

**A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH SPECIAL REFERENCE  
TO MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE, MADURAI**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

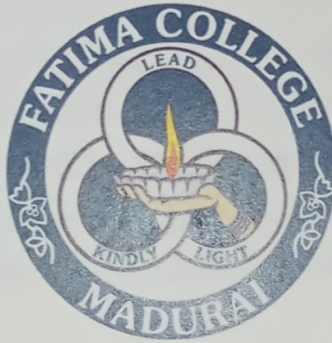
By

**AADHI P JAYARUPINI**

**2020MBA01**

Under the guidance of

**Dr. P. SHYAMALA, MBA, M.PHIL., PH.D.,**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai – 625 018.**


**April 2022**




**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625 018.**

**Certificate**

This is to certify that the project work entitled “A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH SPECIAL REFERENCE TO MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE IN MADURAI” is a bonafide record of work done by AADHI P JAYARUPINI, (2020MBA01) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
**Faculty Guide**  
**Dr. P. Shyamala**

  
**Head of the Department**  
**Dr. P. Shyamala**

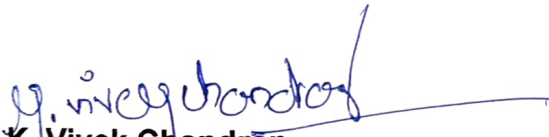
  
**Director**  
**Dr. S. Raju**

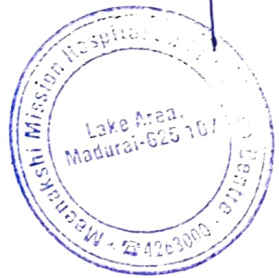
07.04.2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Aadhi. P. JayaRupini** pursuing 2<sup>nd</sup> Year MBA at **Fatima College, Madurai** has underwent Project work on the Topic of **"A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH SPECIAL REFERENCE TO MMHRC"** in our Institution from **21.02.2022 to 06.04.2022.**

During the above period, her involvement in the subject was **good.**

  
**K. Vivek Chandran**  
**Senior Manager - HR**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**Aadhi P Jayarupini**

**2020MBA01**

**Declaration**

hereby declare that the project done under the title “A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH SPECIAL REFERENCE TO MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE IN MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



AADHI P JAYARUPINI

**Signature of the Student.**



# **A STUDY ON EFFECTIVENESS OF EMPLOYEE TRAINING AND DEVELOPMENT WITH SPECIAL REFERENCE TO NLC NEYVELI**

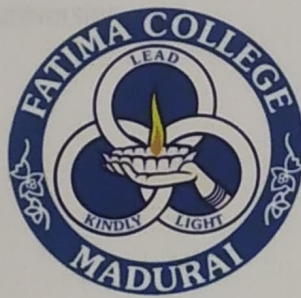
Submitted in partial fulfillment of the requirements of the award of degree of  
Master of Business Administration of Madurai Kamaraj University

SUBMITTED BY

M. AARTHY (2020MBA02)

Under the guidance of

Dr. P. SHYAMALA, MBA, M.PHIL, PH.D, PGDCA



**Department of Business Administration**

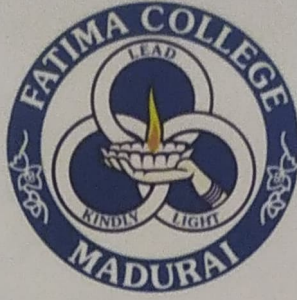
**Fatima College (Autonomous)**

**(College with Potential for excellence)**

**(Re-Accredited with “ A++ “ Grade by NAAC)**

**Mary Land, Madurai- 625108**

**April 2022**



FATIMA COLLEGE ( AUTONOMOUS)

Department of Management studies

Madurai-625018

BONAFIDE CERTIFICATE

This is to certify project report entitled "**A STUDY ON EFFECTIVENESS OF EMPLOYEE TRAINING AND DEVELOPMENT IN NLC NEYVELI**" is the bonafide work done by **M.AARTHY(2020MBA02)** Submitted in partial fulfillment of the requirement for the degree of master of business administration of Madurai kamaraj university

Faculty guide

(Dr. P. Shyamala)

Head of the department

(Dr. P. Shyamala)

Director

(Dr. S. Raju)





NLC INDIA LIMITED,

“NAVARATNA” – GOVERNMENT OF INDIA ENTERPRISE

NEYVELI, TAMILNADU

**CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON EFFECTIVENESS OF EMPLOYEE TRAINING AND DEVELOPMENT IN LEARNING AND DEVELOPMENT CENTRE” is a bonafide project work submitted by

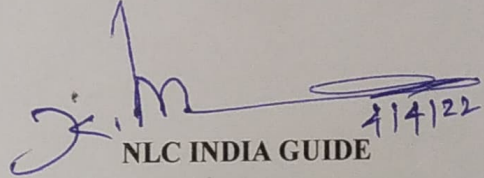
NAME

REG.NO

M. AARTHY

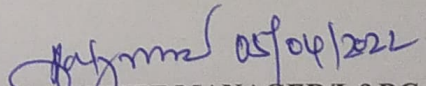
2020MBA02

In partial fulfilment of the requirement for the award of degree in “MASTER OF BUSINESS ADMINISTRATION” at FATIMA COLLEGE, MADURAI. The project work is a bonafide work done during the period from 23.02..2022 to 05.04.2022 at LEARNING & DEVELOPMENT CENTRE, NEYVELI.

  
NLC INDIA GUIDE

Dr. K. VISHNUKUMAR,  
ADDITIONAL CHIEF MANAGER,  
LEARNING & DEVELOPMENT CENTRE,  
NLC INDIA LIMITED, NEYVELI.

Permitted to submit the project report to  
College/University Authorities

  
DEPUTY CHIEF MANAGER/L&DC  
LEARNING & DEVELOPMENT CENTRE,  
NLCIL, NEYVELI.

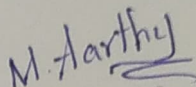
PLACE: NEYVELI

DATE: 05.04.2022

Dr. N. GANESH  
Deputy Chief Manager  
Learning & Development Centre  
NLC India Ltd., Neyveli.

### DECLARATION

I hereby declare that the project titled "A STUDY ON EFFECTIVENESS OF EMPLOYEE TRAINING AND DEVELOPMENT IN NLC NEYVELI" submitted in partial fulfillment for the requirement of MASTER OF BUSINESS ADMINISTRATION is a record of original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

A handwritten signature in blue ink, appearing to read "M. Aarthi", with a stylized flourish at the end.

Signature of candidate

(M. AARTHY)



# **“A study on customer Satisfaction in HDFC Bank” with Special reference to Marthandom**

Submitted in a Partial fulfillment of the requirement for the award of the degree of Master of Business Administration of Madurai Kamaraj University

**By**

Ahirsha S.G

**Under the guidance of**

Dr . P. Shyamala, M.B.A, M.Phil, Ph.D ,PGDCA



Department of Management Studies

Fatima College (Autonomous)

Madurai-625018

April 2022



Fatima College (Autonomous)  
Department of Management Studies  
Madurai-625018

Certificate

This is to certify that the project work entitled "A study of customer satisfaction at HDFC Bank" is a bonafide record of work done by AHIRSHA S.G (2020MBA03) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

Dr. P. Shyamala

Head of the Department

Dr. P. Shyamala

Director

Dr. S. Raju



WE UNDERSTAND YOUR WORLD

HDFC Bank Ltd. No. 10-110C, Geetha Tower, Near Chithra Hotel, Kalluthotti Junction,  
Pammam, Marthandam (Po), Kanyakumari Dist – 629 165.  
Mobile: +91 9751925095, Email: [bensam.v@hdfcbank.com](mailto:bensam.v@hdfcbank.com)

Date: 07-04-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. AHIRSHA S G (2020MBA03)** is the 2<sup>nd</sup> year MBA student of  
FATIMA College, Madurai has successfully completed her Project **from 16-02-2022 to**  
**07-04-2022** at “**HDFC BANK LTD**”, During the period of project program she was punctual,  
had working and inquisitive.

We wish all the best for her future endeavours.

With regards,

HDFC BANK LTD

Authorized Signatory

**BENSAM. V**  
**EMP: B4307**  
**Relationship Manager**  
**HDFC BANK - SLI**



Fatima College(Autonomous)

Department of Management Studies

Madurai-625018

AHIRSHA S.G

2020MBA03

Declaration

I hereby declare that the project done under the title "**A study on customer satisfaction in HDFC Bank**" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*Ahisha S.G*  
Signature of the Student.

A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL  
REFERENCE TO *SIVANESAN MSAND CRUSHER*

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj University

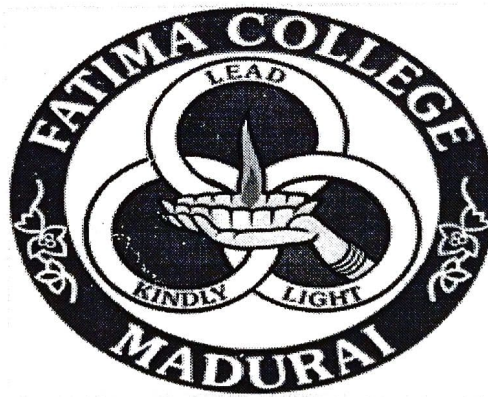
By

ANBUNANCY I

2020MBA04

Under the guidance of

Dr.P. SHYAMALA, MBA, M.PHIL., PH.D.,



DEPARTMENT OF MANAGEMENT STUDIES

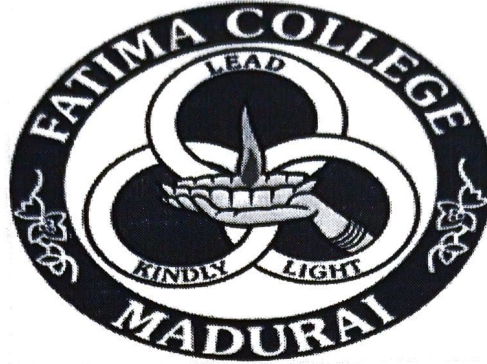
Fatima College (AUTONOMOUS)

Maryland, Madurai-625018

(College with Potential for Excellence)

APRIL 2022


Fatima College (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
Maryland, Madurai-625018



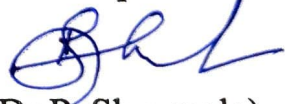
**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled “MAIN PROJECT REPORT on A study of CUSTOMER SATISFACTION with special reference to SIVANESAN M SAND CRUSHER” is a bonafide record of work done by Anbunancy I (2020MBA04) in the partial fulfillment for the requirement of the Degree of Master of Business Administration 2022-2023.

Faculty Guide

  
(Dr.P. Shyamala)

Head of the Department

  
(Dr.P. Shyamala)

  
Director

( Dr.S.Raju)

SIVANESAN MSAND

TO WHOMSO EVER IT MAY CONCERN

This so certify that I ANBUNANCY (ROLL NO : 2020MBA04) student of II year MBA, Fatima College ,  
Madurai has undergone her main project in our company from the month of February 2022 to April  
2022.

During this period her attendance , conduct and behaviour were good.

We wish her all the best.

Authorized signatory

S. Muruga Bharathi

சிவனேசன் எம்-சான்ட்  
R, காமாட்சிபுரம்  
ஐரங்கப்பநாயக்கன்பட்டி கிராமம்  
நெக்கேட்டை தாலுகா

Fatima College (Autonomous)

Department of Management studies  
Maryland Madurai- 625018

STUDENT NAME: - ANBUNANCY.I

REGISTER NUMBER: 2020MBA04

### **DECLARATION**

I hereby declare that the project done under the title “ A study on Customer Satisfaction with special reference to “SIVANESAN M- SAND CRUSHER ” submitted for the award of the Degree of Master of Administration is my original report and the no part of this report have been submitted fully or partially for any other recognition earlier.



ANBUNANCY I

Signature of the candidate.



**“A STUDY ON DRIVING CUSTOMER SATISFACTION THROUGH DIGITAL  
TRANSFORMATION IN SMALL SCALE INDUSTRIES  
(WITH SPECIAL REFERENCE TO SAKTHI RUBBER PRODUCTS)”**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

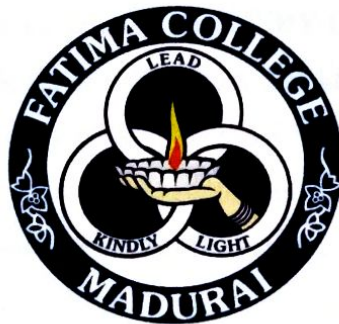
By

**ARCHANA S.K**

**2020MBA05**

Under the guidance of

**Dr. P. SHYAMALA, MBA, M.PHIL, Ph.D, PGDCA, SET, NET.,**

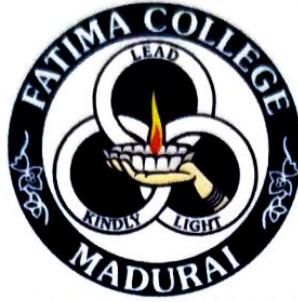


Department of Management Studies

Fatima College (Autonomous)

Madurai – 625018.

**April 2022**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**Certificate**

This is to certify that the project work entitled “**A STUDY ON DRIVING CUSTOMER SATISFACTION THROUGH DIGITAL TRANSFORMATION IN SMALL SCALE INDUSTRIES (WITH SPECIAL REFERENCE TO SAKTHI RUBBER PRODUCTS)**” is a bonafide record of work done by **ARCHANA S.K – 2020MBA05**, submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

**Dr. P. SHYAMALA**

Faculty Guide

**Dr. P. SHYAMALA**

Head of the Department

**Dr. S. RAJU, M.B.A., Ph.D.,**

Director



# **SAKTHI RUBBER PRODUCTS**

Date: 4/4/2022

## **Project Completion Letter**

This is to certify that MS. ARCHANA S.K (REG NO: 2020MBA05) of Master of Business Administration (Batch 2020 – 2022) of “FATIMA COLLEGE (AUTONOMOUS)”, Madurai, has successfully completed her Final year Main project in our company under the title of “A STUDY ON DRIVING CUSTOMER SATISFACTION THROUGH DIGITAL TRANSFORMATION IN SMALL SCALE INDUSTRIES (WITH SPECIAL REFERENCE TO SAKTHI RUBBER PRODUCTS)” from FEBRUARY to APRIL.

