

A STUDY ON INSTAGRAM AS MARKETING TOOL IN MADURAI CITY

Project submitted total to Madurai Kamaraj University

In partial fulfillment of the requirement for the award of the Degree of

BACHELOR OF COMMERCE

SUBMITTED BY

N.R. AARTHY – 2019A01

S. ABINAYA SUNDARI – 2019A02

M. CHRISTLIN JOAN – 2019A18

R. JEBA SELVA PRIYA – 2019A28

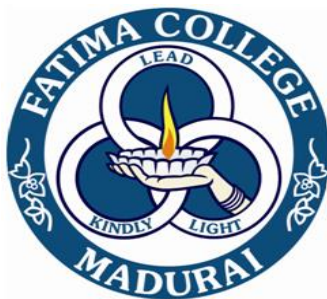
G. KAVITHA – 2019A31

V. MONIKA – 2019A41

R. PRISCA – 2019A49

L. VIYAKULA VINNARASI – 2019A67

Under the Guidance of
DR.MS.V. SUGANYA, M.COM. M.PHIL. PH. D, NET
Assistant Professor,
Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED WITH 'A++' GRADE (CGPA 3.61) BY NAAC (CYCLE 4).

COLLEGE WITH POTENTIAL FOR EXCELLENCE

MARYLAND, MADURAI-625018, TAMIL NADU.

JUNE 2022

DR.MS.V. SUGANYA, M.Com. M.Phil. Ph.D., NET

Assistant Professor,

Research Centre of Commerce,

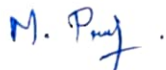
Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, "A STUDY ON INSTAGRAM AS MARKETING TOOL IN MADURAI CITY" submitted by Miss. N. R. AARTHY, Miss. S. ABINAYA SUNDARI, Miss. M. CHRISTLIN JOAN, Miss. R. JEB SELVA PRIYA, Miss. G. KAVITHA, Miss. V. MONIKA, Miss. R.PRISCA, and Miss. L. VIYAKULA VINARASI in partial fulfillment for the award of BACHELOR OF COMMERCE was done by them during the period of 2019-2022 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.


(DR.MS. V. SUGANYA, M.COM. M.PHIL. PH. D, NET)
Faculty Guide



[Miss. M. PRIYA]

Signature of External



Signature of Head of Department

(Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)

DECLARATION

We hereby declare that the project entitled "A STUDY ON INSTAGRAM AS A MARKETING TOOL IN MADURAI CITY" submitted by us to Fatima College (Autonomous), Madurai in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE in RESEARCH CENTRE OF COMMERCE is a record of bonafide project work carried out by us under the guidance of Dr. Ms. V. SUGANYA. We further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.

Signature of the Candidates

N.R. Aarth

N.R. AARTHY – 2019A01

S. Abinaya Sundari

S. ABINAYA SUNDARI – 2019A02

M. Christlin Joan

M. CHRISTLIN JOAN – 2019A18

P. Jey

R. JEB SELVA PRIYA – 2019A28

G. Kavitha

G. KAVITHA – 2019A31

V. Monika

V. MONIKA – 2019A41

R. Prisca

R. PRISCA – 2019A49

L. Vijakula Vinnarasi

L. VIYAKULA VINNARASI – 2019A67

Place: Madurai

Date: 08.06.2022

ACKNOWLEDGEMENT

“Our endeavor stands incomplete without dedicating my gratitude to a few people who have contributed a lot towards the successful completion of project work.”

We would like to extend our sincere thanks and gratitude to Honorable Principal Rev. DR. Sr. G. Celine Sahaya Mary for her encouragement and guidance in our academic life at Fatima College.

We also express our profound gratitude towards Dr. A. I. Auxilia Felicitas, M.com. M.Phil., Ph.D, Head of the department, Research Centre of Commerce for providing all the necessary facilities for completing the project and also for providing her valuable suggestion in completing the project.

We take this opportunity to express our gratitude and deep regards to our guide Dr. Ms. V.Suganya, M.Com. M.Phil. Ph.D., Net, Assistant Professor, Research Centre of Commerce, for her exemplary guidance, monitoring and encouragement throughout the course of this project.

We express our thanks to our faculty of Research Centre of Commerce for their valuable advice. We also thank all our friends and classmates who have directly or indirectly helping us in completing this project work.

A STUDY ON ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS.

