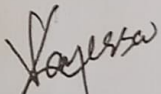
FATIMA COLLEGE(Autonomous)

Madurai – 625018

DEPARTMENT OF BUSINESS ADMINISTRATION

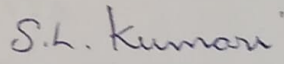
CERTIFICATE

This is to Certify that the project titled “ A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS ” is a bonafied record of work done by, G. CHIYAMALA (2018BB19), S. DIVYA (2018BB21) T. RAMYA BHARATHI ( 2018BB44) . Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.



Mrs.KA. Vanessa

Faculty Guide

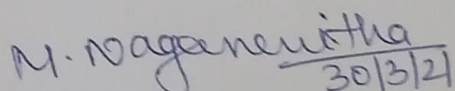


Mrs. S.L. Kumari

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30-03-2021



External Examiner

## DECLARATION

We hereby declare that the Project titled "A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS". G. CHIYAMALA (2018BB19), S. DIVYA (2018BB21), T. RAMYA BHARATHI (2018BB44). This project is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30-3-2021

Signature of Candidates

*G. Chiyamala*  
G. CHIYAMALA

*S. Divya*  
S. DIVYA

*T. Ramya Bharathi*  
T. RAMYA BHARATHI

**A STUDY ON THE IMPACT OF ASIAN PAINT'S SALES PROMOTION ACTIVITY  
AMONG THE CUSTOMERS IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**J. ELAKIYA (2018BB22)**

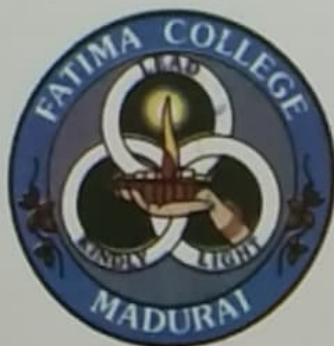
**Y. SOWMIYA (2018BB56)**

**S. SOWMIYA (2018BB73)**

Under the Guidance of

**Dr. P.RUBY LEEA, M.Com., M.Phil., SET., NET., Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

Dr. P.RUBY LEELA, M.Com, M.Phil., SET., NET., Ph.D.

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** submitted by

**J. Elakiya (2018BB22)**

**Y. Sowmiya (2018BB56)**

**S. Sowmiya (2018BB73)**

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: **30.3.2021**

(Dr. P. RUBY LEELA)

Faculty Guide

(Dr.S.L.KUMARI)

HOD of Department of BBA

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place : Madurai

Date: **30.3.2021**

EXTERNAL EXAMINER

J. Elakiya (2018BB22)

Y. Sowmiya (2018BB56)

S. Sowmiya (2018BB73)

### DECLARATION

We hereby declare that this project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.3.2021

Signature of the Candidates

1. J. Elakiya

2. Y. Sowmiya

3. S. Sowmiya.

Countersigned

Forwarded



# **A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION OF  
MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

**S.ARCHANARANI**

**(2018BB11)**

**M.EVANJALIN CHRISTINA**

**(2018BB23)**

**M.KARTHIKAMEENAKSHI**

**(2018BB30)**

UNDER THE GUIDANCE OF

**Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

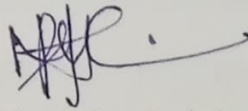
**MARY LAND  
MADURAI-625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETICS PRODUCTS IN MADURAI" is submitted by S.Archanarani (2018BB11), M.Evanjalina Christina (2018BB23), M.KarthikaMeenakshi (2018BB30) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

S.L. Kumari  
(Dr.S.L.Kumari)

  
(Dr.Mrs.M.Pradeeba)

Head OF THE  
DEPARTMENT

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Faculty Guide

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON: 30.03.2021

Place: Madurai

Date: 30.3.2021

B. Jaysh.  
EXTERNAL EXAMINER

## ACKNOWLEDGEMENT

### DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *S.Archanarani*  
(S.ARCHANARANI)
2. *M.Evanjalin Christina*  
(M.EVANJALIN CHRISTINA)
3. *M.Karthika Meenakshi*  
(M.KARTHIKAMEENAKSHI)

Place: Madurai

Date: 30.3.2021

**A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN**

**MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**R. ASRAFFE BANU (2018BB12)**

**A. HEPSIBA (2018BB24)**

**S. PRIYA DHARSHINI (2018BB42)**

**Under the Guidance of**

**Dr. P.RUBY LEELA, M.Com, MPhil, SET,NET, Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)**

**MARY LAND, MADURAI -62501**

**MARCH 2021**

Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled A STUDY ON PSYCHOLOGICAL IMPACT OF QUERANTINE IN TEENAGERS IN MADURAI CITY submitted by

R. ASRAFFE BANU (2018BB12)

A. HEPSIBA (2018BB24)

S. PRIYA DHARSHINI (2018BB42)

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Submitted for viva examination held on: 30-3-2021

*S.L. Kumari*  
(DR. S.L. KUMARI)

Head

Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

*Ruby*  
(Ms. P. RUBY LEELA)

*B. Jayaraj*  
EXTERNAL EXAMINER



R. ASRAFFE BANU

A. HEPSIBA

S. PRIYA DHARSHINI

DECLARATION

We hereby declare that this project titled **A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date :

Countersigned

Signature of the Candidates

1. R. Asraffe Banu

2. A. Hepsiba

3. S. Priyadharshini

Forwarded

**"ONLINE SHOPPING" – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE OF BACHLOR OF BUSINESS ADMINISTRATION.**

**SUBMITTED BY**

**S. Abinaya (2018BB03)**

**C. AswiniSwathika (2018BB13)**

**P. Janani (2018BB26)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTATION**

**/**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**March – 2021**

DEPARTMENT OF BUSINESS ADMINISTRATION  
FATIMA COLLEGE (AUTONOMOUS)  
MARYLAND, MADURAI.  
CERTIFICATE

This is to certify that the project work entitled "ONLINE SHOPPING-A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS, MADURAI CITY" is an authentic record of group project work carried out by,

S.ABINAYA (2018BB03)

C.ASWINI SWATHIKA (2018BB13)

P. JANANI (2018BB26)

Has been submitted in partial fulfilment of the requirement for the award of the Degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period January 2021-March 2021 under guidance the best of my knowledge.

Submitted for viva examination held on: 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)

Head of Department Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

S.L. Kumari  
(DR.S.L.KUMARI)

Faculty Guide

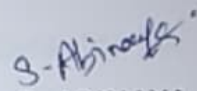
Date: 30-3-2021

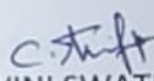
Nhr  
EXTERNAL EXAMINER

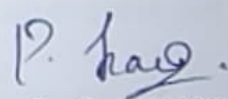
## DECLARATION

We thereby declare that the project done under the title **ONLINE SHOPPING' – A STUDY WITH REFERENCE TO DRESS MATERIALS AND COSMETICS,MADURAI CITY** for the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is our original work done under the guidance of **MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST.,** and the original work is done by us and purely developed by us.

Signature of Students

  
1. S. ABINAYA  
(2018BB03)

  
2. C.ASWINI SWATHIKA  
(2018BB13)

  
3. P. JANANI  
(2018BB26)

Place: Madurai

Date: 30.3.2021

# **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

## **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**S. KALAISELVI (2018BB27)**

**K. KARTHIKA (2018BB29)**

**S. PAVITHRA (2018BB39)**

Under the guidance of

**Ms. K. A. Vanessa, M.B.A., M.Phil., NET.**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

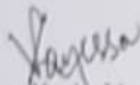
**MARCH 2021**

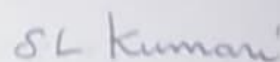


FATIMA COLLEGE (AUTONOMOUS)  
Madurai – 625018  
DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

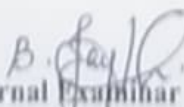
This is certify that the project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" submitted by **S. KALAISELVI (2018BB27)**, **K. KARTHIKA (2018BB29)**, **S. PAVITHRA (2018BB39)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been Submitted to any other university or institution for the award of any degree or diploma.

  
Mrs. K. A. Vanessa  
Faculty guide

  
Dr. Mrs. S. L. Kumari  
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.3.2021

  
External Examiner

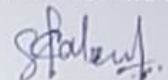
### DECLARATION

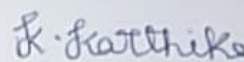
We hereby declare that this project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. K. A. Vanessa Assistant professor, Department of BBA, Fatima college, Madurai.