During this period, she demonstrated good design skills with a self-motivated attitude to learn new things. Her attendance, conduct and behavior were good. I hereby certify that student's findings are her original work and her work was satisfactory to the best of my Knowledge.

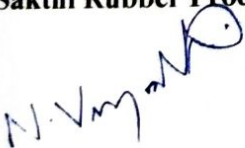
**We wish her all the best for her future endeavors.**

**Regards**

**Veeramani N**

**Founder & CEO**

**Sakthi Rubber Products.**



**SAKTHI RUBBER PRODUCTS**

**MADURAI**

**TAMILNADU**

**9842160845**

**3/371, Sikkandar Chavadi, Podhmbu Post, Madurai – 625 018**

**Email : [sakthirubber16@gmail.com](mailto:sakthirubber16@gmail.com) PH No: 9842160845**

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**ARCHANA S.K**

**2020MBA05**

**DECLARATION**

I hereby declare that the project done under the title “**A STUDY ON DRIVING CUSTOMER SATISFACTION THROUGH DIGITAL TRANSFORMATION IN SMALL SCALE INDUSTRIES (WITH SPECIAL REFERENCE TO SAKTHI RUBBER PRODUCTS)**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*Archana S.K*  
**ARCHANA S.K**

**Signature of the Student.**

A Study on Work Life Balance Among Women Employees in  
Manufacturing Industries with Special Reference to Madura  
Coats, Madurai.

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj  
University

By

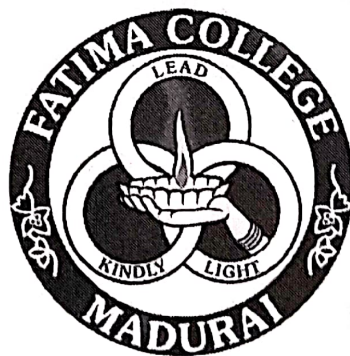
**A. S. Arun Karthiga Devi**

**2020MBA06**

Under the guidance of

**Dr. P. Shyamala, M.B.A., M.Phil., Ph.D., PGDCA**

Associate Professor & Head



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**



Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A Study On Work Life Balance Among Women Employees In Manufacturing Industries With Special Reference To Madura Coats, Madurai.” is a bonafide record of work done by A. S. ARUN KARTHIGA DEVI, 2020MBA06 submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

A handwritten signature in black ink, appearing to be "Shyl", written over the printed name.

Faculty Guide

Dr. P. SHYAMALA

A handwritten signature in black ink, appearing to be "Shyl", written over the printed name.

Head of the Department

Dr. P. SHYAMALA

A handwritten signature in black ink, appearing to be "S. Raju", written over the printed name.

Director

Dr. S. RAJU





# Madura Coats Private Ltd

(Division - Global Thread Supply India)

HR Dept.

09.04.2022

## CERTIFICATE

This is to certify that the following student has completed the Internship Training below in our company

Name of the student : ARUNKARTHIGADEVI A S  
Register Number : 2020MBA06  
Institution : Fatima college  
Madurai  
Course of study : MBA  
Project duration : 01-03-2022 to 09-04-2022  
Department : Human Resource Department  
Project Title : "Internship Training"  
in Madura Coats Pvt Ltd, Madurai.

Her conduct and character during the said period with us were good.

We wish her all success in her future.

For Madura Coats Private Limited,

(ARUN XP)  
Plant HR Manager

---

P.B.No.35, New Jall Road, Madurai - 625016

Tel : 0452- 6633750 ♦ CIN : U18102KA1974PTC047421 ♦ GSTIN: 33AABCM8279K1Z2

Registered Office : —————

Coats India, 7th Floor, Jupiter 2A, Prestige Tech Park, Bangalore - 560 103. Ph : 080 - 41900400

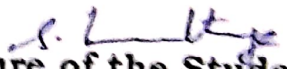
Fatima College (Autonomous)  
Department of Management Studies  
Madurai - 625018.

**Student Name** : A. S. ARUN KARTHIGA DEVI

**Register Number** : 2020MBA06

**Declaration**

I hereby declare that the project done under the title "A Study On Work Life Balance Among Women Employees In Manufacturing Industries With Special Reference To Madura Coats, Madurai." submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student.**

**A Project Report on The Study on Effectiveness of Human Resource  
Management for the Development of Organization**

Submitted in partial fulfillment of the requirement for the award of the degree  
of the Master of Business Administration of Madurai Kamaraj University

By

J. Bavithira

2020MBA07

Under the guidance of

Dr. N. Asha, MBA., M.Com., M.Phil., PhD.,



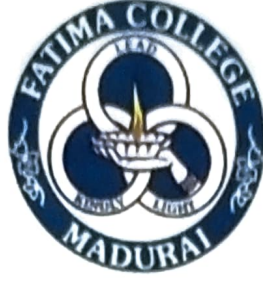
Department of Management Studies

Fatima College (Autonomous)

Madurai – 625018

**April 2022**





Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018

**Certificate**

This is to certify that the project work entitled **“THE STUDY ON EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT FOR THE DEVELOPMENT OF ORGANIZATION WITH SPECIAL REFERENCE TO KIARA HOMES”** is a bonafide record of work done by J. Bavithira, 2020MBA07 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj Universtiy.

Faculty Guide

(Dr. N. Asha )

Head of the Department

(Dr. P. Shyamala)

  
Director

(Dr. S. Raju)

Fatima College ( Autonomous )

Department of Management Studies

Madurai – 625018

J. Bavithira

2020MBA07

### **Declaration**

I hereby declare that the project done under the title “THE STUDY ON EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT FOR THE DEVELOPMENT OF ORGANIZATION WITH SPECIAL REFERENCE TO KIARA HOMES” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student**

(J. Bavithira)

# KIARA

TO WHOMSOEVER IT MAY CONCERN

**Sub: Main project Completion Letter**

We are glad to inform you that **J. Bavithira (2020MBA07)** from Fatima College has successfully completed her Live Project in Kiara Homes, Madurai from February 2022 to April 2022.

During this tenure with us, we found J. Bavithira, sincere and result oriented.

We wish Ms. J. Bavithira, All the best for her future endeavors.

Warm Regards



Shadab Hussain

(For Kiara Homes)



**A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS QUALITY  
OF WORK LIFE WITH SPECIAL REFERENCE TO  
BISMI GARMENTS**

Submitted in Partial fulfillment of the Requirements for the Award of the Degree of Master  
of Business Administration of Madurai Kamaraj University

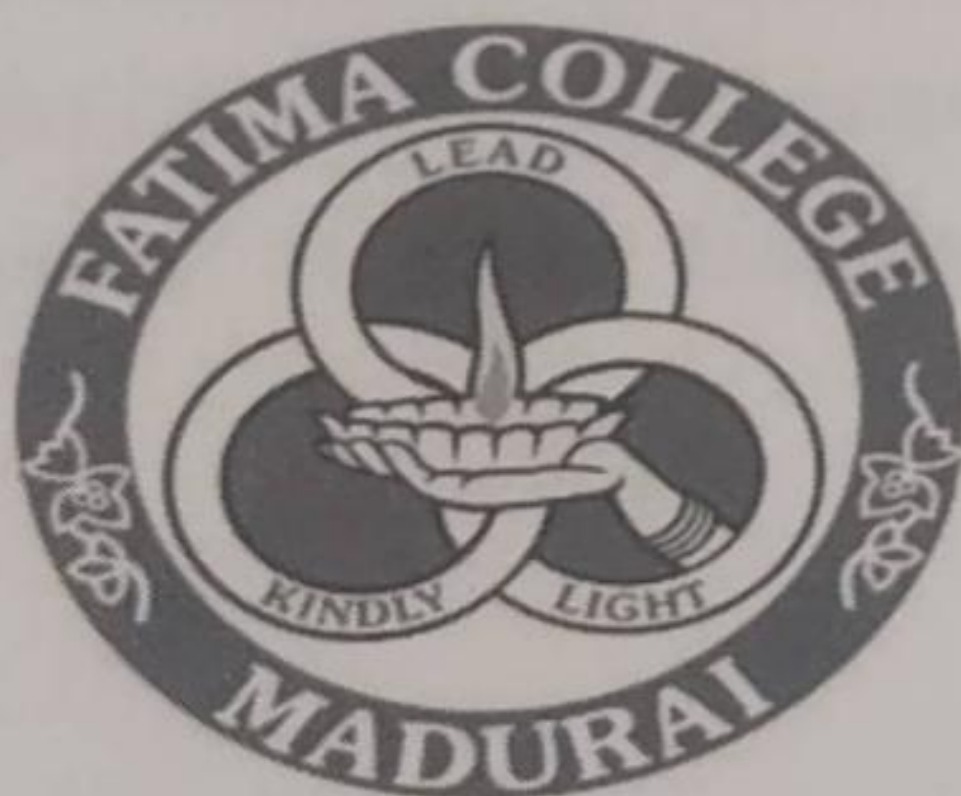
**By**

**C. BHAVANI**

**2020MBA08**

**UNDER THE GUIDANCE OF**

**Dr. N.ASHA, MBA,M.COM,M.PHIL,PH.D**



Department of Management Studies

Fatima College (Autonomous)

Madurai - 625 018

April 2022





**FATIMA COLLEGE (AUTONOMOUS)**

Department of Management Studies

**MADURAI-625018**

**CERTIFICATE**

This is to certify that the Project Work entitled A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO Bismi Garments Madurai is a bonafide record of the work done by C. BHAVANI (2020MBA08) Submitted in Partial Fulfillment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.N.ASHA)

Head of the Department

(Dr.P.SHYAMALA)

Director

(Dr.S.RAJU)

**Fatima College (Autonomous)**

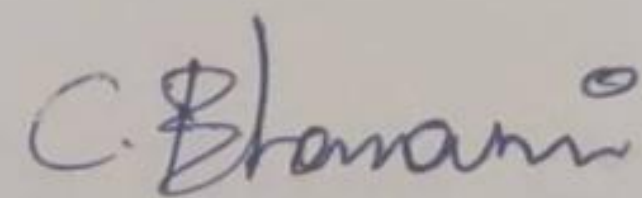
**Department of Management Studies**

**Madurai - 625018.**

**C.BHAVANI**  
**2020MBA08**

**DECLARATION**

I hereby declare that the Project done under the title A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO BISMI GARMENTS submitted for the award of the degree of master of Business administrative is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



Signature of the student

( C.BHAVANI )



## *BISMI GARMENTS*

---

DATE: 07.04.2022

TO WHOM SO EVER IT MAY CONCERN

**RESPECTED SIR/ MADAM;**

*This is to certify that Miss. C.BHAVANI (2020 MBA08) Student of second MBA Fatima College, Madurai to has undergone her project in our company from March to April*

*During this period, her attendance, conduct and behavior were good we wishing her All the best*

*Thanking you*

**For Bismi Garments**

*P. P. Jay*  
Authorized Signatory  
*Proprietor*



**A STUDY ON PATIENT SATISFACTION TOWARDS HEALTH INSURANCE  
( WITH SPECIAL REFERENCE TO MOHAN'S MEDICITY HOSPITAL  
MADURAI)**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

By

DEVI BALAJI

2020MBA09

Under the guidance of

Dr.N.ASHA MBA, M.COM, M.PHIL, Ph.D.



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

April 2022




Fatima College (Autonomous)


Department of Management Studies


Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “ A STUDY ON PATIENT SATISFACTION TOWARDS HEALTH INSURANCE (WITH SPECIAL REFERENCE TO MOHAN’S MEDICITY HOSPITAL MADURAI)” is a bonafide record of work done by (Name), (Reg. No.) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
(Dr.N.ASHA)

  
Head of the Department  
(Dr.P.SHYAMALA )

  
Director  
(Dr.S.RAJU)



Major Head and Neck Surgery  
or Gynaec and Pelvic Surgery  
Plastic Surgery (Radical, Conservative and Onco Plasty)  
Laparoscopic Surgeries  
Upper GI and Colorectal Surgery  
Conservative Limb Surgery

- \* Ultra Modern Mammography with Needle Biopsy
- \* Ultrasound and Guided Biopsies
- \* Upper GI Endoscopy, 300 MA X-Ray, C-Arm
- \* 24 Hours Computerized Lab with Tumour Markers
- \* Cancer Screening Programmes
- \* On-line support / 24Hrs.

- \* Tumour Board / Pain Clinic
- \* Quick Insurance Claims
- \* Onco ICU
- \* Day care chemo
- \* IMA- Clinical Oncology Training Centre for Doctors

Chairman &  
Senior Consultant Oncologist  
**B.K.C. Mohan Prasad,**  
MS., MNAMS., M.Ch.(Onco), FAIS.,  
FAGE, FICA.,

**Dr. Bala Prasad, MBBS., DA., MD.,**

Consultant Oncologist  
**Dr. Satishkumar,**  
M.S., M.Ch.(Onco), MRCS., (U.K)  
FMIS.,

Int Radiation Oncologist  
**Dr. Mahalakshmi Prasad,**  
MD(RT).,

Int Surgeon  
**Dr. Jagadish Singh,**  
MS., M.Ch.(Onco), MRCS., FIALS.,

Int Obstetrician &  
Gynaecologist  
**Dr. Jeyanthi Prasad,**  
MS(O&G), DNB(OG), FMIS.,

Consultation  
**Dr. Dhauna Prasad,**  
MBBS., A.B.(Int. Medicine-USA)

Int Anaesthesiologist &  
Intensivist  
**Dr. Anesh Prabhu, MD., DA.,**

Int Medical Oncologist  
**Dr. Muthukumarasamy,**  
MD., DM(Onco).,

Int Neurologist  
**Dr. Jayakumar,**  
MD., DCH., DM(Neuro).,

Int Cardiologist  
**Dr. Murugan, MD., DM(Cardio).,**

ICU Support  
**Dr. Deep Sudharsan, MS.(USA)**

Executive Officer  
**Dr. Hari Lakshmanan, B.C.A.,**

**Mohan's Medicity Hospital**  
could love your feedback



Review us on  
Google  
/g.page/mohansmedicity/review

## HOSPITAL ADMINISTRATION TRAINING CERTIFICATE

This is to certify that Miss. DEVI BALAJI / Female, II Year  
MBA, Fathima College, Madurai, took Internship Training in  
Hospital Administration with Mohan's Medicity Hospital, K.K.  
Nagar, Madurai from 16.02.2022 to 06.04.2022.