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

BACHELOR OF COMMERCE

Submitted By

R. AFNI MIRANDA (2019A04)

S. AISHWARIYA PRIYA (2019A05)

N. HAZIRA BEGAM (2019A25)

M. JENIFER (2019A29)

L. SHALINI (2019A57)

B. SUJA (2019A62)

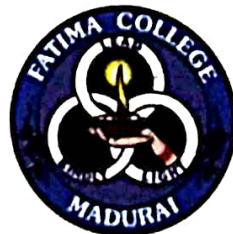
R. M. SOWNTHARYAH (2019A71)

K. RAMYA (2017A56)

Under the Guidance of

DR. S. FATIMA ROSLINE MARY, M.Com., B. ED, M.Phil., Ph.D., SLET

Assistant professor, Department of Commerce.



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE.

RE- ACCREDITED WITH A++ GRADE BY NAAC

MARY LAND, MADURAI – 625018.

JUNE – 2022

DR. S. FATIMA ROSLINE MARY, M.Com., B. ED, M.Phil., Ph.D., SLÉT

Assistant professor,

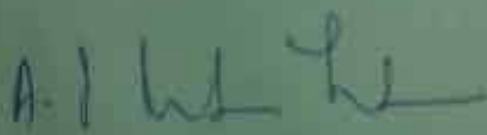
Department of commerce.

CERTIFICATE

This is to certify that the project titled **A STUDY ON ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS** submitted by **R. AFNI MIRAND (2019A04), S. AISHWARIYA PRIYA (2019A05), N. HAZIRA BEGAM (2019A25), M. JENIFER (2019A29), L. SHALINI (2019A57), B. SUJA (2019A62), R. M. SOWNTHARYAH (2019A71) K. RAMYA (2017A56)** for the award of the **BACHELOR OF COMMERCE** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

PLACE: MADURAI.

DATE: 3/6/2022



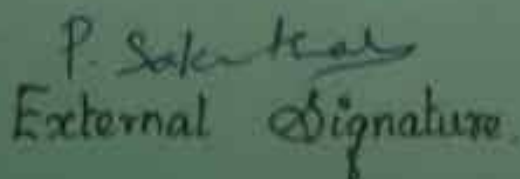
Signature of Head of Department

(Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)



DR. S. FATIMA ROSLINE MARY

Faculty guide


External Signature.

DECLARATION

We here by declare that this project titled A STUDY ON ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of DR. S. FATIMA ROSLINE MARY Assistant Professor, Department of Commerce, Fatima College, Madurai.

PLACE: Madurai.

DATE: 8/6/22

Signature of the candidates

R. Afni Miranda
R. AFNI MIRANDA (2019A04)
S. Aishwariya Priya
S. AISHWARIYA PRIYA (2019A05)
N. Hazira Begam
N. HAZIRA BEGAM (2019A25)
M. Jenifer
M. JENIFER (2019A29)
L. Shalini
L. SHALINI (2019A57)
B. Suja
B. SUJA (2019A62)
R. M. Sowantharyah
R. M. SOWNTHARYAH (2019A31)
K. Ramya
K. RAMYA (2017A56)

Witnessed by
Head of the Department

ACKNOWLEDGEMENT

First and foremost, we would like to thank God almighty whose blessing made us to complete the project successfully.

It is a great pleasure to acknowledge our sincere thanks to Dr. Sr.G. Celine Sahaya Mary, principal, Fatima college, Madurai for giving this great opportunity to gain practical knowledge about theoretical studies. We also express our sincere thanks to Dr.Sr.Bindu Antony, Dr. G. Germinie Mary; Vice principal, Shift – I Fatima college, Madurai, for her encouragement to do the project.

We also express hearty thanks to Dr. A.I. Auxilia Felicitas, M. Com, M.Phil., Ph.D, Head and Associate Professor for her motivation and support that always kept us going ahead.

We owe special thanks to Dr. Mrs. B. Sahayarani Fernando, M.com, Ph.D. Former head of the department Research Centre of commerce, for her inspiring guidance and unstinting support extended to me from the preparation until the successful completion of the project.

A word of special thanks to all the faculty members of the research Centre of commerce for their blessings and encouragement

A deep sense of gratitude is due to our faculty guide, Dr.S.FATIMA ROSELAIPM.Com., M.Phil., ~~SLT, B.Ed~~ Ph.D. for her help that she rendered to us in every step of our project proceedings and for her constructive suggestion and guidance in the completion of our project.