Place: Madurai

Date: 30.03.2021

Signature of the candidates

  
S. KALAISELVI (2018BB28)

  
K. KARTHIKA (2018BB29)

  
S. PAVITHRA (2018BB39)

**CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO  
AIRTEL APP IN MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE  
AWARD OF DEGREE OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

**S.KAMALI (2018BB28)**

**R.RAJA KEERTHANA(2018BB43)**

**P.SWETHAA(2018BB61)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFESSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**MARCH -2021.**

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "CUSTOMER SATISFACTION – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY" is a authentic record of group project work carried out by,

**S.KAMALI (2018BB28)**

**R.RAJA KEERTHANA (2018BB43)**

**P.SWETHAA (2018BB61)**

has been submitted in partial fulfilment of the requirement for the award of degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period **DECEMBER 2020 TO MARCH 2021** under guidance the best of my knowledge .

submitted for viva examination held on : 30-3-2021

*S.L. Kumari*

HOD of department of BBA,



Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

*S.L. Kumari*

Faculty guide,



*W*  
EXTERNAL EXAMINER

## DECLARATION

We thereby declare that the project done under the title **CUSTOMER SATISFACTION' – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY** for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST., and the original work is done by us and purely developed by

Signature of Students

*S. Kamali*

S.KAMALI

*R. Raja Keerthana*

R.RAJA KEERTHANA

*P. Swetha*

P.SWETHAA

DATE : 30-8-2021



# **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

## **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

S. KALAISELVI (2018BB27)

**K. KARTHIKA (2018BB29)**

S. PAVITHRA (2018BB39)

Under the guidance of

Ms. K. A. Vanessa, M.B.A., M.Phil., NET.

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

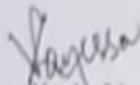
**MARY LAND, MADURAI -625018**

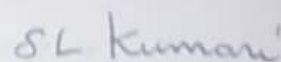
**MARCH 2021**

FATIMA COLLEGE (AUTONOMOUS)  
Madurai – 625018  
DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

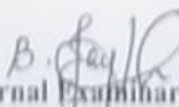
This is certify that the project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" submitted by S. KALAISELVI (2018BB27) **K. KARTHIKA (2018BB29)** S. PAVITHRA (2018BB39) for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been Submitted to any other university or institution for the award of any degree or diploma.

  
Mrs. K. A. Vanessa  
Faculty guide

  
Dr. Mrs. S. L. Kumari  
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.3.2021

  
External Examiner

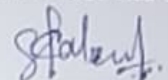
### DECLARATION

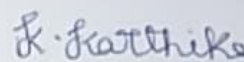
We hereby declare that this project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. K. A. Vanessa Assistant professor, Department of BBA, Fatima college, Madurai.


Place: Madurai

Date: 30.03.2021

Signature of the candidates

  
S. KALAISELVI (2018BB28)

  
K. KARTHIKA (2018BB29)

  
S. PAVITHRA (2018BB39)

# **A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION OF  
MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

**S.ARCHANARANI**

**(2018BB11)**

**M.EVANJALIN CHRISTINA**

**(2018BB23)**

**M.KARTHIKAMEENAKSHI**

**(2018BB30)**

UNDER THE GUIDANCE OF

**Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

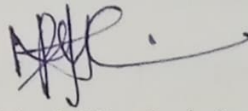
**MARY LAND  
MADURAI-625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETICS PRODUCTS IN MADURAI" is submitted by S.Archanarani (2018BB11), M.Evanjalin Christina (2018BB23), M.KarthikaMeenakshi (2018BB30) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

S.L. Kumari  
(Dr.S.L.Kumari)

  
(Dr.Mrs.M.Pradeeba)

Head OF THE  
DEPARTMENT

Faculty Guide

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON: 30.03.2021

Place: Madurai

Date: 30.3.2021

B. Jaysh.  
EXTERNAL EXAMINER



## ACKNOWLEDGEMENT

### DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER SATISFACTION TOWARDS NATURAL COSMETIC PRODUCTS IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET**. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *S.Archanarani*  
(S.ARCHANARANI)
2. *M.Evanjalin Christina*  
(M.EVANJALIN CHRISTINA)
3. *M.Karthika Meenakshi*  
(M.KARTHIKAMEENAKSHI)

Place: Madurai

Date: 30.3.2021

# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI**

Project Report submitted in the partial fulfillment of the requirement for the award of  
Bachelor of Business Administration of Madurai Kamaraj University.

SUBMITTED BY

L.AJITHRA	(2018BB05)
U.KIRTHIKA	(2018BB31)
M.NAGANANDHINI	(2018BB37)

Under the guidance of  
Dr. Mrs. M.PRADEEBA MBA., Ph.D., SLET.



Department of Business Administration

**FATIMA COLLEGE(AUTONOMOUS)**

(College with potential for excellence)

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

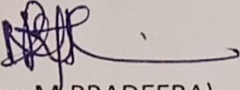
Maryland

Madurai-625018

MARCH - 2021

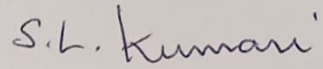
## CERTIFICATE

This is certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS in MADURAI" is submitted by L.Ajithra (2018BB05), U.Kirthika (2018BB31), M.Naganandhini (2018BB37) in partial fulfilment for the award of the degree of bachelor of Business Administration of Madurai Kamaraj University 2020-2021.



(Dr. Mrs. M. PRADEEBA)

(Faculty Guide)



(Dr. Mrs. S. L. KUMARI)

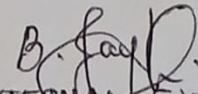
(Head OF THE  
DEPARTMENT)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.3.2021

Submitted for Viva-Voce Examination held on: 30.3.2021

  
EXTERNAL EXAMINER.

## DECLARATION

We hereby declare that the project done by under the title of **"A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI"** for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. PRADEEBA MBA., Ph.D., SLET**. Those project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of the students

*L. Ajithra,*

1. (L.AJITHRA)

*U. Kirthika*

2. (U.KIRTHIKA)

*M. Naganandhini.*

3. (M.NAGANANDHINI)

Place: Madurai

Date: 30.3.2021

**"ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE  
STUDENTS, MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of Degree of bachelor of business administration

SUBMITTED BY

**J.CATHIRINE LIDIYA (2018BB72)**

**M.MANJULA(2018BB33)**

**J.REYANA(2018BB46)**

UNDER THE GUIDANCE OF

**S.L.KUMAR I.M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.,**

**(ASSOCIATE PROFESSOR AND HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH 'A' GRADE BY NACC)**

**MARY LAND**

**MADURAI -625018**

**MARCH 2021**



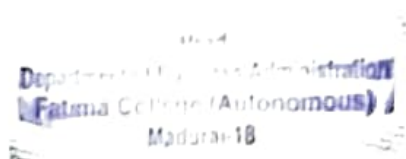
## CERTIFICATE

This is to certify that the project titled "ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by J.Cathrine Lidiya(2018BB72), M.Manjula(2018BB33), J.Reyana(2018BB46), for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma

Submitted for viva examination held on 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)

HEAD OF THE DEPARTMENT



S.L. Kumari  
(DR.S.L.KUMARI)

FACULTY GUIDE

N.K.  
EXTERNAL EXAMINER

Place: Madurai

Date: 30-3-2021

## **DECLARATION**

We thereby declare that the project done under the title "**ONLINE EDUCATION**"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI,M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.SL.ST., and the original work is done by us and purely developed by us.

Signature of Students

J.CATHRINE LIDIYA

*J. Cathrine Lidiya*

M.MANJULA

*M. Manjula*

J.REYANA

*J. Reyana*

Place: Madurai

Date: 30-3-2021

**A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY  
IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. MEENALOSHINI (2018BB34)**

**C. SWATHY (2018BB59)**

**M. VIJAYALAKSHMI (2018BB71)**

**Under the Guidance of**

**Dr. S. L. KUMARI, M. Com, B.Ed., SLET, M.Phil., MBA, PhD**

*(Associate Professor & Head of the Department of BBA)*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**27<sup>th</sup> RANK IN INDIA RANKING 2017 (NIRF)**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project title **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** by **M. Meenaloshini (2018BB34)**, **C. Swathy (2018BB59)**, **M. Vijayalakshmi (2018BB71)**, for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any Degree or Diploma.

Submitted for viva examination held on: 30.03.21

*S.L. Kumari*  
(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.03.21

*S.L. Kumari*  
(DR.S.L.KUMARI)

FACULTY GUIDE

*M. Nagaveni*  
30/3/21

EXTERNAL EXAMINER

### DECLARATION

We hereby declare that this project titled **A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MRS.S.L. KUMARI, M.Com., B.Ed., M.Phil., PHD., Department of BBA, Fatima College, Madurai.

Place: Madurai

Date: 30.03.21

Signature of the Candidates

M. Meenaloshini  
M. Meenaloshini

C. Swathy  
C. Swathy

M. Vijayalakshmi  
M. Vijayalakshmi



**A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR  
TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

**P. CELCIYA (2018BB18)**

**C. MERCY SOFIA (2018BB35)**

**V. REBEKKA SHILPA (2018BB45)**

Under the Guidance of

**Dr. M. Meenachi, BE, MHM, M.Phil, Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

**Dr. M. Meenachi, BE MHM. M.Phil., Ph.D**

**Assistant professor,**

**Department of BBA**

### **CERTIFICATE**

This is to certify that the project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** submitted by **P.Celciya (2018bb18)** **C.Mercy Sofia (2018bb35)**, **V.Rebekkashilpa(2018bb45)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.