During this period she was given training in the administration  
of house keeping, lab maintenance, pharmacy maintenance,  
operation theatre maintenance, accounts maintenance and overall  
infrastructure management like life, generator, hospital building,  
etc., During the period of training she was very sincere and  
showed extreme eagerness to learn things. Her conduct and  
character were good during the training period. I wish her all  
success in life.

Madurai.  
06.04.2022



**Prof. Dr. B.K.C. Mohan Prasad**  
MS., MNAMS., M.Ch.(Onco)., FICS., FAGE., FICA.,  
Senior Consultant Oncologist-Reg.No.80268  
Mohan's Medicity Hospital  
No.11-A, Vinayaga Nagar, K.K.Nagar

11-A, Vinayaga Nagar, Opp. District Court, K.K. Nagar, Madurai-625 020  
Phone : 2521911, 2522727 e-mail: mohansmedicityhospital@gmail.com

Web: www.mohansmedicityhospital.com

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**DEVI BALAJI**

**2020MBA09**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON PATIENT SATISFACTION TOWARDS HEALTH INSURANCE (WITH SPECIAL REFERENCE TO MOHAN’S MEDICITY HOSPITAL MADURAI)” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*J. Devi Balaji*

**Signature of the Student.**



# **"A STUDY ON CUSTOMER SATISFACTION ON TOWARDS THE USAGE OF OPPO MOBILES IN CHENNAI"**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

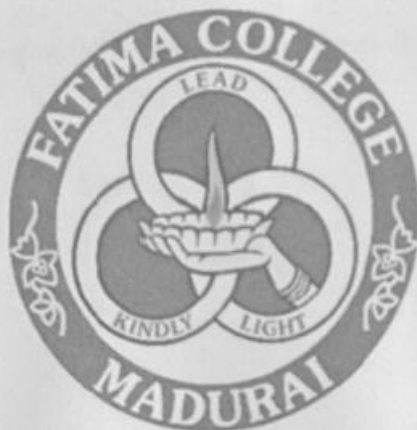
By

**B FATHU MUTHU BENAZIR**

**2020MBA10**

Under the guidance of

**Dr. N. ASHA, MBA, M.Phil., M.Com, Ph.D,**



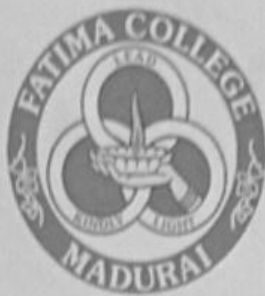
**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai - 625 018.**

**APRIL 2022**





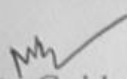
**FATIMA COLLEGE (Autonomous)**

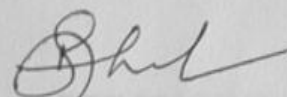
**Department of Management Studies**


**Madurai – 625 018.**

## **CERTIFICATE**

This is to certify that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION ON OPPO MOBILE**” is a bonafide record of work done by **B FATHU MUTHU BENAZIR, 2020MBA10** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University

  
Faculty Guide  
**Dr. N. ASHA**

  
Head of the Department  
**Dr.P.SHYAMALA**

  
Director  
**Dr.S.RAJU**

2<sup>nd</sup> Main Road,

Nehru Nagar,

Chennai – 600 0041.

Bromobile.tpl@gmail.com

oppo

Date : 18.4.2022

TO WHOM SO EVER MAY CONCERN

This is to certify that **FATHU MUTHU BENAZIR B**  
(Reg. No. 2020MBA) doing MBA in **FATIMA COLLEGE (Autonomous)**,  
Madurai. She has done Project work "**A Study on Customer Satisfaction on**  
**towards the usage of Oppo Mobiles in Chennai**" from 16 February to April  
17 during the period her attendance and attitude were found good.

We wish her all success in her future endeavour.



BRO MOBILE

*Imran* *B. Am*

General Manger

Fatima College (Autonomous)

Department of Management

Studies Madurai – 625018.

B FATHU MUTHU BENAZIR

2020MBA10

### DECLARATION

I hereby declare that the project done under the title “A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF OPPO MOBILE IN CHENNAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

Signature of the student

B. Fathu Muthu Benazir

B FATHU MUTHU BENAZIR

**An Analytical Study On Consumer Behavior Towards The Application Of Varied  
Digital Marketing Strategies With Special Reference To Samko Health Care,  
Kanyakumari.**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

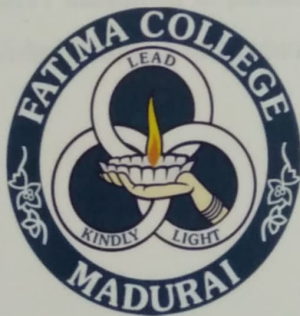
By

Gebroly R G

2020MBA11

Under the guidance of

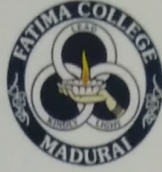
Dr. N. Asha, M.B.A., M.Phil., NET, SET, CBCPS, Ph.D., M.Com.



Department of Management Studies  
Fatima College (Autonomous)  
Madurai – 625 018.

**April 2022**





Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**An Analytical Study On Consumer Behavior Towards The Application Of Varied Digital Marketing Strategies With Special Reference To Samko Health Care, Kanyakumari**” is a bonafide record of work done by Gebroly R G – 2020MBA11 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

A handwritten signature in blue ink, appearing to be "N.A.", written over the printed name.

Faculty Guide  
Dr. N. ASHA

A handwritten signature in blue ink, appearing to be "Shy", written over the printed name.

Head of the Department  
Dr. P. SHYAMALA

A handwritten signature in black ink, appearing to be "S. Raju", written over the printed name.

Director  
Dr. S. RAJU

Date: 06.04.2022

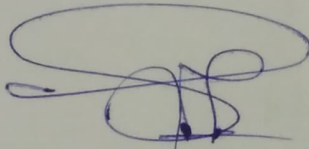
**TOWHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. GEBROLY R G (Reg.No: 2020MBA11)** student of Fatima College (Autonomous), Madurai has successfully done a MBA project on **“AN ANALYTICAL STUDY ON CONSUMER BEHAVIOUR TOWARDS THE APPLICATION OF VARIED DIGITAL MARKETING STRATEGIES WITH SPECIAL REFERENCE TO SAMKO HEALTH CARE, KANYAKUMARI”** from 16<sup>th</sup> February to 6<sup>th</sup> April 2022. During that period her attendance and attitude were found good. We wish her success in all her future endeavors.

Thanking you

With Regards

**Samko Health Care**



General Manager

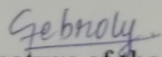
## ABSTRACT

Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**Gebroly R G**  
**2020MBA11**

### Declaration

I hereby declare that the project done under the title “**An Analytical Study On Consumer Behavior Towards The Application Of Varied Digital Marketing Strategies With Special Reference To Samko Health Care, Kanyakumari**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
Signature of the student  
(GEBROLY R G)



**A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES  
WITH SPECIAL REFERENCE TO  
WAYCOOL FOODS & PRODUCTS PVT LTD, COIMBATORE.**

Submitted in Partial fulfilment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

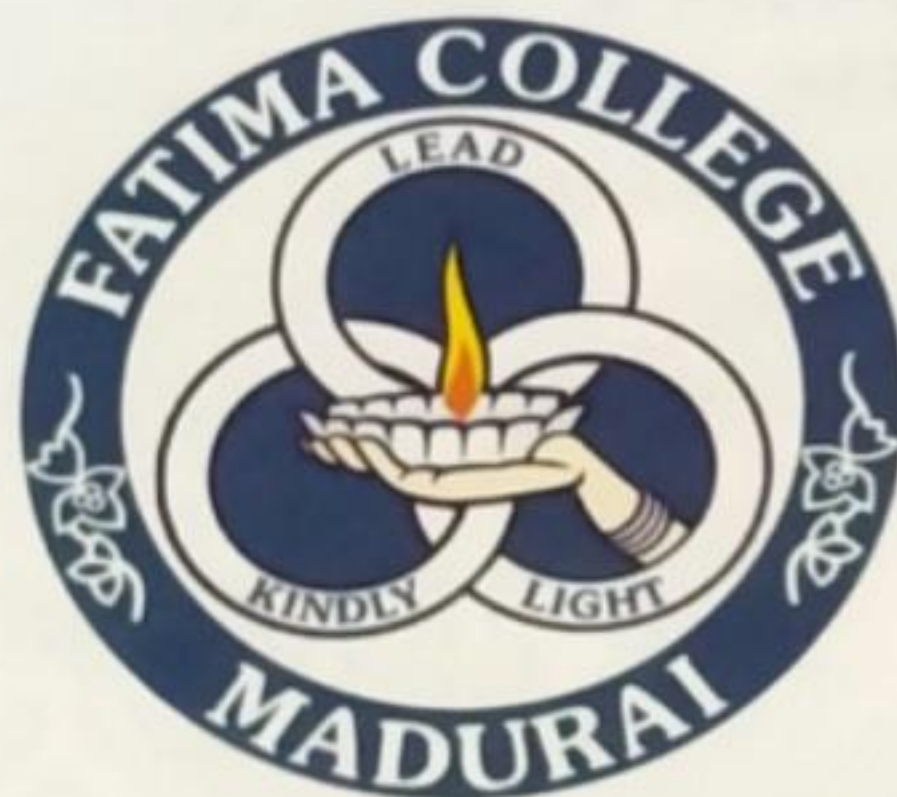
**Submitted By**

S. Gowri kaviya

2020MBA12

**Under the Guidance of**

Dr. N.Asha,MBA.,M.Com.,M.Phil.,Ph.D.,NET,SET,CBCPS.,



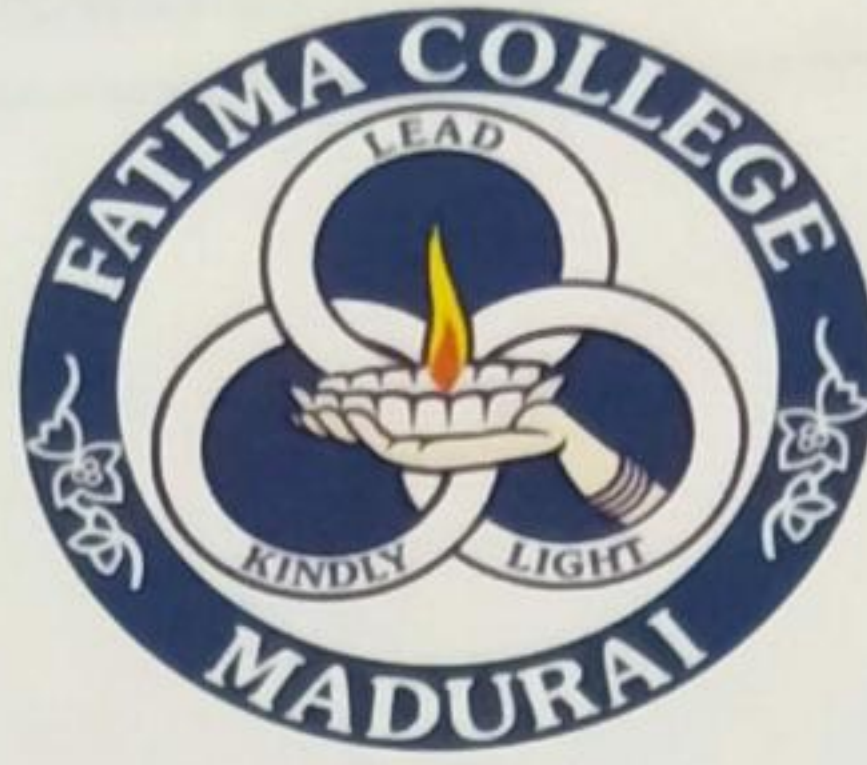
Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**



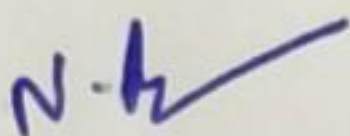


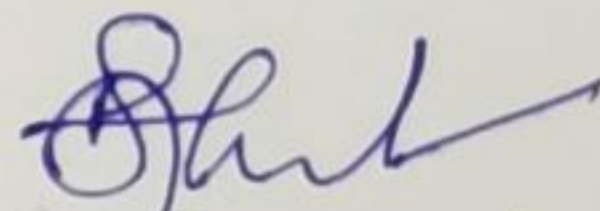
Fatima College (Autonomous)  
Department of Management Studies


Madurai- 625 018.

**Certificate**

This is to certify that the project Work entitled **“A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO WAYCOOL FOODS & PRODUCTS PVT LTD”** is a bonafide record of work done by S. Gowri kaviya , 2020MBA12 Submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
Dr.N.Asha

  
Head of the Department  
Dr.P.Shyamala

  
Director  
Dr.S.Raju





# waycool

FOODS AND PRODUCTS PVT LTD

GSTIN:33AABCW6671K1Z0

Date:5/04/2022

Head of the department,  
Fatima college,  
Madurai.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.S.Gowri kaviya(2020MBA12) final year student of Master of Business Administration,Fatima college,Madurai, has undergone project in our organization from 16/02/2022 to 05/04/2022.

Thanking you

*K. Kalig*



97/2, Kulathur Road, Venkitapuram, Chinniyampalayam, Neelambur, Coimbatore Tamil Nadu 641062

52399TN2015PTC101215 Email: info@waycool.in phone:9843256232

Fatima College (Autonomous)

Department of Management Studies

Madurai-625 018.

S.Gowri kaviya

2020MBA12

#### Declaration

I hereby declare that the project done under the title " **A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO WAYCOOL FOODS & PRODUCTS PVT LTD**" Submitted for the award of the Degree of Master of Business Administration is my Original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

S. Gowri Kaviya

Signature of the Student

S. Gowri kaviya



**A STUDY ON EXPORT PROCESS AND DOCUMENTATION ON VEE  
FISHNETS MANUFACTURED AND EXPORTER OF FISHNETS,  
ANANTHANADARKUDY, KANIYAKUMARI DISTRICT.**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

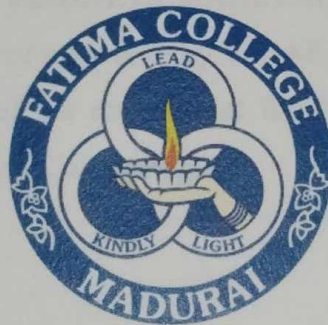
By

V. HARSHINI TONITTA

(2020MBA13)

Under the guidance of

Dr. L. MEENA



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**





Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**EXPORT PROCESS AND DOCUMENTATION ON VEE FISHNETS MANUFACTURED AND EXPORTER OF FISHNETS**” is a bonafide record of work done by **V. HARSHINI TONITTA (2020MBA13)** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide  
Dr. L. MEENA

Head of the Department  
Dr. P. SHYAMALA

Director  
Dr. S. RAJU



# VEE FISHNETS

(Manufacturer & Exporter Of Fishnets)

Date: 07.04.2022

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **HARSHINI TONITTA V**, Reg.No:2020MBA13 an 2<sup>nd</sup> year MBA student of Fatima College (Autonomous), Madurai has undergone Internship Project work in our company VEE FISHNETS, Nagercoil during the period of February 2022 to April 2022. We found she is good worker during the time.