Finally, we are happy to express our gratitude to the entire staff members in the department of for their encouragement in completing this project. We thank our respondents, friends and parents whose moral support made us to perform the project successfully.

**A Study on the Perception of E-Payment Users in Past
Decade with reference to Madurai City**

Project submitted total to Madurai Kamaraj University In
partial fulfillment of the requirement for the award of the
Degree of

BACHELOR OF COMMERCE

SUBMITTED BY

| | | | |
|-------------------------|----------------|-------------------------|----------------|
| Ajitha. P | 2019A06 | Nirmala Nancy. A | 2019A46 |
| Anushri. S | 2019A12 | Rosy. B | 2019A52 |
| Janani. P | 2019A27 | Savari Jansi. D | 2019A55 |
| Nethartheni. A.S | 2019A44 | Puviya. M | 2019A69 |

Under the guidance of

Ms. F. Gnanadeepam, M.com., M.B.A., M.Phil., SET

Research Centre of Commerce

FATIMA COLLEGE



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade(CGPA 3.61) by NAAC(Cycle 4)

Maryland, MADURAI-625018, Tamil Nadu.

DECLARATION

We hereby, declare the project entitled "A STUDY ON THE PERCEPTION OF E-PAYMENT USERS IN THE PAST DECADE WITH REFERENCE TO MADURAI CITY" has been originally carried out by us for the award of the degree of B.Com, is a record of original work done by us during the year 2019-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

PLACE: MADURAI

DATE: 08.06.2022

Signature of the Guide

F. Gnanaadeepam

A. I. M. L. H.

Signature of Head of Department

(Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)

Signature of candidates

1. P. Ajitha
2. S. Anusha
3. P. Anuraj
4. A.S. Nethanthani
5. A. Nimala Rani
6. B. Rosy
7. D. Savari Jansi
8. M. Pravin

S.P. Sin

External Signature

ACKNOWLEDGMENT

We thank God Almighty for his immense grace, guidance and help to complete the Project Work in a successful manner.

It is with great regard, we think the management of Fatima College and the Principal Rev. Dr. Sr. G. Celine Sahaya Mary for giving us an opportunity to carry out the project work in our College.

We express our thanks to Dr. A.I. Auxilia Felicitas, M.Com, M.Phil., Ph.D., Head of the Department of Commerce, for her words of encouragement in this project work. We owe a profound debt of gratitude to **Ms. F. Gnanadeepam, M.com, M.B.A., M.Phil, SET Assistant Professor, Department of Commerce**, for her keen interest, suggestion, encouragement, and constant help which contributed immensely for the successful completion of the Project.

We express our grateful thanks to the entire faculty Members, Department of Commerce for their encouragement and blessings.

We would like to express our heartfelt thanks to our respondents and friends for their response and co-operation.

Finally, we are indebted to our family members for the encouragement and prayerful support that we experienced throughout our study.

ASSESSMENT OF AWARENESS ON BANNED CONSUMER GOODS – WITH SPECIAL REFERENCE TO LIFEBOUY SOAP

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

BACHELOR OF COMMERCE

Submitted by

A. Alangara Monisha-2019A07

S. Mahalakshmi-2019A37

P. Francis- 2019A22

M. Manjula-2019A38

A. Jacklin mercy-2019A26

M. Sarika-2019A54

M. Mahalakshmi-2019A36

S. Uthayasankari-2019A63

Under the guidance of

Mrs. P. KALAISELVI, M.Com., M.Phil., NET.,(Ph.d.)

Assistant Professor

, Research Centre of Commerce



FATIMA COLLEGE

(AUTONOMOUS)

Re- Accredited with 'A++' NAAC(Cycle – IV)

Mary Land, Tamil Nadu, Madurai - 625018

Mrs. P. Kalaiselvi, M.COM, M.PHIL, NET.

Research centre of commerce,

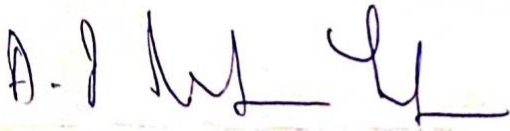
Fatima College,

Mary land,

Madurai - 625018

Certificate

This id to certify that the project word entitled “ASSESSMENT OF AWARENESS ON BANNED CONSUMER GOODS – WITH SPECIAL REFERENCE TO LIFEBUOY SOAP” submitted by A. ALANGARA MONISHA, P. FRANCIS, A. JACKLIN MERCY, M. MAHALAKSHMI, S. MAHALAKSHMI, M. MANJULA, M. SARIKA and S. UTHAYASANKARI in partial fulfillment of the requirement Bachelor of Commerce degree of the Madurai kamaraj university. Madurai during the period 2021 - 2022.