Place: Madurai

FACULTY GUIDE

Date: 30 - 3 - 2021

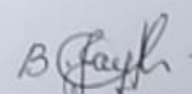


**(S.L.Kumari)**

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

Submitted for viva-voce examination held on: 30 - 3 - 2021



External Examiner.

## DECLARATION

We hereby declare that this project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30 - 03 - 2021

Signature of the Candidates

*P. Celciya .*

P. CELCIYA (2018BB18)

*C. Mercy Sofia .*

C. MERCY SOFIA (2018BB35)

*V. Rebekka Shilpa .*

V. REBEKKA SHILPA (2018BB45)

**A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD  
PRODUCTS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements  
for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

N. ARCHANA DEVI (2018BB10)

**M. MOHANA (2018BB36)**

P. VAISHALI (2018BB62)

Under the Guidance of

Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., Ph.D.

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

RE-ACCREDITED WITH 'A' GRADE BY NACC

74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD

MARY LAND, MADURAI -625018

MARCH 2021

Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** submitted by

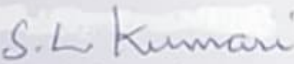
N. Archana Devi (2018BB10)


M. Mohana (2018BB36)

P. Vaishali (2018BB62)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.


Submitted for viva examination held on : 30.03.2021

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

Date: 30.03.2021

  
EXTERNAL EXAMINER

N. Archana Devi (2018BB10)

M. Mohana (2018BB36)

P. Vaishali (2018BB62)

**DECLARATION**

We hereby declare that this project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place: Madurai

Date:

Signature of the Candidates

Archana D.A.N  
M. Mohana  
P. Vaishali

Countersigned

Forwarded



# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI**

Project Report submitted in the partial fulfillment of the requirement for the award of  
Bachelor of Business Administration of Madurai Kamaraj University.

SUBMITTED BY

L.AJITHRA	(2018BB05)
U.KIRTHIKA	(2018BB31)
M.NAGANANDHINI	(2018BB37)

Under the guidance of  
Dr. Mrs. M.PRADEEBA MBA., Ph.D., SLET.



Department of Business Administration

**FATIMA COLLEGE(AUTONOMOUS)**  
(College with potential for excellence)  
(Re-accredited with "A" grade by NAAC)

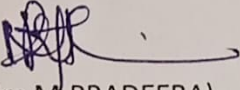
Maryland

Madurai-625018

MARCH - 2021

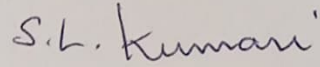
## CERTIFICATE

This is certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS in MADURAI" is submitted by L.Ajithra (2018BB05), U.Kirthika (2018BB31), M.Naganandhini (2018BB37) in partial fulfilment for the award of the award of the degree of bachelor of Business Administration of Madurai Kamaraj University 2020-2021.



(Dr. Mrs. M. PRADEEBA)

(Faculty Guide)



(Dr. Mrs. S. L. KUMARI)

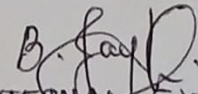
(Head OF THE  
DEPARTMENT)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.3.2021

Submitted for Viva-Voce Examination held on: 30.3.2021

  
EXTERNAL EXAMINER.

## DECLARATION

We hereby declare that the project done by under the title of **"A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEWELLERY SHOPS IN MADURAI"** for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of **Dr. Mrs. M. PRADEEBA MBA., Ph.D., SLET**. Those project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of the students

*L. Ajithra,*

1. (L.AJITHRA)

*U. Kirthika*

2. (U.KIRTHIKA)

*M. Naganandhini*

3. (M.NAGANANDHINI)

Place: Madurai

Date: 30.3.2021

**A STUDY ON QUALITY OF LIFE DURING  
LOCKDOWN WITH REFERENCE TO LOWER INCOME  
PEOPLE IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**P. DEEPIKA (2018BB20)**

**P. NIVETHA (2018BB38)**

**P.M. VISALINI (2018BB67)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil., Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)  
COLLEGE WITH POTENTIAL FOR EXCELLENCE  
RE-ACCREDITED WITH 'A' GRADE BY NACC  
74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD  
MARY LAND, MADURAI -625018**

**MARCH 2021**

Dr. M. Meenachi, BE MHM. M.Phil., Ph.D.  
Assistant professor,  
Department of BBA

### CERTIFICATE

This is to certify that the project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** submitted by **P. Deepika (2018BB20)**, **P.Nivetha (2018BB38)**, **P.M.Visalini (2018BB67)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

*submitted for viva examination held on : 30.3.2021*

**Place: Madurai**

**Date: 30.03.2021**

*M. Meenachi*

**(M. Meenachi)**

Faculty guide

*S.L. Kumari*

**(S.L.Kumari)**

Head of the Department

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

*M. Nagameritha*  
30/3/21  
External Examiner



## **DECLARATION**

We hereby declare that this project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr .M. Meenachi, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

**Signature of the Candidates**

Date : 30/03/2021

*P. Deepika*

P. Deepika (2018BB20)

*P. Nivetha*

P. Nivetha (2018BB38)

*P.M. Visalini*

P.M. Visalini (2018BB67)



# **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

## **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**S. KALAISELVI (2018BB27)**

**K. KARTHIKA (2018BB29)**

**S. PAVITHRA (2018BB39)**

Under the guidance of

**Ms. K. A. Vanessa, M.B.A., M.Phil., NET.**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

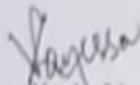
**MARY LAND, MADURAI -625018**

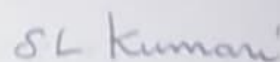
**MARCH 2021**

**FATIMA COLLEGE (AUTONOMOUS)**  
**Madurai – 625018**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CERTIFICATE**

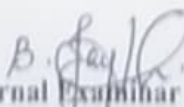
This is certify that the project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" submitted by S. KALAISELVI (2018BB27) K. KARTHIKA (2018BB29), S. PAVITHRA (2018BB39) for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been Submitted to any other university or institution for the award of any degree or diploma.

  
Mrs. K. A. Vanessa  
Faculty guide

  
Dr. Mrs. S. L. Kumari  
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.3.2021

  
External Examiner

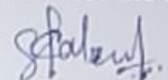
### DECLARATION

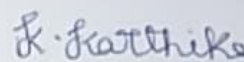
We hereby declare that this project titled "A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING TOWARDS CUSTOMER" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. K. A. Vanessa Assistant professor, Department of BBA, Fatima college, Madurai.


Place: Madurai

Date: 30.03.2021

Signature of the candidates

  
S. KALAISELVI (2018BB28)

  
K. KARTHIKA (2018BB29)

  
S. PAVITHRA (2018BB39)

***A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE  
AGAINST COVID-19 IN MADURAI CITY***

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**S.PRIYADHARSHINI (2018BB41)**

**S.SWETHA (2018BB60)**

**A.YOGITHA (2018BB70)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE AGAINST COVID-19 IN MADURAI CITY** submitted by **S.Priyadharshini (2018bb41)**, **S. Swetha (2018bb60)**, **A.Yogitha (2018bb70)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in **Fatima College** is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

**Submitted for viva examination held on:** 30.03.2021

**Place:** Madurai

*M. Meenachi*

**Date:** 30.03.2021

**(Dr. M. Meenachi)**

Faculty guide

*S.L. Kumari*

**(Dr. S.L. KUMARI)**

*M. Naganewitha*  
**External Examiner** 30/3/21

**Head of the Department**

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

### **DECLARATION**

We hereby declare that this project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURES AGAINST COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.03.2021

**Signature of theCandidates**

1. S. PRIYADHARSHINI (2018BB41)

*S. Priyadharsini*

2. S.SWETHA (2018BB60)

*S. Swetha*

3. A.YOGITHA (2018BB70)

*A.Yogitha*



**A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN**

**MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**R. ASRAFFE BANU (2018BB12)**

**A. HEPSIBA (2018BB24)**

**S. PRIYA DHARSHINI (2018BB42)**

**Under the Guidance of**

**Dr. P.RUBY LEELA, M.Com, MPhil, SET,NET, Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)**

**MARY LAND, MADURAI -62501**

**MARCH 2021**

Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled A STUDY ON PSYCHOLOGICAL IMPACT OF QUERANTINE IN TEENAGERS IN MADURAI CITY submitted by

R. ASRAFFE BANU (2018BB12)

A. HEPSIBA (2018BB24)

S. PRIYA DHARSHINI (2018BB42)

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Submitted for viva examination held on: 30-3-2021

*S.L. Kumari*  
(DR. S.L. KUMARI)

Head

Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

*Ruby*  
(Ms. P. RUBY LEELA)

*B. Jayaraj*  
EXTERNAL EXAMINER

R. ASRAFFE BANU

A. HEPSIBA

S. PRIYA DHARSHINI

DECLARATION

We hereby declare that this project titled **A STUDY ON PSYCHOLOGICAL IMPACT OF QUARANTINE IN TEENAGERS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date :