WISHING THE CANDIATE ALL SUCCESS IN HER ENDEAVOR

Yours Faithfully,



For VEE FISHNETS

*S. Jeon*  
Partner

Fatima College (Autonomous)

Department of Management Studies

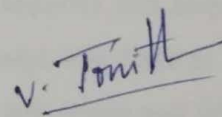
Madurai – 625018.

**V. HARSHINI TONITTA**

**(2020MBA13)**

**Declaration**

I hereby declare that the project done under the title **“EXPORT PROCESS AND DOCUMENTATION ON VEE FISHNETS MANUFACTURED AND EXPORTER OF FISHNETS”** submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**V. HARSHINI TONITTA**

Signature of the Student.

# **A STUDY ON EMPLOYEE RETENTION STRATEGIES WITH SPECIAL REFERENCE TO BHAGATSINGH FURNITURE INDUSTRIES MADURAI.**

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj  
University

By

**K.M. HASIR JUNAITHA**

**2020MBA14**

Under the guidance of

**Dr. L. MEENA**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**





Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

This is to certify that the project work entitled **A STUDY ON EMPLOYEE RETENTION STRATEGIES WITH SPECIAL REFERENCE TO BHAGATSINGH FURNITURE INDUSTRIES MADURAI** is a bonafide record of work done by **K.M. HASIR JUNAITHA 2020MBA14** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide  
**Dr. L. MEENA**

Head of the Department  
**Dr. P. SHYAMALA**

Director  
**Dr. S. RAJU**

Date : 06.04.2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms Hasir junaitha K.M (2020MBA14) from Fatima college, Madurai has undergone her main project on "EMPLOYEE RETENTION STRATEGIES" from February 2022 to April 2022 in our company

During her project with us we found her to be punctual and enthusiastic to learn and gain knowledge

We wish her all the best in her future endeavours.

For Bhagatsingh computer furniture

For BHAGATHSINGH COMPUTER FURNITURE

*Bhagatsingh T E*  
Proprietor

Bhagatsingh T E

Proprietor



Fatima College (Autonomous)

Department of Management Studies


Madurai – 625018.

K.M. HASIR JUNAITHA

2020MBA14

**Declaration**

I hereby declare that the project done under the title A STUDY ON EMPLOYEE RETENTION STRATEGIES WITH SPECIAL REFERENCE TO BHAGATSINGH FURNITURE INDUSTRIES MADURAI submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student.**

K.M. HASIR JUNAITHA

**A STUDY ON EMPLOYEE RETENTION WITH SPECIAL  
REFERENCE TO MEGALA TYRES**

Submitted in partial fulfillment of the requirement for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

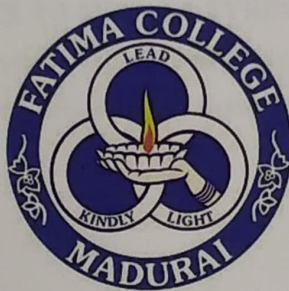
By

M.ILAKKIYA

(2020MBA15)

Under the guidance of

Dr. L. MEENA



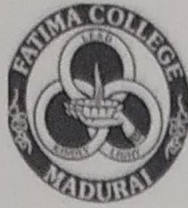
Department of Management Studies

Fatima College (Autonomous)

Madurai - 625 018.

**April 2022**





Fatima College (Autonomous)  
Department of Management Studies  
Madurai - 625 018.

**Certificate**

This is to certify that the project work entitled “**STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO MEGALA TYRES**” is a bonafide record of work done by **M.ILAKKIYA (2020MBA15)** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide  
Dr. L. MEENA

Head of the Department  
Dr. P. SHYAMALA

Director  
Dr. S. RAJU

# MEGALA TYRES



GST No.: 33AFOPN7888J1ZK

D5, Ground Floor, 1/197, Veil Complex,  
Rameswaram Main Road,  
VIRAGANOOOR - MADURAI  
Cell : 99449 64539, 97863 07378

Date .....

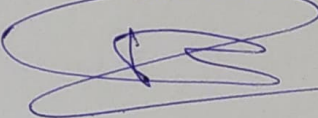
## TO WHOM IT MAY CONCERN

This is to certify that Ms. ILAKKIYA M, Regno:2020MBA15 an 2<sup>nd</sup> year MBA student of Fatima college(Autonomous), Madurai has undergone internship project work in our company MEGALA TYRES , Madurai during the period of February 2022 to April 2022. We found she is good worker during the time.

WISHING THE CANDIDATE ALL SUCCESS IN HER ENDEAVOR

Yours Faithfully

**For MEGALA TYRES**

  
Proprietor

# **DECLARATION**

Fatima College (Autonomous)

Department of Management Studies

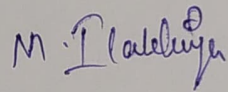
Madurai – 625018.

**M.ILAKKIYA**

**(2020MBA15)**

## **Declaration**

I hereby declare that the project done under the title “**STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO MEGALA TYRES**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**M.ILAKKIYA**

Signature of the Student.



**A STUDY ON EFFECTIVENESS OF ONLINE BOOKING WITH SPECIAL  
REFERENCE TO JC RESIDENCY, MADURAI.**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

**A.A.INDHU  
(2020MBA16)**

Under the guidance of

**Dr. L. MEENA**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**



## CERTIFICATE:



Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

### Certificate

This is to certify that the project work entitled “**A STUDY ON EFFECTIVENESS OF ONLINE BOOKING WITH SPECIAL REFERENCE TO JC RESIDENCY**” is a bonafide record of work done by **A.A.INDHU (2020MBA16)** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide  
**Dr. L. MEENA**

Head of the Department  
**Dr. P. SHYAMALA**

Director  
**Dr. S. RAJU**



#14, Lady Doak College Road, Madurai - 2, TamilNadu, India.

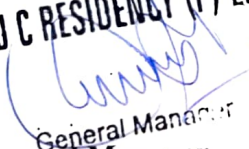
T: +91 (0452) 4200399 M: +91 7373737301, 02, 03. F: +91 (0452) 2531355 E: madurai@jcredidency.com

### **PROJECT COMPLETION CERTIFICATE**

This is to certify Ms. **A.A.INDHU(2020MBA16)**, student of II year MBA, Fatima college, has undergone the project at **JC Residency** from the month of February 2022 to April 2022. During this period her attendance, conduct and behavior were good.

We wish all the success for his future endeavors.

**For JC Residency Pvt Ltd**

**For J C RESIDENCY (P) LTD.**  
  
**General Manager**

## **DECLARATION**

Fatima College (Autonomous)

Department of Management Studies

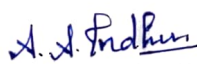
Madurai – 625018.

**A.A. INDHU**

**(2020MBA16)**

### **Declaration**

I hereby declare that the project done under the title “**A STUDY ON EFFECTIVENESS OF ONLINE BOOKING WITH SPECIAL REFERENCE TO ONLINE BOOKING**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student.**

A.A.INDHU

**“A STUDY ON EMPLOYEE JOB SATISFICATION IN SUN PRESSING  
PRIVATE LIMITED”,MADURAI.**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

S.INDU PREETHA

(2020MBA17)

Under the guidance of

Dr. L. MEENA



Department of Management Studies

Fatima College (Autonomous)

Madurai - 625 018.

**April 2022**





Fatima College (Autonomous)  
Department of Management Studies  
Madurai - 625 018.

**Certificate**

This is to certify that the project work entitled "A STUDY ON EMPLOYEE JOB SATISFICATION IN SUN PRESSING PRIVATE LIMITED",MADURAI.  
is a bonafide record of work done by S.INDU PREETHA (2020MBA17)submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

A handwritten signature in blue ink, appearing to read "Meena".

Faculty Guide  
Dr. L. MEENA

A handwritten signature in blue ink, appearing to read "Shyl".

Head of the Department  
Dr. P. SHYAMALA

A handwritten signature in black ink, appearing to read "Raju".

Director  
Dr. S. RAJU



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F 2 & 3, Sidco Industrial Estate, K. Pudur,

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Phone : 0452 - 2566893, 4394455, 80125 13001

Web : [www.sunpressing.com](http://www.sunpressing.com)

E-mail : [nippon@sunpressing.com](mailto:nippon@sunpressing.com)

08.04.2022

### CERTIFICATE

This is to certify that **Ms. S. INDU PREETHA (Registration number 2020MBA17)** MBA (HR) Final year a student of **FATIMA COLLEGE (AUTONOMOUS)** for women's college Madurai has successfully completed a project work between 16.02.2022 to 07.04.2022 entitled **"PROJECT WORK"** at **Sun Pressing (P) Ltd, Madurai.**

Thanking You,

Yours Truly,

For SUN PRESSING (P) LTD,

Executive Director



## **DECLARATION**

Fatima College (Autonomous)

Department of Management Studies

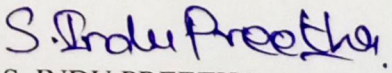
Madurai – 625018.

**S. INDU PREETHA**

**( 2020MBA17)**

### **Declaration**

I hereby declare that the project done under the title “A STUDY ON EMPLOYEE JOB SATISFICATION IN SUN PRESSING PRIVATE LIMITED”,MADURAI. submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
S. INDU PREETHA

Signature of the Student.

**“A STUDY ON EMPLOYEE SATISFACTION TOWARDS  
RECRUITMENT AND SELECTION PROCESS IN SENBAGAM  
TEXTILE AND SPINNER”**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

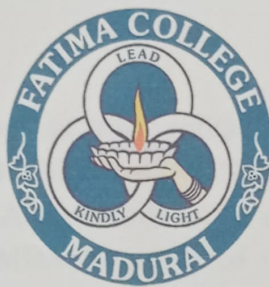
By

ISHWARYA S

2020MBA18

Under the guidance of

**DR L MEENA**



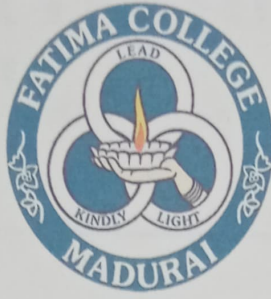
Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**





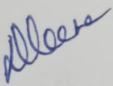
Fatima College (Autonomous)

Department of Management Studies

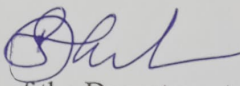
Madurai – 625 018.

### Certificate

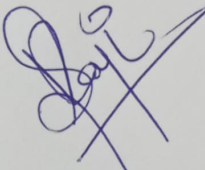
This is to certify that the project work entitled “A STUDY ON EMPLOYEE SATISFACTION TOWARDS RECRUITMENT AND SELECTION PROCESS IN SENBAGAM TEXTILE AND SPINNER” is a bonafide record of work done by S ISHWARYA, 2020MBA18 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr.L.Meena

  
Head of the Department

Dr.P.Shyamala

  
Director

Dr.S.Raju

# SENBAGAM TEXTILES AND SPINNERS

B4/4, SIDCO INDUSTRIAL ESTATE

KAPPALUR, MADURAI - 625 008

GSTIN : 33ABDFS3891F1Z5

Ph : 0452-2489216, 2489316

CELL : 93677 23998 , 99949 06216

Fax : 0421 - 2224520

E.mail : Spinning@senbagamtextiles.com

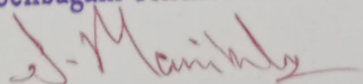
*Date :*

## CERTIFICATE OF PROJECT

This is to certify that ISHWARYA.S (2020MBA 18) , The student of FATIMA COLLEGE ( AUTONOMUS ) MADURAI , under the department of HUMEN RESOURCES has undergone her final year project in our Organization From 17.02.2022 to 07.04.2022 . During the project period her performance was satisfactory

We are happy with her Co-operation and enthusiastic performance during this period . We wish her the very best for a bright and sucessfull future carreer.

For Senbagam Textiles and Spinner



Authorized Signature

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

Ishwarya S

2020MBA18

**Declaration**

I hereby declare that the project done under the “A STUDY ON EMPLOYEE SATISFACTION TOWARDS RECRUITMENT AND SELECTION PROCESS IN SENBAGAM TEXTILE AND SPINNER” for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*S. Ishwarya S.*

ISHWARYA S

**Signature of the Student.**

**A STUDY ON 360 DEGREE PERFORMANCE APPRAISAL AT  
THENI ANANTHAM SILKS AND READYMADES PRIVATE  
LTD MADURAI.**

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj  
University

**By**

**V.ISWARIYALAKSHMI**

**2020MBA19**

**Under the guidance of**

**Dr. M. NAGARENITHA**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**





Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**A STUDY ON 360 DEGREE PERFORMANCE APPRAISAL AT THENI ANANTHAM SILKS AND READYMADES MADURAI**” is a bonafide record of work done by Iswariyalakshmi.V, (2020MBA19) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*

Faculty Guide

Dr. M. NAGARENITHA

*Dr. P. Shyamala*

Head of the Department

Dr. P. SHYAMALA

*Dr. S. Raju*

Director

Dr. S. RAJU



19, Thiruvengadapuram,  
Goripalayam Junction, MADURAI-625 002.  
Ph: 0452-2888 288

Date :

**TO WHOM IT MAY CONCERN**

This letter is to certify that **Ms.V.Iswariyalakshmi (2020MBA19)** has successfully completed her internship training in Theni Anantham Silks and Readymades Private Limited, Madurai. Her internship tenure was from 16th February 2022 to 07th April 2022. She was working with HR Department and she was actively & diligently involved in the projects and tasks assigned to her.

During the internship training, we found her punctual and hardworking person. Her learning powers are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly. Moreover, her interpersonal and communication skills are brilliant.

We wish her a bright future.

**For THENI ANANTHAM SILKS AND  
READYMADES (P) LTD,**

*V. P. [Signature]* 07/04/2022

**Authorised Signature**

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**Student Name : V.ISWARIYALAKSHMI.**

**Register Number : 2020MBA19**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON 360 DEGREE PERFORMANCE APPRAISAL AT THENI ANANTHAM SILKS AND READYMADES MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*V. Iswariyalakshmi*

**Signature of the Student**

**V.ISWARIYALAKSHMI**

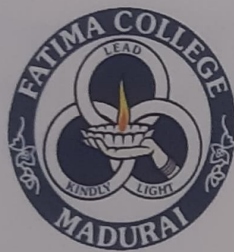
**A Study on Brand Promotion in Accura System**

**Submitted in partial fulfillment of the requirement for the award of  
the degree of Master of Business Administration of Madurai Kamaraj  
University**

**BY  
Y.JEEVITHA  
Reg.No (2020MBA20)**

**Under the  
Guidance**

**Dr.M.Nagarenitha**



**DEPARTMENT OF MANAGEMENT STUDIES**

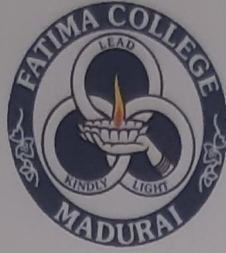
**Fatima College(AUTONOMOUS)**

**Mary land,**

**Madurai-625018**

**APRIL-2022**





**Fatima College (AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Mary Land,**

**Madurai-625018**

**BONAFIDE CERTIFICATE**

This is to certify that "A STUDY ON BRAND PROMOTION IN ACCURA SYSTEMS", is a bonafide record of work done by Y.Jeevitha Reg.No(2020MBA20) Submitted in Partial fulfillment of the requirement forth Degree of Master of Business Administration, 2020-2022.

*M. Nagarenitha*  
Faculty Guide

Dr. M. Nagarenitha

*[Signature]*  
Head of the Department

Dr .P. Shyamala

*[Signature]*  
Director  
Dr.S .Raju

Fatima College (AUTONOMOUS)

Department of Management Studies

Mary Land, Madurai-625018

Y. Jeevitha

( Reg.No:2020MBA20)

### DECLARATION

I hereby declare that the Live Project on "A STUDY ON BRAND PROMOTION IN ACCURA SYSTEM" Submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

Signature

(Y. Jeevitha)

Date: 07-04-2022

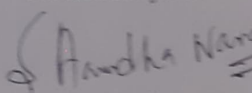
TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Miss. Y. JEEVITHA, (Reg. No: 2020MBA20), doing final year MBA student of Fatima College, Madurai has successfully completed the Project work on "A study on Brand Promotion in Accura System" in our Esteemed Company for the period from 02/02/2022 to 07/04/2022.

During the training period her conduct and character was very good.

With Best Wishes

For Accura System

  
S. Anandha Narayanan  
Authorized Signature



**ACCURA SYSTEM**  
(SERVICE, SOFTWARE & NETWORKING)  
18, 2nd Floor, 37, North Veli Street,  
Madurai - 625001.  
Tele / Fax : 0452-4383027.  
Mob : 91-8190858106  
Website: <http://www.accurasoft.com/>

**“A STUDY ON MARKETING STRATEGIES OF MRF RAMYA TYRES, MADURAI”**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

By

**JERUSHAH OSCAR**

**2020MBA21**

Under the guidance of

**Dr.M.NAGARENITHA**



Department of Management Studies

Fatima College (Autonomous)

Madurai– 625018.

April 2022





Fatima College (Autonomous),  
Department of Management Studies,  
Madurai- 625018.

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON MARKETING STRATEGIES OF MRF RAMYA TYRES, MADURAI" is a bonafide record of work done by JERUSHAH OSCAR, 2020MBA21 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*  
Faculty Guide

(Dr.M.Nagarenitha)

*[Signature]*  
Director

(Dr.S.Raju)

*[Signature]*  
Head of the Department  
(Dr.P.Shyamala)

# RAMYA TYRES

11/1, Chokkalinga Nagar,  
Palamedu Main Road,  
Koodal Nagar, Near City Union Bank,  
Madurai - 625 018.  
Mobile : 70108 75028, 93451 94267.  
E-Mail : ramyatyres@gmail.com  
GST No. 33GYCPK9115A1ZT

**=MRF TYRES=** E X C L U S I V E D E A L E R

This is to certify that JERUSHAH OSCAR (2020MBA21) student of Fatima College of Management Studies, Madurai has successfully completed her project in **MRF RAMYA TYRES, MADURAI** from 16.02.2022 to 07.04.2022.

During this period, we have noticed her showing interest on the given assignment and hardworking. We wish her all the best.

Thank you



For RAMYA TYRES

Authorised Signatory



Fatima college (Autonomous),  
Department of Management studies,  
Madurai- 625018.

**JERUSHAH OSCAR**

**2020MBA21**

**DECLARATION**

I hereby declare that the project done under the title "A STUDY ON MARKETING STRATEGIES OF MRF RAMYA TYRES, MADURAI" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



Signature of the student

(Jerushah Oscar)



**A STUDY ON PERFORMANCE APPRAISAL IN NATRAJ  
OIL MILL PVT LTD, MADURAI**

Submitted in partial fulfillment of the requirement

for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

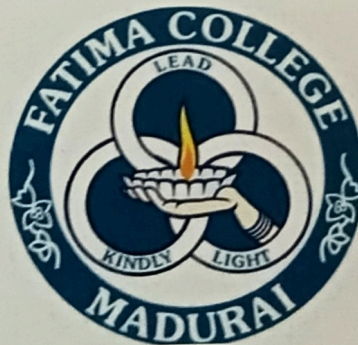
**BY**

**J.JESI LUDY**

**2020MBA22**

Under the guidance of

**Dr.M.Nagarenitha, M.B.A., M.Phil., Ph.D., NET., SET.**



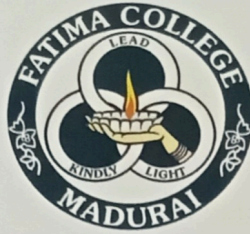
**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**Madurai – 625-018**

**APRIL – 2022**





**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625 018.**

**BONAFIED CERTIFICATE**

This is to certify that the project work entitled **“A STUDY ON PERFORMANCE APPRAISAL IN NATRAJ OIL MILL PVT LTD, MADURAI”** is a bonafide record of work done by **J.JESI LUDY (2020MBA22)** Submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

**FACULTY GUIDE**

**Dr.M.NAGARENITHA**

**HEAD OF THE DEPARTMENT**

**Dr.P.SHYAMALA**

**DIRECTOR**

**Dr.S.RAJU**





# NATARAJ

OIL MILLS PRIVATE LIMITED

DATE :7.4.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. JESI LUDY. J ( Roll Number 2020MBA22 ) Pursuing 2<sup>nd</sup> MBA  
At Fatima College(Autonomous)Madurai , Has Undergone STUDY ON PERFORMANCE  
APPRAISAL WITH REFERENCE TO NATARAJ OIL MILLS Pvt LIMITED MADURAI  
February 17 To April7 During The Training Period. Her Conduct And Character were Good.

Our Best Wishes For Here Future Endeavour.

*R. Thanabalan*

( R.THANABALAN )

Manager



9087246850



Natarajoilmills94@gmail.com



Uthangudi, Madurai-625107



**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

**Student Name: J.JESI LUDY**

**Register number: 2020MBA22**

### **DECLARATION**

I hereby declare that the project done under the title **“A STUDY ON PERFORMANCE APPRAISAL IN NATRAJ OIL MILL PVT LTD, MADURAI** “submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*J. Jesi Ludy*  
**Signature of the Student**

**A STUDY ON EFFECT OF MOTIVATIONAL TOOLS ON EMPLOYEES  
MORALE WITH SPECIAL REFERENCE  
TO N.S.MUTHIAH & SONS PRIVATE LIMITED,MADURAI**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

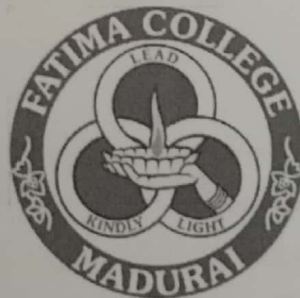
By

S.JEYA KIRUUTHIKA

2020MBA23

Under the guidance of

Dr.M.Nagarenitha



DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Madurai-625018

APRIL-2022





Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

Certificate

This is to certify that the project work entitled “A study on effects of motivational tools on employees morale with special reference to N.S.Muthiah & Sons Private Limited, Madurai” is a bonafide record of work done by S.JEYA KIRUUTHIKA, 2020MBA23 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Naganeritha*  
Faculty Guide

(Dr.M.NAGARENITHA)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr. S. Raju)

Fatima College (Autonomous)  
Department of Management Studies

Madurai – 625018.

S.JEYA KIRUUTHIKA  
Reg No: 2020MBA23

**Declaration**

I hereby declare that the project done under the title “A study on effects of motivational tools on Employees’ Morale with special reference to N.S.MUTHIAH & SONS PRIVATE LIMITED, Madurai” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*S. Jeya Kiruuthika*

Signature of the Student

S.Jeya kiruuthika

Date : .....

Respected Sir/Madam,

This is to certify that Miss. S.Jeya Kiruthika (Reg. No : 2020MBA23) Final year M.B.A, Department of Management Studies, Fatima College (Autonomous) Madurai has successfully completed her project at our company on Production, Marketing, Accounting and HR Practice from March to April.

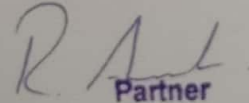
During the project period her conduct and character was exemplary.

We wish all success in her future endeavour.

Thanking You

Your's faithfully

For N. S. Muthiah &amp; Sons

  
Partner

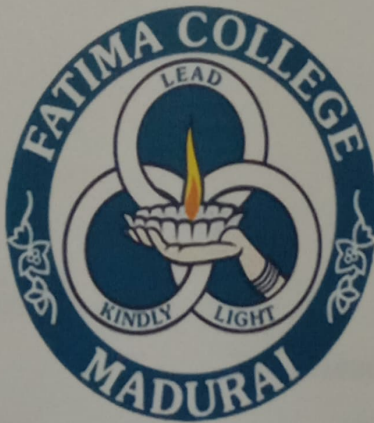


**“A STUDY ON EMPLOYEES JOB SATISFACTION IN  
SRIMAANYA CONSUMER PRODUCTS PRIVATE LIMITED  
MADURAI.”**

**Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration**

**BY  
G.JEYA KOWSALYA  
2020MBA24**

**Under the guidance of  
Dr. M. NAGARENITHA**

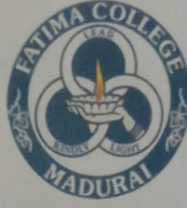


**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS) Mary Land,**

**Madurai-625018.**

**April – 2022**



**Fatima College (AUTONOMOUS)**

**Department of management studies**

**Mary Land, Madurai -625018.**

**BONAFIDE CERTIFICATE**

This is to certify that the Project work entitled “A STUDY ON EMPLOYEES JOB SATISFACTION IN SRIMAANYA CONSUMER PRODUCTS PRIVATE LIMITED MADURAI.” is a bonafide record of work done by G. JEYA KOWSALYA (2020MBA24) submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagameritha*  
Faculty Guide

**Dr. M. NAGARENITHA**

*Shyl*  
Head of the Department

**Dr. P. SHYAMALA**

*Dr. S. Raju*

**Director**

**Dr. S. RAJU**

**SRIMAANYA CONSUMER PRODUCTS PRIVATE LIMITED**

**1.04.2022**

Date :

To

**Ms. G. JEYA KOWSALYA**

**2020MBA24, Master of Business Administration,**

**Fatima College,**

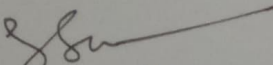
**Madurai.**

**CERTIFICATE**

This is to certify that **Ms. G. JEYA KOWSALYA (2020MBA24)**,  
II year MBA student of Fatima College, Madurai, has undergone  
training in our company from 17.02.2022 to 1.04.2022 she has been  
exposed to training in various departments. During the course of the  
training, she has been found sincere and dedicated.

**We wish all the best for her future endeavours.**

**For SRIMAANYA CONSUMER PRODUCTS  
PRIVATE LIMITED**

  
**Director**

# COMPANY CERTIFICATE

FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

MARY LAND, MADURAI-625018.

G. JEYA KOWSALYA

2020MBA24

## DECLARATION

I hereby declare that the project done under the title "A STUDY ON EMPLOYEES JOB SATISFACTION IN SRIMAANYA CONSUMER PRODUCTS PRIVATE LIMITED MADURAI" submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*G. Jeya Kowsalya.*  
Signature of the student

(G. JEYA KOWSALYA)



**A STUDY ON TALENT MANAGEMENT WITH SPECIAL  
REFERENCE TO SRI CHIMA CARS PVT LTD**

**Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj  
University**

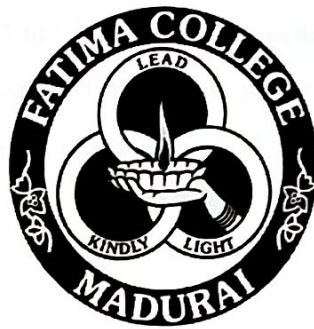
**By**

**V. Karthiga Devi**

**Reg. No. :2020MBA26**

**Under the guidance of**

**Dr. B . JAYANTHI MBA, M.Phil., Ph.D.,**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai – 625 018.**

**April 2022**

**(II) CERTIFICATE:**



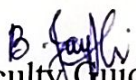
Fatima College (Autonomous)

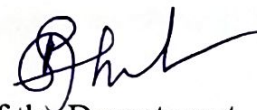
Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A Study On Talent Management With Special Reference To Sri Chima Cars Pvt Ltd” is a bonafide record of work done by V.Karthiga Devi, 2020MBA26 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
(DR. B.JAYANTHI)

  
Head of the Department  
( DR . P. SHYAMALA)

  
Director  
(DR.S.RAJU)

07.04.2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mis.V.Karthiga devi (Reg no. 2020MBA26) MBA -Master of Business Administration student from Fatima College Madurai, has successfully completed her internship training in Sri Chima Cars Private Limited Madurai Kappalur Branch. Her Internship tenure was from 16<sup>th</sup> Feb 2022 to 07 April 2022. She was working with HR & Admin Department and she was actively involved in the training and task assigned to her.