Countersigned

Signature of the Candidates

1. R. Asraffe Banu

2. A. Hepsiba

3. S. Priyadharshini

Forwarded

**CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO  
AIRTEL APP IN MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE  
AWARD OF DEGREE OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

**S.KAMALI (2018BB28)**

**R.RAJA KEERTHANA(2018BB43)**

**P.SWETHAA(2018BB61)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFESSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**MARCH -2021.**

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "CUSTOMER SATISFACTION – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY" is a authentic record of group project work carried out by,

S.KAMALI (2018BB28)

R.RAJA KEERTHANA (2018BB43)

P.SWETHAA (2018BB61)

has been submitted in partial fulfilment of the requirement for the award of degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period DECEMBER 2020 TO MARCH 2021 under guidance the best of my knowledge .

submitted for viva examination held on : 30-3-2021

S.L. Kumari

HOD of department of BBA,

S.L. Kumari

Faculty guide,

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

WJ  
EXTERNAL EXAMINER

## DECLARATION

We thereby declare that the project done under the title **CUSTOMER SATISFACTION' – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY** for the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is our original work done under the guidance of **MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST.,** and the original work is done by us and purely developed by

Signature of Students

S. Kamali

S.KAMALI

R. Raja Keerthana

R.RAJA KEERTHANA

P. Swetha

P.SWETHAA

DATE : 30-8-2021



**A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC  
(COVID-19) SITUATION TOWARDS IT PROFESSIONALS.**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

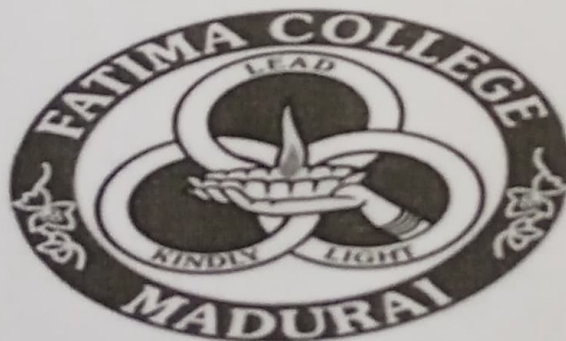
G. CHIYAMALA (2018BB19)

S. DIVYA (2018BB21)

**T. RAMYA BHARATHI ( 2018BB44)**

Under The Guidance Of

Mrs.KA.Vanessa. MBA., M.phil.,NET.,



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

(College with potential for excellence)

(Re Accredited with —A1 Grade by NAAC)

Mary land, Madurai – 625018

March 2021

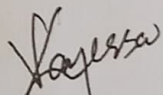
FATIMA COLLEGE(Autonomous)

Madurai – 625018

DEPARTMENT OF BUSINESS ADMINISTRATION

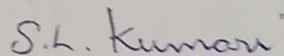
CERTIFICATE

This is to Certify that the project titled “ A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS ” is a bonafied record of work done by, G. CHIYAMALA (2018BB19), S. DIVYA (2018BB21), T. RAMYA BHARATHI ( 2018BB44). Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.



Mrs.KA. Vanessa

Faculty Guide

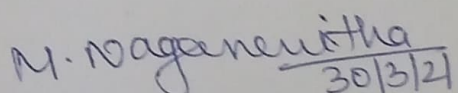


Mrs. S.L. Kumari

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30-03-2021



External Examiner

## DECLARATION

We hereby declare that the Project titled "A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC (COVID-19) SITUATION TOWARDS IT PROFESSIONALS". G. CHIYAMALA (2018BB19), S. DIVYA (2018BB21), T. RAMYA BHARATHI (2018BB44). This project is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30-3-2021

Signature of Candidates

*G. Chiyamala*  
G. CHIYAMALA

*S. Divya*  
S. DIVYA

*T. Ramya Bharathi*  
T. RAMYA BHARATHI

**A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR  
TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

**P. CELCIYA (2018BB18)**

**C. MERCY SOFIA (2018BB35)**

**V. REBEKKA SHILPA (2018BB45)**

Under the Guidance of

**Dr. M. Meenachi, BE, MHM, M.Phil, Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

**Dr. M. Meenachi, BE MHM. M.Phil., Ph.D**

**Assistant professor,**

**Department of BBA**

### **CERTIFICATE**

This is to certify that the project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** submitted by **P.Celciya (2018bb18), C.Mercy Sofia (2018bb35), V.Rebekkashilpa(2018bb45)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.



Place: Madurai

**FACULTY GUIDE**

Date: 30 - 3 - 2021

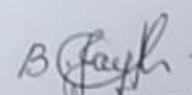


**(S.L.Kumari)**

**Head of the Department**

Head  
Department of Business Administration  
Fatima College (Autonomous),  
Madurai-18

**Submitted for viva-voce examination held on: 30 - 3 - 2021**



**External Examiner.**



## DECLARATION

We hereby declare that this project titled **A STUDY ON SHIFT IN THE CONSUMER PURCHASE BEHAVIOUR TOWARDS ONLINE PURCHASING DUE TO COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30 - 03 - 2021

Signature of the Candidates

*P. Celciya .*

P. CELCIYA (2018BB18)

*C. Mercy Sofia .*

C. MERCY SOFIA (2018BB35)

*V. Rebekka Shilpa .*

V. REBEKKA SHILPA (2018BB45)



**"ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE  
STUDENTS, MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of Degree of bachelor of business administration

SUBMITTED BY

**J.CATHIRINE LIDIYA (2018BB72)**

**M.MANJULA(2018BB33)**

**J.REYANA(2018BB46)**

UNDER THE GUIDANCE OF

**S.L.KUMAR I.M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.,**

**(ASSOCIATE PROFESSOR AND HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH 'A' GRADE BY NACC)**

**MARY LAND**

**MADURAI -625018**

**MARCH 2021**

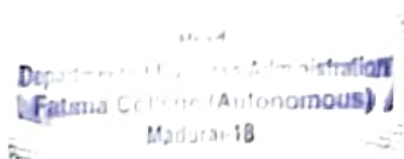
## CERTIFICATE

This is to certify that the project titled "ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by J.Cathrine Lidiya(2018BB72), M.Manjula(2018BB33), J.Revana(2018BB46) for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma

Submitted for viva examination held on 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)  
HEAD OF THE DEPARTMENT

S.L. Kumari  
(DR.S.L.KUMARI)  
FACULTY GUIDE



N.H.  
EXTERNAL EXAMINER

Place: Madurai

Date: 30-3-2021

## **DECLARATION**

We thereby declare that the project done under the title "**ONLINE EDUCATION**"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI,M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.SL.ST., and the original work is done by us and purely developed by us.

Signature of Students

J.CATHRINE LIDIYA

*J. Cathrine Lidiya*

M.MANJULA

*M Manjula*

J REYANA

*J. Reyana*

Place: Madurai

Date: 30-3-2021

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOOS IN MADURAI  
CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M.AKSHARA (2018BB06)**

**S. RUHAIYA SYED MEERA (2018BB47)**

**B. VEENADHARSHINI (2018BB64)**

**Under the Guidance of**

**DR. P. RUBY LEELA, M. Com, M.Phil., SET., NET., Ph. D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC (3<sup>RD</sup> CYCLE)**

**74<sup>TH</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is a authentic record of group project work carried out by,

M.AKSHARA

(2018BB06)

S.RUHAIYA SYED MEERA


(2018BB47)


B.VEENADHARSHINI

(2018BB64)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30-03-2021.

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date : 30-03-2021.

  
EXTERNAL EXAMINER



M.Akshara

S.Ruhaiya Syed Meera

B.VeenaDharshini

**DECLARATION**

We hereby declare that this project titled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-03-2021

Countersigned

Signature of the Candidates

1. M. Akshara.

2. S. Ruhaiya Syed Meera

3. B. Veena Dharshini

Forwarded



# **A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID19**

A project report submitted in partial fulfillment of the requirement for award of  
the degree of Bachelor of Business Administration of Madurai Kamaraj  
University,  
Madurai

Submitted by

**B.ANGALAESWARI (2018BB07)**

**B.ANITHA PRINCY BUEALAH (2018BB08)**

**MS.SANTHIYA (2018BB48)**

Under the guidance of Mrs.K.A.Vanessa.MBA., M.phil., NET



**FATIMA COLLEGE (AUTONOMOUS)**

**(College with potential for excellence)**

**(Re Accredited with — "A" Grade by NAAC)**

**74<sup>th</sup> Rank in India Ranking 2020(NIRF) By MHRD**

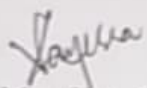
**Mary land, Madurai – 625018**

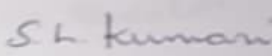
**March 2021**

**FATIMA COLLEGE(Autonomous) Madurai-625016**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

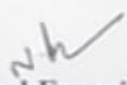
**CERTIFICATE**

This is to Certify that the project titled "A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" Is a bonafied record of work done by, **B. ANGALAESWARI (2018BB07), B. ANITHA PRINCY BUEALAH (2018BB08), M. SANTHIYA (2018BB48)** Submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2021.