Sri Chima Cars Private Limited.



**Sri Chima Cars Private Limited**

Head office : H14, Sidco Industrial Estate, Kappalur, Madurai - 625 008.

Branches : Madurai-KK Nagar / Theni / Sivakasi / Karaikudi / Sivagangai /

Ramnad / Rajapalayam.

GSTIN : 33AAXCS1319Q1ZN

Mob : 73977 90819. 82200 11039. E-mail : customercare@chimatata.in

#### (IV) DECLARATION

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**Student Name : V. Karthiga Devi**

**Register Number : 2020MBA26**

#### Declaration

I hereby declare that the project done under the title “A Study On Talent Management With Special References To Sri Chima Cars Pvt Ltd” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*V. Karthiga Devi*

**Signature of the Student.**

V.Karthiga Devi



**"A STUDY ON THE EFFECTS OF DIGITAL MARKETING ON SMALL-MEDIUM SIZED  
ENTERPRISES WITH SPECIAL REFERENCE TO ADINN ADVERTISING PRIVATE LIMITED,  
MADURAI"**

submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

**KAVIPRIYA.M**

**2020MBA27**

Under the guidance of

**Dr. B. JAYANTHI ,MBA .,M.Phil .,Ph.D.,**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**Madurai – 625 018.**

**APRIL 2022**



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625018.**

**CERTIFICATE**

**This is to certify that the project work entitled “A STUDY ON THE EFFECTS OF DIGITAL MARKETING ON SMALL-MEDIUM SIZED ENTERPRISES WITH SPECIAL REFERENCE TO ADINN ADVERTISING PRIVATE LIMITED, MADURAI” is a bonafide record of work done by KAVIPRIYA.M, 2020MBA27 Submitted in partial fulfillment of the requirement for the award of the degree of Master of Business Administration of Madurai Kamaraj University.**

*B. Jayanthi*

**Dr.B. JAYANTHI MBA.,M.Phil.,Ph.D.,**

*Dr. P. Shyamala*

**Dr.P. SHYAMALA MBA,M.Phil,Ph.D,PGDCA,SET,NET**

**Faculty Guide**

*Dr. S. Raju*

**Head of the Department**

**Dr. S .RAJU, M.B.A., Ph.D.,**

**Director**

**07-April-2022**

**TO WHOMSOEVER IT MAY CONCERN**

**This is to certify that Ms. M. Kavipriya (2020MBA27) has successfully completed her Live Project during her internship (from 17.02.2022 to 07.04.2022) at our company. During the period of her internship program with us she was found punctual, hardworking and inquisitive.**

**For Adinn Advertising Services Ltd**



**Antony Gnanasekar**

**Human Resource Manager**

**FATIMA COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**Mary Land, Madurai – 625018.**

**KAVIPRIYA.M**  
**(2020MBA27)**

**DECLARATION**

**I hereby declare that the project done under the title “A STUDY ON THE EFFECTS OF DIGITAL MARKETING ON SMALL-MEDIUM SIZED ENTERPRISES WITH SPECIAL REFERENCE TO ADINN ADVERTISING PRIVATE LIMITED, MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.**

*M. Kavipriya*

**KAVIPRIYA.M**

**Signature of the Student.**



**A study on the impact of social media advertisements on consumer purchase  
decisions (with special reference towards Dot Com Infoway Madurai)**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University.

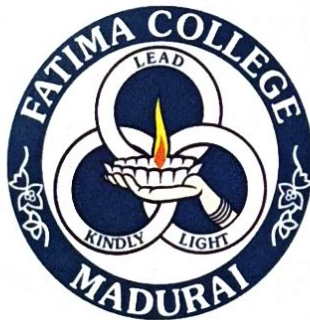
By

Kiruthiga V

2020MBA28

Under the guidance of

Dr. B. JAYANTHI MBA, M.Phil., Ph.D.



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.


**April 2022**




Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A STUDY ON THE IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON CONSUMER PURCHASE DECISIONS (WITH SPECIAL REFERENCE TOWARDS DOT COM INFOWAY MADURAI)” is a bonafide record of work done by KIRUTHIGA V, 2020MBA28 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
(Dr. B. Jayanthi)

  
Head of the Department  
(Dr. P. Shyamala)

  
Director  
(Dr. S. Raju)

7<sup>th</sup> April, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Kiruthiga V (Reg.No: 2020MBA28)** a Final year **M.B.A** student of **Fatima College, Madurai**, had been associated with **DotCom Infoway Ltd** as an **Intern - Digital Marketing** for the period from **17/02/2022** to **07/04/2022**.

During this period, her attendance, conduct and behavior were good.

For Dot Com Infoway Ltd.,

  
Hemalatha C

Asst. Manager - HR



CHENNAI

Dot Com Infoway Ltd., K-48, Anna Nagar East, Chennai - 600 102, Tamilnadu, India.  
Tel: + 91 44 4262 0000

MADURAI

Dot Com Infoway Ltd., 3, Vaigai Colony, 1<sup>st</sup> Floor, Anna Nagar, Madurai - 625 020, Tamilnadu, India.  
Tel: +91 452 252 2257

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**Kiruthiga V**

**2020MBA28**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON THE IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON CONSUMER PURCHASE DECISIONS (WITH SPECIAL REFERENCE TOWARDS DOT COM INFOWAY MADURAI)” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student.**



# **A STUDY ON “CUSTOMER SATISFACTION TOWARDS HOTEL HILLTOP TOWERS”IN KODAIKANAL.**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

Submitted By

**K.KRITHIKA**

(2020MBA29)

Under the guidance of

**Dr.B.JAYANTHI,M.B.A,M.Phil,PH.D.,**

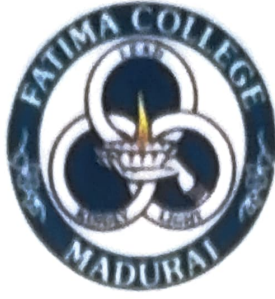


**DEPARTMENT OF MANAGEMENT STUDIES**

**FATIMA COLLEGE (Autonomous)**

**MARY LAND, MADURAI-625018**

**April 2022**



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Mary Land, Madurai- 625018**

**BONAFIDE CERTIFICATE**

This is to certify that the live project report on-A **STUDY ON “CUSTOMER SATISFACTION TOWARDS HOTEL HILLTOP TOWERS** “is a bonafide record work done by K.KRITHIKA (2020MBA29) Submitted in partial fulfilment of the requirement for the degree of Master of Business Administration 2021-2022.

  
Faculty Guide

Dr. B. JAYANTHI

  
Head of the department

Dr.P.SHYAMALA

  
Director

Dr.S Raju



DATE : 07/04/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that ***K.Krithika (2020MBA29)*** is the 2<sup>nd</sup> year ***MBA student of FATIMA college , Madurai*** has successfully completed her project from 16/02/2022 to 07/04/2022 at ***HILLTOP TOWERS*** situated at Kodaikanal . During the period of project program she was punctual , hardworking and inquisitive.

**WE WISH ALL THE BEST FOR HER FUTURE ENDEAVOR.**

***HILLTOP TOWERS***

***Authorized signatory***

A handwritten signature in black ink, appearing to be 'Tom', is written above the Hilltop Towers name.

**HILLTOP TOWERS**  
Club Road, KODAIKANAL - 624 101.

Fatima College (Autonomous)

Department of Management Studies

Mary Land, Madurai- 625018

K.KRITHIKA

2020MBA29

### **DECLARATION**

I hereby declare that the live project report on-"**A STUDY ON "CUSTOMER SATISFACTION TOWARDS HOTEL HILLTOP TOWERS**" submitted for the award of the degree of Master Of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



K.KRITHIKA

2020MBA29

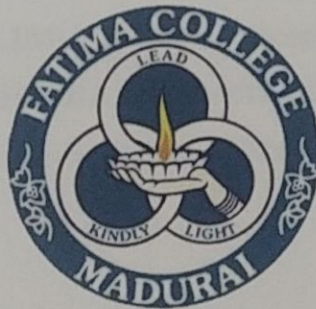


**A STUDY ON EMPLOYEE ENGAGEMENT IN VAIGHAI AGRO PRODUCTS  
LIMITED, MADURAI.**

**Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration**

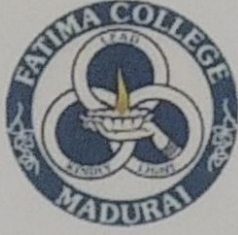
**By  
E.LISSY LOURDU ILAKIYYA  
Reg No: 2020MBA30**

**Under the guidance of  
Dr. B. Jayanthi M.B.A., M.Phil., Ph.D.**



**DEPARTMENT OF MANAGEMENT STUDIES  
FATIMA COLLEGE (AUTONOMOUS)  
MADURAI-625018**

**APRIL 2022**



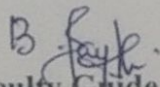
FATIMA COLLEGE (AUTONOMOUS)

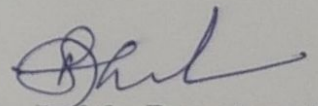
DEPARTMENT OF MANAGEMENT STUDIES

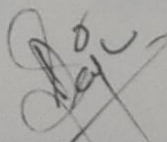
MADURAI-625018.

**BONAFIDE CERTIFICATE**

This is to certify that the project work on “A STUDY ON EMPLOYEE ENGAGEMENT IN VAIGHAI AGRO PRODUCTS LIMITED”, is a bonafide record of work done by **E.LISSY LOURDU ILAKIYYA (Reg No:2020MBA30)** submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
Dr. B. Jayanthi

  
Head of the Department  
Dr. P. Shyamala

  
Director  
Dr.S.Raju



14/02/2022

**TO WHOMSOEVER IT MAY CONCERN**

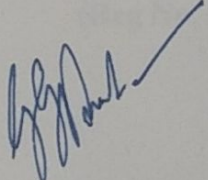
This is to certify that Ms. E.LISSY LOURDU ILAKIYYA (Reg.No:2020MBA30) II<sup>nd</sup> Year Masters in Business Administration student of Fathima College, Madurai has successfully completed her Final Project on "A STUDY ON EMPLOYEE ENGAGEMENT" from 16/02/2022 to 07/04/2022.

During her period of association with us, she found to be sincere & conduct was good.

We wish all the very best for her future endeavors.

Madurai  
Date: 07-04-2022



  
G.G.Davidkumar  
Senior Manager - HR  
Signature with Seal of the Organisation

**VAIGHAI AGRO PRODUCTS LIMITED**

**PORATE OFFICE**

"Vaighai House"  
Anna Nagar,  
Madurai District-625 020  
Tamilnadu, India  
☎ +91 452 253 2515  
☎ +91 452 252 2905

**MADURAI UNIT**

350 Part, Nagari-Sholavandan Road  
Thanichiyam Village, Vadipatti Taluk  
Madurai District-625 221  
Tamilnadu, India  
☎ +91 944 221 2043  
☎ +91 452 252 2905

**TIRUNELVELI UNIT**

315/1 to 14, Adaikalapattinam Post  
Alangulam Taluk  
Tirunelveli District-627 808  
Tamilnadu, India  
☎ +91 4633 250114  
☎ +91 4633 250129

**NAMAKKAL UNIT**

S.F.No.342, Kurumbapatti Road  
Valayapatti Village  
Namakkal District-637 020  
Tamilnadu, India  
☎ +91 4286 265525  
☎ +91 4286 265369

**PROTEIN DIVISION**

"Vaighai House"  
39-B, Anna Nagar  
Madurai District-625 020  
Tamilnadu, India  
☎ +91 452 253 2515  
☎ +91 452 252 2905



Fatima College (Autonomous) Department  
of Management Studies  
Madurai-625018

**E.LISSY LOURDU ILAKIYYA**

**(Reg No: 2020MBA30)**

### **DECLARATION**

I hereby declare that the project done under the title "**A STUDY ON EMPLOYEE ENGAGEMENT IN VAIGHAI AGRO PRODUCTS LIMITED**" submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*Lissy Lourdu Ilakiyya E*

**E.LISSY LOURDU ILAKIYYA**

**(Reg No: 2020MBA30)**



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# **A STUDY ON PERFORMANCE APPRAISAL OF EMPLOYEES WITH REFERENCE TO SRI SABARI OIL MILL PVT LTD, NATHAM**

Submitted in partial fulfillment of the requirement for the award of  
the degree of Master of Business Administration of Madurai

Kamaraj University

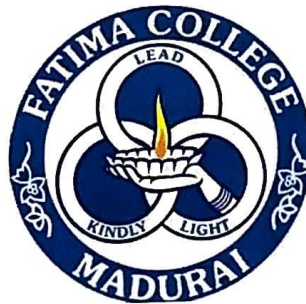
**BY**

**U.MAGITHA**

**2020MBA31**

Under the guidance of

**Dr. R.SUGANYA, MBA., M.Com., M.Phil., PGDCM., NET., Ph.D.**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai -625018**

**April 2022**

---



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625 018.**

**BONAFIED CERTIFICATE**

This is to certify that the project work On “ **PERFORMANCE APPRAISAL OF EMPLOYEES WITH REFERENCE TO SRI SABARI OIL MILL PVT LTD, NATHAM** ” is a bonafide Record Of work done by **U.MAGITHA (2020MBA31 )** Submitted in Partial Fulfillment of the Requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
**FACULTY**

Dr.R.Suganya

  
**HOD**

Dr.P.Shyamala

  
**DIRECTOR**

Dr.S.Raju

DATE:7.4.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. MAGITHA.U ( Roll Number 2020MBA31 ) Pursuing 2<sup>nd</sup> MBA.  
At Fatima College (Autonomous)Madurai, Has Undergone STUDY ON PERFORMANCE  
APPRAISAL OF EMPLOYEES WITH REFERENCE TO SRI SABARI OIL MILLS Pvt  
LIMITED MADURAI , From February 17 To April 7 During The Training Period . Her  
Conduct And character were Found Good.

Our Best Wishes For Her Future Endeavour.

  
(S. MANIKANDAN)

Manager



07092222299



srisabarioilmill@gmail.com



NO: 4\332,Senthurai Road, Natham-624401

**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625018.**

**Student Name: U.MAGITHA**  
**Register number: 2020MBA31**



### **Declaration**

I hereby declare that the project done under “**EMPLOYEE SATISFACTION TOWARDS PERFORMANCE APPRAISAL IN NATRAJ OIL MILL PVT LTD, MADURAI**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*U. Magitha.*

**Signature of the Student**



**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO  
THE TRAVANCORE CEMENTS LTD. NATTAKOM, KOTTAYAM**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

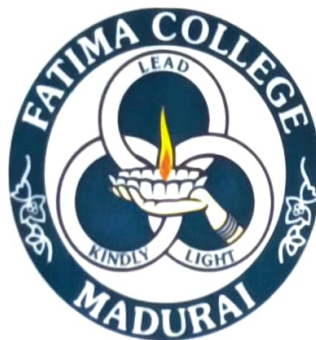
By

Malavika Savithri M

2020MBA32

Under the guidance of

Dr. R Suganya



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.


**April 2022**




Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO THE TRAVANCORE CEMENTS LTD. NATTAKOM, KOTTAYAM**” is a bonafide record of work done by Malavika Savithri M, 2020MBA32 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
FACULTY  
Dr. R SUGANYA

  
HOD  
Dr. P. SHYAMALA

  
DIRECTOR  
Dr. S. RAJU



# THE TRAVANCORE CEMENTS LIMITED

(A GOVT. OF KERALA UNDERTAKING)



06.04.2022

PD/92

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Malavika Savithri M.**, MBA student, Department Of Management Studies, Fatima College (Autonomous) Madurai- 625018. had undergone a Project Work titled '**A STUDY ON EMPLOYEE JOB SATISFACTION**' in our Company during the period from 21.02.2022 to 06.04.2022 as part of her curriculum.

During this period she had shown keen interest in learning various aspects connected with her academic requirement and was found obedient as well as industrious.

FOR THE TRAVANCORE CEMENTS LTD.,

DEPUTY MANAGER (PERSONNEL & ADMIN.)



NATTAKOM, KOTTAYAM-686 013, KERALA. CIN : U26941KL1946SGC001213, GSTIN : 32AAACT7593C1ZG

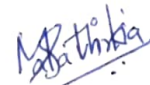
email: [info@travcement.com](mailto:info@travcement.com) | Website: [www.travcement.com](http://www.travcement.com) | Phone Off : 0481-2361371, 2361372

Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**Malavika Savithri M**  
**2020MBA32**

**Declaration**

I hereby declare that the project done under the title “**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO THE TRAVANCORE CEMENTS LTD. NATTAKOM, KOTTAYAM**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

(Malavika Savithri. M)

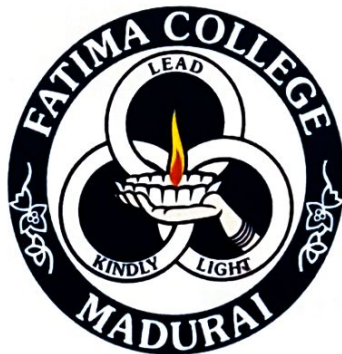


**“A STUDY ON EMPLOYEES JOB SATISFACTION  
WITH REFERENCE TO RATHIMEENA TRAVELS &  
SPEED PARCEL SERVICE”**

**Submitted in partial fulfillment of the requirement for the award of  
the degree of Master of Business Administration**

**BY  
J.MANEESHA LAKSHMI  
2020MBA33**

**Under the guidance of  
Dr.R.SUGANYA**



**DEPARTMENT OF MANAGEMENT STUDIES  
FATIMA COLLEGE (AUTONOMOUS)  
MARY LAND, MADURAI-625018**

**APRIL 2022**



**Fatima College (Autonomous)**


**Department of Management Studies**

**Madurai – 625 018.**

**Certificate**

This is to certify that the project work entitled “**A STUDY ON EMPLOYEES JOB SATISFACTION WITH REFERENCE TO RATHIMEENA TRAVELS & SPEED PARCEL SERVICE**” is a bonafide record of work done by **J.MANEESHA LAKSHMI** (2020MBA33), submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
**FACULTY GUIDE**  
Dr.R.SUGANYA

  
**HEAD OF THE DEPARTMENT**  
Dr.P.SHYAMALA

  
**DIRECTOR**  
Dr.S.RAJU

# RATHI MEENA TRAVELS

OFFICE :  
RATHIMEENA ILLAM,  
AP-614B, NEW NO.33,  
KATHIRAVAN COLONY, 16TH MAIN ROAD,  
ANNA NAGAR WEST, CHENNAI - 600 040.

Phone : 044 - 26164672  
Fax : 044 - 26164279  
E-mail : rathimeenatravels@gmail.com  
Web: www.rathimeena.co.in

Date :

**DATE: 03.04.2022**

**To Ms. J.MANEESHA LAKSHMI**

**2020MBA33, Master of Business Administration,**

**Fatima College, Madurai.**

## CERTIFICATE

**This is to certify that Ms. J. MANEESHA LAKSHMI (2020MBA33)**  
**Student of MBA from Fatima College, Madurai, has undergone training in**  
**our company from 17.02.2022 to 07.04.2022. She has been exposed to**  
**training in various departments. During the course of the training, she**  
**has been found sincere and dedicated.**

**We wish all the best for her future endeavours.**

**For RATHIMEENA TRAVELS**



**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

**J.MANEESHA LAKSHMI**

**2020MBA33**

### **DECLARATION**

I hereby declare that the project done under the title **“A STUDY ON EMPLOYEES JOB SATISFACTION WITH REFERENCE TO RATHIMEENA TRAVELS & SPEED PARCEL SERVICE”** submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**

**J.MANEESHA LAKSHMI**



**A STUDY ON EMPLOYEE'S OPINION TOWARDS BRAND IMAGE OF  
TITAN, BANGALORE.**

**Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration**

**By  
M.Manisha  
Reg No: 2020MBA304**

**Under the guidance of**

**Dr. R. Suganya M.B.A, Ph.D.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Mary Land, Madurai-625018**

**April 2022**



FATIMA COLLEGE (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
MADURAI-625018.

**BONAFIDE CERTIFICATE**

This is to certify that the Summer project work entitled "A STUDY ON EMPLOYEE'S OPINION TOWARDS BRAND IMAGE OF TITAN,BANGALORE", is a bonafide record of work done by M.MANISHA (Reg No:2020MBA34) submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

**Dr. R. Suganya**

  
Head of the Department

**Dr. P. Shyamala**

  
Director  
**Dr.S.Raju**

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**M.MANISHA**

**(Reg No: 2020MBA34)**

**DECLARATION**

I hereby declare that the Summer training Report on “A STUDY ON EMPLOYEE’S OPINION TOWARDS BRAND IMAGE OF BRAND IMAGE OF TITAN, BANGALORE” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**



### CERTIFICATE

This is to certify that Ms. M. Manisha from Fatima college, Madurai has done her internship with Titan Company Limited in Watches and Wearable division under the guidance of Mr. Ratan Taparia from 21st February'22 to 05th April'22.

She was sincere, hardworking, and showed keen interest in her work during the course of her Internship Project.

We wish her well in future endeavors.

Thanking you,

Yours faithfully,

For TITAN COMPANY LIMITED



**Farheen Fatima,  
Talent Acquisition, HR**

*Kotrammo. M*

*Assistance Manager,*

*Titan, Helios Marketing.*



**A STUDY ON CONSUMER BUYING BEHAVIOUR ON JEWELLERY  
WITH SPECIAL REFERENCE TO SRI KRISHNA NAGAIMALIGAI PVT  
LTD, MADURAI.**

Submitted in partial fulfilment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj  
University

By

**MAREESWARI @ AISHWARYA. S**

**2020MBA35**

Under the guidance of

**Dr.R.SUGANYA, M.B.A.,PH.D**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**




Fatima College (Autonomous)


Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled **A STUDY ON CONSUMER BUYING BEHAVIOUR ON JEWELLERY WITH SPECIAL REFERENCE TO SRI KRISHNA NAGAIMALIGAI PVT LTD** is a bonafide record of work done by **MAREESWARI @ AISHWARYA. S** (2020MBA35) submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
Dr.R.SUGANYA

  
Head of the Department  
Dr.P.SHYAMALA

  
Director  
Dr. S. RAJU

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. MAREESWARI@AISHWARYA. S (2020MBA35), student of II year MBA, Fatima College, Madurai has undergone the main project on **Consumer Buying Behaviour** from February 2022 to April 2022 in our company.

During this project period her attendance, conduct, and behavior were good.

We wishing her all the best.



### Corp. Office

120, மேலமாசி வீதி,  
சூரியபவன் எதிரில்)  
ர - 625 001.  
452-4369900

### Main Branch

81, தெற்காவணி மூல வீதி,  
(வெங்கலக்கடை தெரு அருகில்)  
மதுரை - 625 001.  
Ph: 0452-2630453/54

### Branch

120, மேலமாசி வீதி,  
(பழைய ஆரியபவன் எதிரில்)  
மதுரை - 625 001.  
Ph: 0452-2340454

### Branch

37, திருச்சி மெயின் ரோடு,  
(மேலூர் பேருந்து நிலையம் அருகில்)  
மேலூர், மதுரை - 625 106.  
Ph: 0452-2417453/54

### Branch

70.J, தெற்காவணி மூல வீதி,  
ஆதினம் பில்லங்,  
மதுரை - 625 001.  
Ph: 0452-4520454

Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

MAREESWARI@AISHWARYA. S  
2020MBA35

### **Declaration**

I hereby declare that the project done under the title A STUDY ON CONSUMER BUYING BEHAVIOUR ON JEWELLERY WITH SPECIAL REFERENCE TO SRI KRISHNA NAGAIMALIGAI PVT LTD, MADURAI submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

A handwritten signature in blue ink that reads "Aishwarya S". The signature is written in a cursive style with a large, stylized 'A' and a long, sweeping underline.

**Signature of the Student**

MAREESWARI @AISHWARYA. S



**A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH SPECIAL  
REFERENCE TO AADHI MARUTI PRIVATE LIMITED, COIMBATORE.**

Submitted in partial fulfillment of the requirement for the award

Of the degree of Master of Business Administration of

Madurai Kamaraj University

**By**

**MARTHAL SNEHA P**

**2020MBA36**

**Under the guidance of**

**Dr.R.SUGANYA, M.B.A., PH.D**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**Mary land, Madurai-625018**

**(College with potential for Excellence)**

**APRIL-2022**



**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625 018.**

**Certificate**

This is to certify that the project work entitled “A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO AADHI MARUTI PRIVATE LIMITED, COIMBATORE” is a bonafide record of work done by **P.MARTHAL SNEHA, (2020MBA36)** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr.R.Suganya

  
Head of the Department

Dr.P.Shyamala

  
Director  
Dr.S.Raju

Date : 05.04.2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms . Marthal Sneha. P from Fatima College, Madurai has undergone her Main project on "EMPLOYEE RELATIONSHIP MANAGEMENT" from February 2022 to April 2022 in our company.

During her project with us, we found her to be punctual and enthusiastic to learn and gain knowledge.

We wish her all the best in her future endeavours.

For Aadhi Maruti private limited.



Santhosh Kumar. U

Human resource Manager.

Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**MARTHAL SNEHA.P**

**2020MBA36**

Declaration

I hereby declare that the project done under the title “A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO AADHI MARUTI PRIVATE LIMITED, COIMBATORE” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

**P.MARTHAL SNEHA**



**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE OF  
KANSAI NEROLAC PAINTS LIMITED, HOSUR.**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

Mercilin R

2020MBA37

Under the guidance of

Dr. R. Suganya M.B.A, Ph.D.



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Madurai-625018**

**April 2022**



**Fatima College (Autonomous)**

**Department Of Management Studies**

**Madurai- 625018.**

**BONAFIDE CERTIFICATE**

This is to certify that the summer project work entitled “**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE OF KANSAI NEROLAC PAINTS LIMITED, HOSUR.**”, is a bonafide record of work done by **MERCILIN R (2020MBA37)** submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
**FACULTY**

**DR. R. SUGANYA**

  
**HOD**

**DR. P. SHYAMALA**



**DIRECTOR**

**DR. S. RAJU**

1<sup>st</sup> April 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that student **Ms. R. Mercilin (2020MBA37)**, **MBA HR and Marketing-Final Year** from Fatima College (Autonomous), Madurai has completed her Project on **Employee satisfaction** at Kansai Nerolac Paints Limited, Hosur from 17<sup>th</sup> Feb 2022 to 1<sup>st</sup> Apr 2022. Her conduct and attendance are good during this tenure.

We wish her all the best for future endeavour.

For Kansai Nerolac Paints Ltd.


  
**R. Tamilvanan**  
Authorised Signatory

Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**MERCILIN R**  
**2020MBA37**

**Declaration**

I hereby declare that the Summer training Report on “**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE OF KANSAI NEROLAC PAINTS LIMITED, HOSUR.**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student.**

(MERCILIN R)



# **A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT IN CAREER PROGRESSION WITH REFERENCE TO PANTALOONS**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University.

By

**MOHANA PRIYA. S**

**2020MBA38**

*Under the guidance of*

**Dr.R.SUGANYA, M.B.A.,PH.D**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018

**April 2022**



Department of Management Studies


Fatima College (Autonomous)

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**Employee Engagement and Career Progression on Pantaloons**” is a bonafide record of work done by **Mohana Priya. S-2020MBA38** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
Dr.R.Suganya

  
Head of the Department  
Dr.P.Shyamala

  
Director  
Dr.S.Raju



07<sup>th</sup> April 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Mohana Priya S Reg No: 2020MBA38** student of Fathima College Madurai underwent **Internship** in our company from **February 2022 to April 2022**. She has successfully completed the training towards the interest in learning about her subject practically during her with us. We appreciate her conduct during period was good.

We wish him all the best in her future endeavors.

**For Aditya Birla Fashion & Retail Ltd**

**Anand Kumar B**  
**Area Human Resource**



pantaløns

**ADITYA BIRLA FASHION AND RETAIL LIMITED**

**Registered Office:**

Piramal Agastya Corporate Park, Building 'A',  
4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
L.B.S. Road, Kurla, Mumbai - 400 070

**CIN:** L18101MH2007PLC233901  
**Tel.:** +91 86529 05000  
**Fax:** +91 86529 05400

**Website:** [www.abfrl.com](http://www.abfrl.com)  
**E-mail:** [secretarial.abfrl@adityabirla.com](mailto:secretarial.abfrl@adityabirla.com)

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

Mohana Priya. S

2020MBA38

**Declaration**

I hereby declare that the project done under the title of “Employee Engagement Strategies And Career Progression On Pantaloons” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*Mohana Priya. S.*

**Signature of the Student**

Mohana Priya. S



A STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO MDCC BANK,  
MADURAI.