  
Mrs. K.A. Vanessa  
Faculty Guide

  
Dr. Mrs. S.L. Kumari  
Head of the department  
Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner

## DECLARATION

We hereby declare that the Project titled —"A COMPARATIVE STUDY ON USAGE OF MOBILE PHONES AMONG STUDENTS BEFORE AND AFTER COVID-19" is submitted in partial fulfilment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 30.03.2021.

Signature of Candidates

*B. Angalaeswari*

B. ANGALAESWARI (2018BB07)

*B. Anitha Princy Buealah*

B. ANITHA PRINCY BUEALAH

(2018BB08)

*M. Santhiya*

M. SANTHIYA (2018BB48)

"DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC".A STUDY WITH  
REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.  
PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE  
OF BACHLOR OF BUSINESS ADMINISTRATION.

SUBMITTED BY

V.BALAMEENA (2018BB15)

S.SANTHIYA (2018BB49)

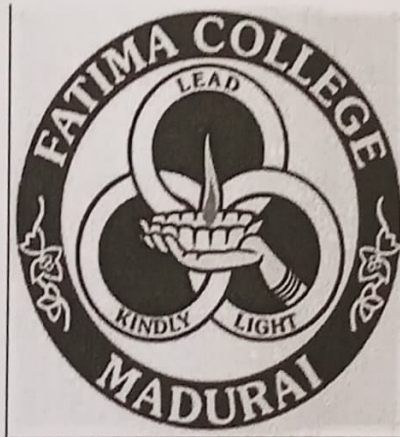
P.SUGANYA (2018BB58)

UNDER THE GUIDANCE OF

S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SLST

(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)

DEPARTMENT OF BUSINESS ADMINISTATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND

MADURAI-625018

MARCH - 2021

## CERTIFICATE

This is to certify that the project title 'DEPRESSION AND COLLEGE STUDENTS IN PANDEMIC.' A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by V.BALAMEENA(2018BB15), S.SANTHIYA(2018BB49) P.SUGANYA(2018BB58), for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

S.L. Kumari  
(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

S.L. Kumari  
(DR.S.L.KUMARI)

FACULTY GUIDE

B. Senthil  
EXTERNAL EXAMINER

Place: Madurai

Date: 30.03.2021

## DECLARATION

We thereby declare that the project done under the title, "DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC". A STUDY WITH REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.

For the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST., and the original work is done by us and purely developed by us

Signature of Students

**V.BALAMEENA**

*V. Balameena .*

**S.SANTHIYA**

*S. Santhiya*

**P.SUGANYA**

*P. Suganya .*

Place: Madurai

Date: 30-03-2021



# **A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT MODE IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

S.ABBITHA (2018BB02)

K.SARUMATHI (2018BB50)

R.SATHYA PRIYA (2018BB51)

UNDER THE GUIDANCE OF

Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND  
MADURAI-625018

MARCH 2021

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" is submitted by S.Abbitha (2018BB02), K.Sarumathi (2018BB50), R.SathyaPriya (2018BB51), in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

S.L. Kumari

(Dr. S.L. Kumari)

Head of the Department  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

(Dr. Mrs. M. Pradeeba)

Faculty Guide

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON : 30.03.2021

Place: Madurai

Date: 30.03.2021

EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Dr. Mrs. M. Pradeeba, MBA., Ph.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *G. Abbitha*

(S.ABBITHA)

2. *Sathya Priya R*

(R.SATHYAPRIYA)

3. *Sarumathi K*

(K.SARUMATHI)

Place: Madurai

Date: 30.03.2021

# **A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT MODE IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

S.ABBITHA (2018BB02)

K.SARUMATHI (2018BB50)

**R.SATHYA PRIYA (2018BB51)**

UNDER THE GUIDANCE OF

Dr. Mrs. M. Pradeeba MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)  
(COLLEGE WITH POTENTIAL FOR EXCELLENCE)  
(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND  
MADURAI-625018

MARCH 2021

## CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" is submitted by S.Abbitha (2018BB02), K.Sarumathi (2018BB50), R.SathyaPriya (2018BB51) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018-2019.

S.L. Kumari

(Dr. S.L. Kumari)

Head of the Department  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

(Dr. Mrs. M. Pradeeba)

Faculty Guide

SUBMITTED FOR VIVA VOCE EXAMINATION HELD ON : 30.03.2021

Place: Madurai

Date: 30.03.2021

EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project done under the title "A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS DIGITAL PAYMENT OF MODE IN MADURAI" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Dr. Mrs. M. Pradeeba, MBA., Ph.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1. *G. Abbitha*

(S.ABBITHA)

2. *Sathya Priya R*

(R.SATHYAPRIYA)

3. *Sarumathi K*

(K.SARUMATHI)

Place: Madurai

Date: 30.03.2021



**A STUDY ON CONSUMER AWARENESS TOWARDS HAND  
SANITARY PRODUCT IN MADURAI**

A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF  
BUSINESS ADMINISTRATION OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

K. AZIL IRFANA (2018BB14)

L. AFRAH (2018BB04)

S. SELVA LAKSHMI (2018BB52)

UNDER THE GUIDANCE OF

DR.MRS.M.PRADEEBA MBA., Ph.D., SLET

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND

MADURAI-625018

March 2021

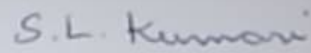
consumer awareness towards hand sanitary products in madurai

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCT IN MADURAI" is submitted by K. AZIL IRFANA(2018BB14), L. AFRAH (2018BB04) S. SELVA LAKSHMI (2018BB52) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2020-2021.

  
Dr. Mrs. M. Pradeeba)

Faculty Guide

  
(Dr. S. L. Kumari)

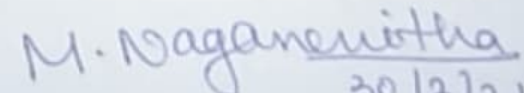
Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voce Examination held on: 30.03.2021

Place: Madurai

Date: 30.03.2021

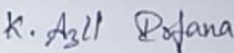
  
30/3/21  
EXTERNAL EXAMINER


Consumer awareness towards hand sanitary products in madurai

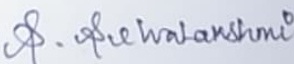
**DECLARATION**

We thereby declare that the project done under the title "**A STUDY ON CONSUMER AWARENESS TOWARDS HAND SANITARY PRODUCTS**" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of DR.MRS.M.PRADEEBA MBA., PH.D., SLET. This project has been purely developed by us and has not formed previously the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of Students

1.   
(K. AZIL IRFANA)

2.   
(I.AFRAH)

3.   
(S. SELVA LAKSHMI)

Place: Madurai

Date: 20.03.2021

**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP  
SERVICE IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**V.R.SNEHA (2018BB54)**

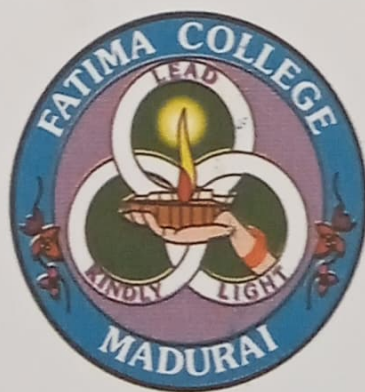
**T.VENNILA (2018BB65)**

**S.VISHNUMALAR (2018BB68)**

Under the Guidance of

**Dr. P.RUBY LEELA, M.Com, M.Phil, SET, NET, Ph.D**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**  
**COLLEGE WITH POTENTIAL FOR EXCELLENCE**  
**RE-ACCREDITED WITH 'A' GRADE BY NACC**  
**7<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)**  
**MARY LAND, MADURAI -625018**  
**MARCH 2021**

Dr. P.RUBY LEELA, M.Com, M.Phil, SET, Ph.D

Assistant professor, Department of BBA

CERTIFICATE

This is to certify that the project "A Study on Customer Perception towards E-Payment App Services in Madurai City" Submitted by

V.R.Sneha (2018BB54)

T. Vennila (2018BB65)

S.Vishnumalar (2018BB68)

for the award of the Bachelor Of Business Administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.3.2021

S.L. Kumari

Dr. S.L. Kumari

Head  
HOD of department of BBA,  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

P.Ruby Leela  
(P.RUBY LEELA)

Faculty guide,

Date: 30.3.2021

M. Naganenitha  
External Examiner 30/3/21



### DECLARATION

We hereby declare that this project titled **A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP SERVICE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-3-2021

Countersigned

Signature of the Candidates

V.R. Subash

T. Vennila

S. Vahnumalay

Forwarded

**A STUDY ON THE IMPACT OF ASIAN PAINT'S SALES PROMOTION ACTIVITY  
AMONG THE CUSTOMERS IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

J. ELAKIYA (2018BB22)

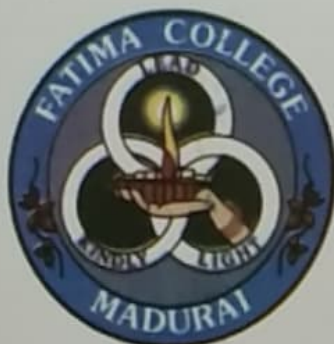
**Y. SOWMIYA (2018BB56)**

S. SOWMIYA (2018BB73)

Under the Guidance of

**Dr. P.RUBY LEEA, M.Com., M.Phil., SET., NET., Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

Dr. P.RUBY LEELA, M.Com, M.Phil., SET., NET., Ph.D.