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration

By  
R.Monisha  
Reg No: 2020MBA39

Under the guidance of

Dr. R. Suganya M.B.A, Ph.D.

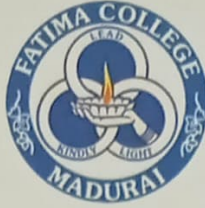


DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Mary Land, Madurai-625018

April 2022

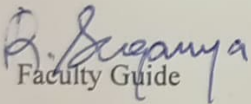


FATIMA COLLEGE (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES


MADURAI-625018.

BONAFIDE CERTIFICATE

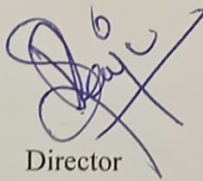
This is to certify that the Summer project work entitled "A STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO MDCC BANK, MADURAI.", is a bonafide record of work done by R.MONISHA (Reg No:2020MBA39) submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr. R. Suganya

  
Head of the Department

Dr. P. Shyamala



Director

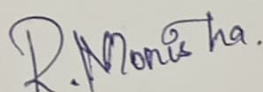
Dr.S.Raju

Fatima College (Autonomous) Department of  
Management Studies  
Madurai – 625018.

R.MONISHA  
(Reg No: 2020MBA39)

DECLARATION

I hereby declare that the Summer training Report on “A STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO MDCC BANK, MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

A handwritten signature in dark ink, appearing to read 'R. Monisha.', is written above the printed text 'Signature of the Student'.

Signature of the Student

Telephone : (0452) 2342051 to 2342054  
Fax : 0452 - 2345747



POST BOX No. 14

E-mail : mdccb@rocketmail.com

சேமிப்பை பெருக்கி  
சேம நலம் பெருக்கும் வங்கி.

No. 975, The Madurai District Central Co-operative Bank Ltd,  
187, North Veli Street, Madurai - 625 001.

Rc.73/2007 E.1

Date: 20.11.2021

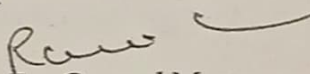
To

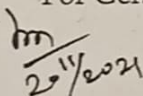
The Head of the Department,  
Department of Management Studies,  
Fatima College,  
Mary Land,  
MADURAI - 625018

Sir,

Sub : Establishment - Project Work  
Permission - Regarding.  
Ref : Your letter dated 12/10/2021

With reference to your letter cited, we wish to inform that Ms. R.MONISHA, MBA, Student Fatima College, is permitted to undergo project work at our Arasaradi Branch for the period of Two Months from the date of joining. Please instruct to your institute, the Project Work is based only on Cooperative Banks.

  
For General Manager



Copy to

Ms. R.MONISHA, MBA,  
Department of Management Studies,  
Fatima College, Mary Land,  
MADURAI - 625018

The Branch Manager,  
MDCC Bank Ltd. Arasaradi Branch.  
Madurai.



**A STUDY ON EFFECT OF EMPLOYEE JOB SATISFACTION WITH  
SPECIAL REFERENCE TO KARPAGA LAKSHMI FABRIC PRIVATE  
LIMITED, RAJAPALAYAM.**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of business administration of Madurai Kamaraj University.

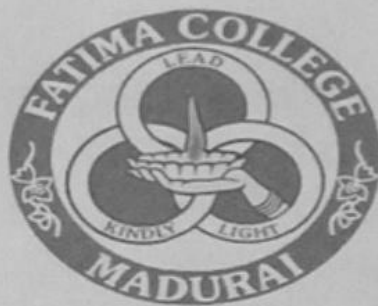
By

**M. Nandhini**

**2020MBA40**

Under the guidance of

**Dr R.SUGANYA, M.B.A.,Ph.D**



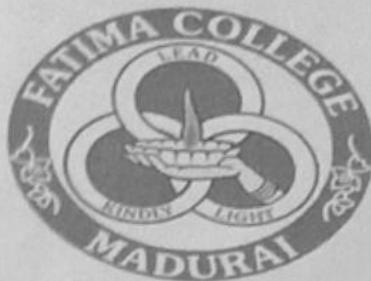
**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Madurai-625018**

**APRIL -2022**

**CERTIFICATE**



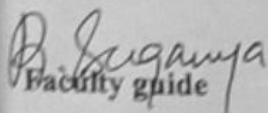
**Fatima College (Autonomous)**

**Department of Management Studies**

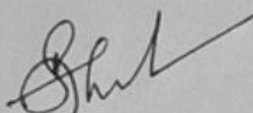
**Madurai – 625 018.**

**CERTIFICATE**

This is to certify that the project work entitled “ **EMPLOYEE JOB SATISFACTION WITH REFERENCE TO SRI KARPAGA LAKSHMI FABRIC PVT LTD ,RAJAPALAYAM**” is a bonafide record of work done by **M.NANDHINI, (2020MBA40 )**Submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty guide

**DR. R. SUGANYA**

  
Head of the Department

**DR.P.SHYAMALA**

  
Director

**DR.S.RAJU**

Date : 06-04-2022

CERTIFICATE

This is to certify that M.Nandhini roll No:2020MBA40, 2<sup>nd</sup> year MBA (HR & Marketing), Student of Fatima College, Madurai. Underwent inplant training success fully in company for the period 01-03-2022 to 31-03-2022.

During the above period his conduct and character are good. We wish all success bright future.

With regards

KEF KARPAGALAKSHMI FABRIC

  
Proprietor

Fatima college (Autonomous)

Department of management studies

Madurai -625018

M.Nandhini

2020MBA40

### DECLARATION

I hereby declare that the project done under the title “EMPLOYEE JOB SATISFACTION WITH REFERENCE TO SRI KARPAGA LAKSHMI FABRIC PVT LTD, RAJAPALAYAM” with special reference to Sri karpaga Lakshmi fabric Pvt Ltd, Madurai” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

M. Nandhini

Signature of the student

M.NANDHINI



**A STUDY ON CUSTOMER SATISFACTION WITH  
REFERENCE TO V.S. CHELLAM SOAP AND DETERGENT  
FACTORY, MADURAI**

Submitted in partial fulfilment of the requirement for the award of

the degree of Master of Business Administration of

Madurai Kamaraj University

**BY**

**NEHA YADAV P**

**2020MBA41**

Under the guidance of

**Dr.R.SUGANYA, M.B.A., M.com., Ph.D.**

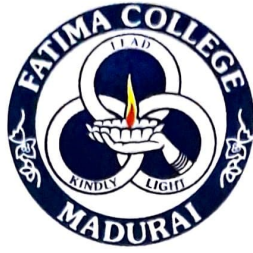


**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai –625-018**

**APRIL 2022**



**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625 018.**

**BONAFIDE CERTIFICATE**

This is to certify that the project work on “**CUSTOMER SATISFACTION WITH REFERENCE TO V.S. CHELLAM SOAP AND DETERGENT FACTORY, MADURAI**” is a bonafide record of work done by **NEHA YADAV P (2020MBA41)** Submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

**DR. R. SUGANYA**

  
Head of the department

**DR. P. SHYAMALA**

  
Director

**DR. S. RAJU**

To  
Dr. P. Shyamala  
Head-in-charge  
Department of Business Administration  
Fatima College  
Madurai 625 020

Respected Ma'am,

This is to certify that Ms. Neha Yadav P 2020MBA41 2nd year MBA student of your institution had done her internship training in office at Madurai from February 16 to April 7.

During the above period, her character and conduct were good.  
We wish her all success in her future endeavors.

Place: Madurai

Date: 07/04/2022

For V.S. CHELLAM SOAP &  
DETERGENT FACTORY  
  
PARTNER

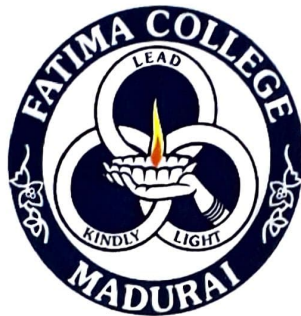
**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

NEHA YADAV P

2020MBA41



### **Declaration**

I hereby declare that the project done under “**CUSTOMER SATISFACTION WITH REFERENCE TO V.S. CHELLAM SOAP AND DETERGENT FACTORY, MADURAI**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*P. Neha Yadav*  
**Signature of the Student**

NEHA YADAV P



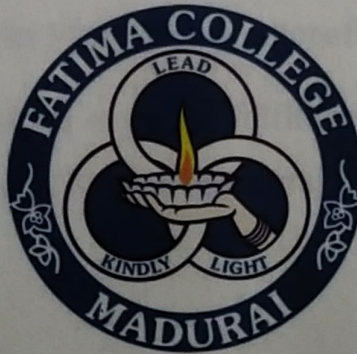
# **A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO BHARATH SNACKS, MADURAI**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

PAVITHRA .J  
2020MBA42

Under the guidance of  
Dr. R. SUGANYA M.B.A., Ph.D.,



DEPARTMENT OF MANAGEMENT STUDIES

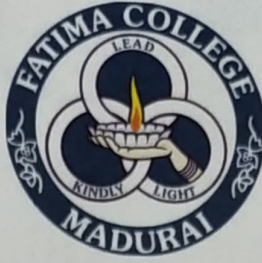
Fatima College (AUTONOMOUS)

Madurai – 625 018.

April - 2022



# CERTIFICATE



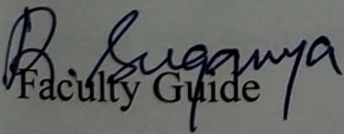
Fatima College (Autonomous)

Department of Management Studies

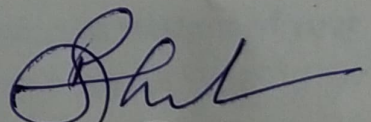
Madurai – 625 018.

## Certificate

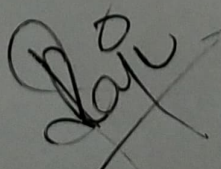
This is to certify that the project work entitled “**A Study on Employee Job satisfaction with Special Reference To Bharath Snacks Madurai**” is a bonafide record of work done by PAVITHRA J (2020MBA42) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr .R. Suganya

  
Head of the Department

Dr. P. Shyamala

  
Director

Dr. S. Raju



33835001925  
RC.No. 148992 dt 12-12-01

+91 452 2683773  
+91 94432 68366  
+91 94430 68377



**LAKSHMI VILAS**

2/118, Veerapandi Road,  
Oomachikulam,  
Madurai - 625 014.

email : bharathchikki@yahoo.com

URL : [www.bharathchikki.co.in](http://www.bharathchikki.co.in)

Date :

DATE:07.04.2022

To

THE HEAD OF THE DEPARTMENT

MBA

FATIMA COLLEGE

MADURAI

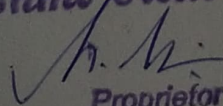
Dear Sir/Madam,

This to certify that Ms. **J. PAVITHRA (2020MBA42)** MBA Second year student of your college has undergone Final year Project in our organisation from 16.02.2022 to 07.04.2022.

Thanking you,

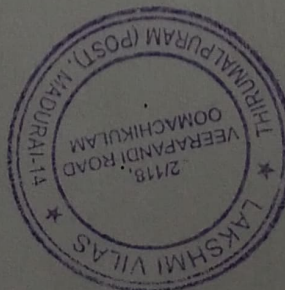
yours sincerely,

for LAKSHMI VILAS

*For Lakshmi Vilas*  
  
Proprietor

(N. GANESAN)

PROPRIETOR.



Fatima College (Autonomous)

Department of Management Studies

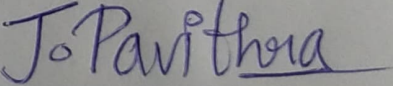
Madurai – 625018

PAVITHRA J

2020MBA42

### **DECLARATION**

I hereby declare that the project done under the title “A Study on Employee Job Satisfaction with Special Reference to Bharath Snacks Madurai” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**PAVITHRA .J**



**“A STUDY ON JOB SATISFACTION OF EMPLOYEE WITH REFERENCE TO  
JAYAVILAS MOTORS-HERO MOTOCORP, MADURAI”**

Submitted in partial fulfillment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

By

PAVITHRA N

2020MBA43

Under the guidance of

Dr. R. SUGANYA



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2022**



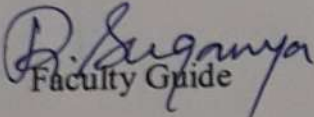
Fatima College (Autonomous)

Department of Management Studies

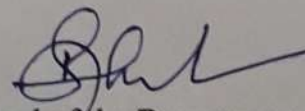
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A study on job satisfaction of employee with reference to Jayavilas Motors-Hero, Madurai” is a bonafide record of work done by N PAVITHRA (17COM039) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr.R. Suganya

  
Head of the Department

Dr.P. Shyamala

  
Director

Dr.S. Raju



JAYAVILAS MOTORS  
NO.20, Pillayar Palayam Road,  
Villapuram, Madurai-625012  
Cell :8220844455

Date: 08/04/2022

**TO WHOMSOEVER IT MAY CONCERN**

This to certify that Ms. PAVITHRA N (2020MBA43), student of MBA, Fatima College, Madurai has successfully completed 02 (Two) months (16/02/2022 to 07/04/2022) of training programme at our company.

During the period of her training with us, she had been exposed to different processes and was found Diligent, hardworking and inquisitive.

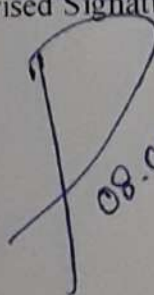
We wish her every success in her life and career.

For Jayavilas Motors,

**JAYAVILAS MOTORS**

No. 20, Pillayar Palayam Road,  
Villapuram, MADURAI-625 012

Cell: 82208 44455  
Authorised Signature

  
08.04.22

Fatima College (Autonomous)

Department of Management Studies

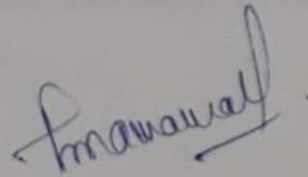
Madurai – 625018.

Pavithra N

2020MBA43

**Declaration**

I hereby declare that the project done under the title "A study on job satisfaction of employee with reference to Jayavilas Motors-Hero, Madurai" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

A handwritten signature in blue ink, appearing to read 'Pavithra N', with a stylized flourish at the end.

**Signature of the Student.**