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** submitted by

J. Elakiya (2018BB22)

Y. Sowmiya (2018BB56)

S. Sowmiya (2018BB73)

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.3.2021

(Dr. P. RUBY LEELA)

Faculty Guide

Place : Madurai

Date: 30.3.2021

(Dr.S.L.KUMARI)

HOD of Department of BBA

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

EXTERNAL EXAMINER

J. Elakiya (2018BB22)

Y. Sowmiya (2018BB56)

S. Sowmiya (2018BB73)

### DECLARATION

We hereby declare that this project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.3.2021

Signature of the Candidates

1. J. Elakiya

2. Y. Sowmiya

3. S. Sowmiya.

Countersigned

Forwarded

# **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. BHUVANESHWARI (2018BB16)**

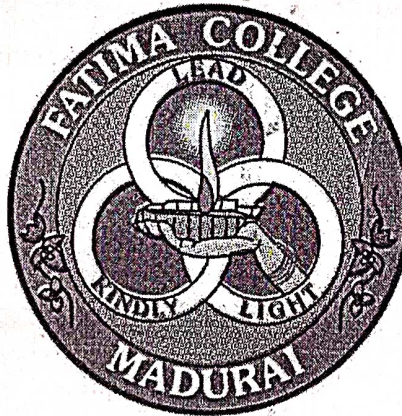
**G. SUBASRI (2018BB57)**

**A. VIJAYATHARANI (2018BB66)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.d**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



**Dr. M. Meenachi, BE MHM. M.Phil., PhD**

**Assistant professor,**

**Department of BBA**

## **CERTIFICATE**

This is to certify that the project entitled **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION** submitted by **M. BHUVANESHWARI (2018BB16), G. SUBASRI (2018BB57), A. VIJAYATHARANI (2018BB66)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

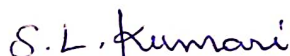
Place: Madurai

Date: 30.03.2021



(M.MEENACHI)

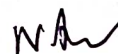
FACULTY GUIDE



(S.L.KUMARI)

**Head of the Department**

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18



**External Examiner**

# DECLARATION

We hereby declare that this project entitled **A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC COVID – 19** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. M.Meenachi, assistant professor, department of BBA ,Fatima college, Madurai

Place: Madurai

signature of candidates

Date: 30-08-2021

M. Bhuvaneshwari

M.BHUVANESHWARI (2018BB16)

G. Subasi

G.SUBASRI(2018BB57)

A. Vijayatharani

A.VIJAYATHARANI(2018BB66)

"DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC".A STUDY WITH  
REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.

PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE AWARD OF DEGREE  
OF BACHLOR OF BUSINESS ADMINISTRATION.

SUBMITTED BY

V.BALAMEENA (2018BB15)

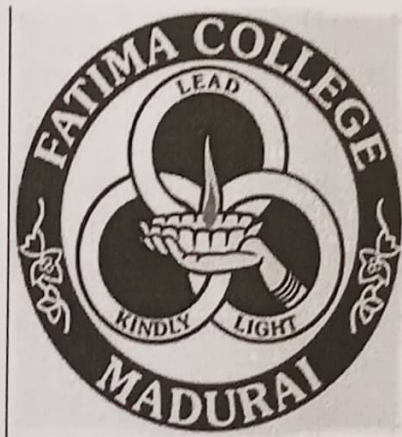
S.SANTHIYA (2018BB49)

P.SUGANYA (2018BB58)

UNDER THE GUIDANCE OF

S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SLST  
(ASSOCIATE PROFFSOR & HEAD OF THE DEPARTMENT)

DEPARTMENT OF BUSINESS ADMINISTATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

MARY LAND

MADURAI-625018

MARCH - 2021

## CERTIFICATE

This is to certify that the project title 'DEPRESSION AND COLLEGE STUDENTS IN PANDEMIC.' A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by V.BALAMEENA(2018BB15), S.SANTHIYA(2018BB49), P.SUGANYA(2018BB58), for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

*S.L. Kumari*  
(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

*S.L. Kumari*  
(DR.S.L.KUMARI)

FACULTY GUIDE

*B. Senthil*  
EXTERNAL EXAMINER

Place: Madurai

Date: 30.03.2021

## DECLARATION

We thereby declare that the project done under the title, "DEPRESSION AND COLLEGE STUDENTS IN PANDAMIC". A STUDY WITH REFERENCE TO COLLEGE STUDENTS IN MADURAI CITY.

For the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST., and the original work is done by us and purely developed by us

Signature of Students

**V.BALAMEENA**

*V. Balameena .*

**S.SANTHIYA**

*S. Santhiya*

**P.SUGANYA**

*P. Suganya .*

Place: Madurai

Date: 30-03-2021



**A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY  
IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. MEENALOSHINI (2018BB34)**

**C. SWATHY (2018BB59)**

**M. VIJAYALAKSHMI (2018BB71)**

**Under the Guidance of**

**Dr. S. L. KUMARI, M. Com, B.Ed., SLET, M.Phil., MBA, PhD**

*(Associate Professor & Head of the Department of BBA)*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**27<sup>th</sup> RANK IN INDIA RANKING 2017 (NIRF)**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project title **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** by **M. Meenaloshini (2018BB34), C. Swathy (2018BB59), M. Vijayalakshmi (2018BB71)**, for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any Degree or Diploma.

Submitted for viva examination held on: 30.03.21

*S.L. Kumari*

(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.03.21

*S.L. Kumari*

(DR.S.L.KUMARI)

FACULTY GUIDE

*M. Nagaveni*  
30/3/21

EXTERNAL EXAMINER

### DECLARATION

We hereby declare that this project titled **A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MRS.S.L. KUMARI, M.Com., B.Ed., M.Phil., PHD., Department of BBA, Fatima College, Madurai.

Place: Madurai

Date: 30.03.21

Signature of the Candidates

M. Meenaloshini  
M. Meenaloshini

C. Swathy  
C. Swathy

M. Vijayalakshmi  
M. Vijayalakshmi

***A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE  
AGAINST COVID-19 IN MADURAI CITY***

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**S.PRIYADHARSHINI (2018BB41)**

**S.SWETHA (2018BB60)**

**A.YOGITHA (2018BB70)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE AGAINST COVID-19 IN MADURAI CITY** submitted by **S.Priyadharshini (2018bb41)**, **S. Swetha (2018bb60)**, **A.Yogitha (2018bb70)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

**Submitted for viva examination held on:** 30.03.2021

Place: Madurai



**(Dr. M. Meenachi)**

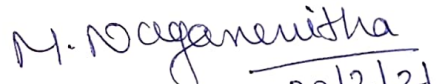
Date: 30.03.2021

Faculty guide



**(Dr. S.L. KUMARI)**

Head of the Department

  
**External Examiner** 30/3/21

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18



### **DECLARATION**

We hereby declare that this project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURES AGAINST COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.03.2021

**Signature of theCandidates**

1. S. PRIYADHARSHINI (2018BB41)

*S. Priyadharshini*

2. S.SWETHA (2018BB60)

*S. Swetha*

3. A.YOGITHA (2018BB70)

*A.Yogitha*

**CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO  
AIRTEL APP IN MADURAI CITY.**

**PRESENTATION SUBMITTED TO FATIMA COLLEGE FOR THE  
AWARD OF DEGREE OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

**S.KAMALI (2018BB28)**

**R.RAJA KEERTHANA(2018BB43)**

**P.SWETHAA(2018BB61)**

**UNDER THE GUIDANCE OF**

**S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D.,**

**(ASSOCIATE PROFESSOR & HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH "A" GRADE BY NAAC)**

**MARY LAND**

**MADURAI-625018**

**MARCH -2021.**

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "CUSTOMER SATISFACTION – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY" is a authentic record of group project work carried out by,

S.KAMALI (2018BB28)

R.RAJA KEERTHANA (2018BB43)

**P.SWETHAA (2018BB61)**

has been submitted in partial fulfilment of the requirement for the award of degree of **BACHELOR OF BUSINESS ADMINISTRATION**. This is a project work done during the period DECEMBER 2020 TO MARCH 2021 under guidance the best of my knowledge .

submitted for viva examination held on : 30-3-2021

S.L. Kumari

HOD of department of BBA,

S.L. Kumari

Faculty guide,

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

W  
EXTERNAL EXAMINER

## DECLARATION

We thereby declare that the project done under the title **CUSTOMER SATISFACTION' – A STUDY WITH REFERENCE TO AIRTEL APP IN MADURAI CITY** for the Degree of **BACHELOR OF BUSINESS ADMINISTRATION** is our original work done under the guidance of **MRS.S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., SI.ST.,** and the original work is done by us and purely developed by

Signature of Students

*S. Kamali*

S.KAMALI

*R. Raja Keerthana*

R.RAJA KEERTHANA

*P. Swetha*

P.SWETHAA

DATE : 30-8-2021

**A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD  
PRODUCTS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements  
for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

**N. ARCHANA DEVI (2018BB10)**

**M. MOHANA (2018BB36)**

**P. VAISHALI (2018BB62)**

Under the Guidance of

**Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., Ph.D.**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** submitted by

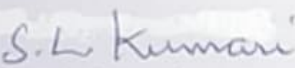
N. Archana Devi (2018BB10)


M. Mohana (2018BB36)

P. Vaishali (2018BB62)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.


Submitted for viva examination held on : 30.03.2021

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

Date: 30.03.2021

  
EXTERNAL EXAMINER

N. Archana Devi (2018BB10)

M. Mohana (2018BB36)

P. Vaishali (2018BB62)

**DECLARATION**

We hereby declare that this project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS MILLET BASED FOOD PRODUCTS IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place: Madurai

Date:

Signature of the Candidates

Archana D.A.N  
M. Mohana  
P. Vaishali

Countersigned

Forwarded

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOOS IN MADURAI  
CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M.AKSHARA (2018BB06)**

**S. RUHAIYA SYED MEERA (2018BB47)**

**B. VEENADHARSHINI (2018BB64)**

**Under the Guidance of**

**DR. P. RUBY LEELA, M. Com, M.Phil., SET., NET., Ph. D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC (3<sup>RD</sup> CYCLE)**

**74<sup>TH</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



Dr. P. RUBY LEELA,

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is a authentic record of group project work carried out by,

M.AKSHARA

(2018BB06)

S.RUHAIYA SYED MEERA


(2018BB47)


B.VEENADHARSHINI

(2018BB64)

for the award of the bachelor of business administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30-03-2021.

  
(Dr. S. L. Kumari)

  
(Dr. P. RUBY LEELA)

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date : 30-03-2021.

  
EXTERNAL EXAMINER



M.Akshara

S.Ruhaiya Syed Meera

B.VeenaDharshini

**DECLARATION**

We hereby declare that this project titled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SHAMPOO IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-03-2021

Countersigned

Signature of the Candidates

1. M. Akshara.

2. S. Ruhaiya Syed Meera

3. B. Veena Dharshini

Forwarded



**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP  
SERVICE IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

V.R.SNEHA (2018BB54)

**T.VENNILA (2018BB65)**

S.VISHNUMALAR (2018BB68)

Under the Guidance of

Dr. P.RUBY LEELA, M.Com, M.Phil, SET, NET, Ph.D

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)  
COLLEGE WITH POTENTIAL FOR EXCELLENCE  
RE-ACCREDITED WITH 'A' GRADE BY NACC  
7<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)  
MARY LAND, MADURAI -625018  
MARCH 2021

Dr. P.RUBY LEELA, M.Com, M.Phil, SET, Ph.D

Assistant professor, Department of BBA

CERTIFICATE

This is to certify that the project "A Study on Customer Perception towards E-Payment App Services in Madurai City" Submitted by

V.R.Sneha (2018BB54)

T. Vennila (2018BB65)

S.Vishnumalar (2018BB68)

for the award of the Bachelor Of Business Administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.3.2021

S.L. Kumari

Dr. S.L. Kumari

Head  
HOD of department of BBA,  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

P.Ruby Leela  
(P.RUBY LEELA)

Faculty guide,

Date: 30.3.2021

M. Naganenitha  
External Examiner 30/3/21

### DECLARATION

We hereby declare that this project titled **A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP SERVICE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-3-2021

Countersigned

Signature of the Candidates

V.R. Subash

T. Vennila

S. Vahnumalay

Forwarded

# **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. BHUVANESHWARI (2018BB16)**

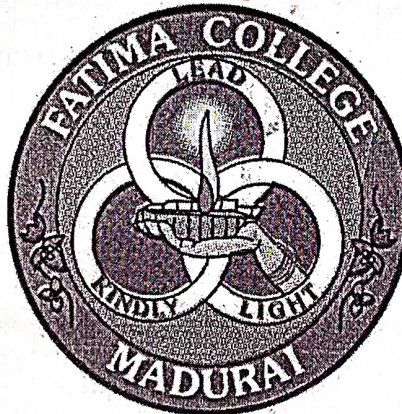
**G. SUBASRI (2018BB57)**

**A. VIJAYATHARANI (2018BB66)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.d**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**



**Dr. M. Meenachi, BE MHM. M.Phil., PhD**

**Assistant professor,**

**Department of BBA**

## **CERTIFICATE**

This is to certify that the project entitled **A STUDY ON THE IMPACT OF WORK AT HOME DURING COVID-19 PANDEMIC SITUATION** submitted by **M. BHUVANESHWARI (2018BB16), G. SUBASRI (2018BB57), A. VIJAYATHARANI (2018BB66)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.03.2021

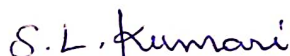
Place: Madurai

Date: 30.03.2021



(M.MEENACHI)

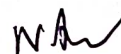
FACULTY GUIDE



(S.L.KUMARI)

**Head of the Department**

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18



**External Examiner**



# DECLARATION

We hereby declare that this project entitled **A STUDY ON IMPACT OF WORK AT HOME DURING PANDEMIC COVID – 19** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. M.Meenachi, assistant professor, department of BBA ,Fatima college, Madurai

Place: Madurai

signature of candidates

Date: 30-08-2021

M. Bhuvaneshwari

M.BHUVANESHWARI (2018BB16)

G. Subasi

G.SUBASRI(2018BB57)

A. Vijayatharani

A.VIJAYATHARANI(2018BB66)

**A STUDY ON QUALITY OF LIFE DURING  
LOCKDOWN WITH REFERENCE TO LOWER INCOME  
PEOPLE IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial  
fulfilment of the requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**P. DEEPIKA (2018BB20)**

**P. NIVETHA (2018BB38)**

**P.M. VISALINI (2018BB67)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil., Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)  
COLLEGE WITH POTENTIAL FOR EXCELLENCE  
RE-ACCREDITED WITH 'A' GRADE BY NACC  
74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD  
MARY LAND, MADURAI -625018**

**MARCH 2021**

Dr. M. Meenachi, BE MHM. M.Phil., Ph.D.  
Assistant professor,  
Department of BBA

### CERTIFICATE

This is to certify that the project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** submitted by **P. Deepika (2018BB20), P.Nivetha (2018BB38), P.M.Visalini (2018BB67)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

*submitted for viva examination held on : 30.3.2021*

**Place: Madurai**

**Date: 30.03.2021**

*M. Meenachi*

**(M. Meenachi)**

Faculty guide

*S.L. Kumari*

**(S.L.Kumari)**

Head of the Department

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

*M. Nagameritha*  
30/3/21  
External Examiner

## **DECLARATION**

We hereby declare that this project entitled **A STUDY ON QUALITY OF LIFE DURING LOCKDOWN WITH REFERENCE TO LOWER INCOME PEOPLE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr .M. Meenachi, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

**Signature of the Candidates**

Date : 30/03/2021

*P. Deepika*

P. Deepika (2018BB20)

*P. Nivetha*

P. Nivetha (2018BB38)

*P.M. Visalini*

P.M. Visalini (2018BB67)

**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP  
SERVICE IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

V.R.SNEHA (2018BB54)

T.VENNILA (2018BB65)

**S.VISHNUMALAR (2018BB68)**

Under the Guidance of

**Dr. P.RUBY LEELA, M.Com, M.Phil, SET, NET, Ph.D**

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)**  
**COLLEGE WITH POTENTIAL FOR EXCELLENCE**  
**RE-ACCREDITED WITH 'A' GRADE BY NACC**  
**7<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF)**  
**MARY LAND, MADURAI -625018**  
**MARCH 2021**



Dr. P.RUBY LEELA, M.Com, M.Phil, SET, Ph.D

Assistant professor, Department of BBA

CERTIFICATE

This is to certify that the project "A Study on Customer Perception towards E-Payment App Services in Madurai City" Submitted by

V.R.Sneha (2018BB54)

T. Vennila (2018BB65)

**S.Vishnumalar (2018BB68)**

for the award of the Bachelor Of Business Administration in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.3.2021

*S.L. Kumari*

Dr. S.L. Kumari

Head  
HOD of department of BBA,  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18  
Place: Madurai

*P.Ruby Leela*  
(P.RUBY LEELA)

Faculty guide,

Date: 30.3.2021

*M. Naganenitha*  
External Examiner 30/3/21

### DECLARATION

We hereby declare that this project titled **A STUDY ON CUSTOMER PERCEPTION TOWARDS E-PAYMENT APP SERVICE IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30-3-2021

Countersigned

Signature of the Candidates

V.R. Subash

T. Vennila

S. Vahnumalay

Forwarded

***A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE  
AGAINST COVID-19 IN MADURAI CITY***

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**S.PRIYADHARSHINI (2018BB41)**

**S.SWETHA (2018BB60)**

**A.YOGITHA (2018BB70)**

**Under the Guidance of**

**Dr. M. Meenachi, BE, MHM, M.Phil.Ph.D**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURE AGAINST COVID-19 IN MADURAI CITY** submitted by **S.Priyadharshini (2018bb41), S. Swetha (2018bb60), A.Yogitha (2018bb70)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

**Submitted for viva examination held on:** 30.03.2021

Place: Madurai

Date: 30.03.2021



(Dr. M. Meenachi)

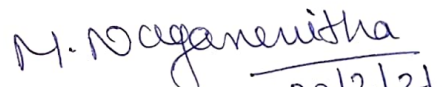
Faculty guide



(Dr. S.L. KUMARI)

Head of the Department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

  
External Examiner 30/3/21

### **DECLARATION**

We hereby declare that this project titled **A STUDY ON PUBLIC AWARENESS ON WEARING MASK AS A SAFETY MEASURES AGAINST COVID-19 IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.03.2021

**Signature of theCandidates**

1. S. PRIYADHARSHINI (2018BB41)

*S. Priyadharshini*

2. S.SWETHA (2018BB60)

*S. Swetha*

3. A.YOGITHA (2018BB70)

*A.Yogitha*



**A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY  
IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted By**

**M. MEENALOSHINI (2018BB34)**

**C. SWATHY (2018BB59)**

**M. VIJAYALAKSHMI (2018BB71)**

**Under the Guidance of**

**Dr. S. L. KUMARI, M. Com, B.Ed., SLET, M.Phil., MBA, PhD**

*(Associate Professor & Head of the Department of BBA)*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**27<sup>th</sup> RANK IN INDIA RANKING 2017 (NIRF)**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

## CERTIFICATE

This is to certify that the project title **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** by **M. Meenaloshini (2018BB34), C. Swathy (2018BB59), M. Vijayalakshmi (2018BB71)** for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any Degree or Diploma.

Submitted for viva examination held on: 30.03.21

*S.L. Kumari*  
(DR.SL.KUMARI)

HEAD OF THE DEPARTMENT

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place: Madurai

Date: 30.03.21

*S.L. Kumari*  
(DR.S.L.KUMARI)

FACULTY GUIDE

*M. Nagaveni*  
30/3/21

EXTERNAL EXAMINER

### DECLARATION

We hereby declare that this project titled **A STUDY ON CONSUMER SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MRS.S.L. KUMARI, M.Com., B.Ed., M.Phil., PHD., Department of BBA, Fatima College, Madurai.

Place: Madurai

Date: 30.03.21

Signature of the Candidates

M. Meenaloshini  
M. Meenaloshini

C. Swathy  
C. Swathy

M. Vijayalakshmi  
M. Vijayalakshmi

**"ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE  
STUDENTS, MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of Degree of bachelor of business administration

SUBMITTED BY

**J.CATHIRINE LIDIYA (2018BB72)**

**M.MANJULA(2018BB33)**

**J.REYANA(2018BB46)**

UNDER THE GUIDANCE OF

**S.L.KUMAR I.M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.,**

**(ASSOCIATE PROFESSOR AND HEAD OF THE DEPARTMENT)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**

**(RE-ACCREDITED WITH 'A' GRADE BY NACC)**

**MARY LAND**

**MADURAI -625018**

**MARCH 2021**

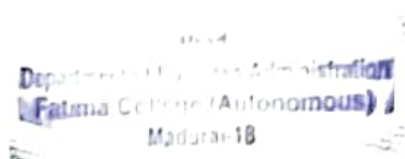
## CERTIFICATE

This is to certify that the project titled "ONLINE EDUCATION"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY by **J.Cathrine Lidiya(2018BB72)** M.Manjula(2018BB33),J.Reyana(2018BB46), for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima Colleges is a original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any Diploma, Degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma

Submitted for viva examination held on 30-3-2021

S.L. Kumari  
(DR.S.L.KUMARI)

HEAD OF THE DEPARTMENT



S.L. Kumari  
(DR.S.L.KUMARI)

FACULTY GUIDE

N.K.  
EXTERNAL EXAMINER

Place: Madurai

Date: 30-3-2021



## **DECLARATION**

We thereby declare that the project done under the title "**ONLINE EDUCATION**"-A STUDY WITH REFERENCE TO COLLEGE STUDENTS, MADURAI CITY for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS.S.L.KUMARI,M.COM.,B.ED.,MBA.,M.PHIL.,PH.D.SL.ST., and the original work is done by us and purely developed by us.

Signature of Students

J.CATHRINE LIDIYA

*J. Cathrine Lidiya*

M.MANJULA

*M Manjula*

J REYANA

*J. Reyana*

Place: Madurai

Date: 30-3-2021

**A STUDY ON THE IMPACT OF ASIAN PAINT'S SALES PROMOTION ACTIVITY  
AMONG THE CUSTOMERS IN MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

J. ELAKIYA (2018BB22)

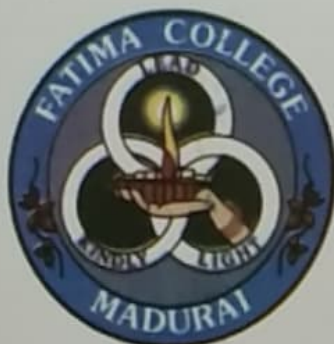
Y. SOWMIYA (2018BB56)

**S. SOWMIYA (2018BB73)**

Under the Guidance of

**Dr. P.RUBY LEEA, M.Com., M.Phil., SET., NET., Ph.D.**

*Assistant professor, Department of BBA*



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74<sup>th</sup> RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**MARCH 2021**

Dr. P.RUBY LEELA, M.Com, M.Phil., SET., NET., Ph.D.

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** submitted by

J. Elakiya (2018BB22)

Y. Sowmiya (2018BB56)

S. Sowmiya (2018BB73)

for the award of the BACHELOR OF BUSINESS ADMINISTRATION in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 30.3.2021

(Dr. P. RUBY LEELA)

Faculty Guide

(Dr.S.L.KUMARI)

HOD of Department of BBA

Head

Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Place : Madurai

Date: 30.3.2021

EXTERNAL EXAMINER

J. Elakiya (2018BB22)

Y. Sowmiya (2018BB56)

S. Sowmiya (2018BB73)

### DECLARATION

We hereby declare that this project titled **A Study on the Impact of Asian Paint's Sales Promotion Activity among the Customers in Madurai City** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date : 30.3.2021

Signature of the Candidates

1. J. Elakiya

2. Y. Sowmiya

3. S. Sowmiya.

Countersigned

Forwarded

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE**

A project report submitted in partial fulfillment of the requirement for award of the degree of Bachelor of Business Administration of Madurai Kamaraj University, Madurai

Submitted by

**S.AAKILA BANU** (2018BB01)

**C.BRINDHA** (2018BB17)

**S.AROCKIA MARIA JENANI** (2018BB74)

Under the guidance of

**Mrs. K A. VANESSA .MBA.,M.Phill.,NET.,**



**FATIMA COLLEGE (AUTONOMOUS)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(college with potential for excellence)**

**(Re Accredited with "A" Grade by NAAC)**

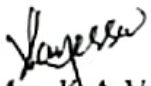
**Mary land, Madurai - 625018**


**March 2021**



## CERTIFICATE

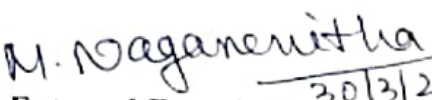
This is to Certify that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE." is a bonafied record of work Done by S.AAKILA BANU (2018BB01), C.BRINDHA (2018BB17), S.AROCKIA MARIA JENANI (2018BB74) Submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2018 – 2021.

  
Mrs. K.A. VANESSA  
Faculty Guide

  
Dr. Mrs. S.L. KUMARI  
Head of the department

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-18

Submitted for Viva-Voice Examination held on: 30.03.2021

  
External Examiner 30/3/21

## DECLARATION

We hereby declare that the Project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE" S.AAKILABANU(2018BB01), C.BRINDHA(2018BB17), S.AROCKIA MARIA JENANI (2018BB74), is submitted in Partial fulfillment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or Partially for any other recognition earlier.

Place: **Madurai**

Date: 30-3-2021

**Signature of Candidates**

S Aakila Banu  
**S.AAKILA BANU**

C Brindha  
**C.BRINDHA**

S.Arockia Maria Jenani  
**S.AROCKIA MARIA JENANI**