Signature of Head of Department

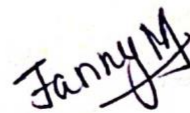
(Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)



Mrs. P. Kalaiselvi, M.COM., M.PHIL., NET.

Place: Madurai

Date: 8/6/2022



EXTERNAL SIGNATURE

DECLARATION

We hereby declare that the project entitled "ASSESSMENT OF AWARENESS ON BANNED CONSUMER GOODS - WITH SPECIAL REFERENCE TO LIFEBOUY SOAP" submitted by us to Fatima College (Autonomous), Madurai in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE in RESEARCH CENTRE OF COMMERCE is a record of bonafide project work carried out by us under the guidance of Mrs. KALAI SELVI, Associate Professor of commerce. We further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.

Signature of candidates

A. Abangara Monisha

P. Francis

A. Jacklin Mercy

M. Mahalakshmi

S. Mahalakshmi P.

M. Manjula.

M. Sarika

S. Uthayashankar

Place: Madurai

Date: 8.6.22

**A STUDY ON MAKKALAI THEDI MARUTHUVAM SCHEME IN
MADURAI CITY**

Project submitted to Madurai Kamaraj University in Partial
Fulfillment for the award of

BACHELOR OF COMMERCE

Submitted by

| | |
|----------------------------------|-------------------------|
| S. AMALACHRISTY MEDONA (2019A08) | G. KOUSHIKA (2019A33) |
| Y. AMBRIN BANU (2019A09) | K. MARAGATHAM (2019A39) |
| A. ASSIHA (2019A16) | K. SINDHUJA (2019A58) |
| A. ARULJOTHI (2019A15) | S. SONIYA (2019A60) |

Under the guidance of

DR.C. LUCIA VANITHA, M.Com., M.Phil., Ph.D., NET.,

ASSISTANT PROFESSOR

Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH 'A++' GRADE BY NAAC)

JUNE 2022

Dr. Ms. C. LUCIA VANITHA, M . Com., M.Phil., Ph.D.

Assistant professor,

Research Centre of commerce,

Fatima College (Autonomous),

Madurai - 625018.

CERTIFICATE

This is to certify that the dissertation entitled, "A study on impact of Makkalai Thedi Maruthuvam scheme among the people of Madurai city" Submitted by, Dr .MS C. LUCIA VANITHA, M. Com., M.Phil., Ph.D, for the award of master of philosophy degree in commerce, Fatima college, is an original work carried out by her, under my guidance and supervision and that no part of it has been presented before for any other degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

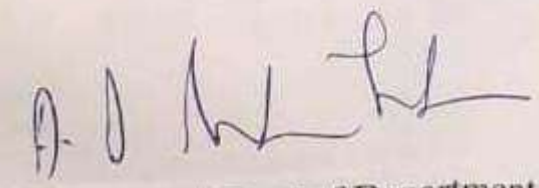
Place: Madurai

Date: 08.06.2022



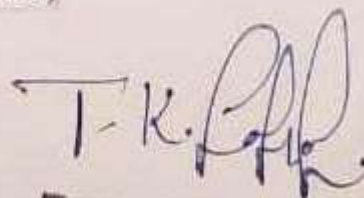
(Dr .MS C. LUCIA VANITHA, M. Com., M.Phil., Ph.D.)

Faculty guide



Signature of Head of Department

Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)



EXTERNAL SIGNATURE

Miss S. AMALACHRISTY MEDONA (2019A08)

Miss Y. AMBRIN BANU (2019A09)

Miss A. ARULJOTHI (2019A15)

Miss A. ASSIHA (2019A16)

Research centre of Commerce,

Fatima College (Autonomous),

Madurai-625018

Miss G. KOUSHIKA (2019A33)

Miss K. MARAGATHAM (2019A39)

Miss K. SINDHUJA (2019A58)

Miss S. SONIYA (2019A60)

DECLARATION

I hereby declare that the dissertation for the degree of master of philosophy in Commerce entitled, "A STUDY ON EFFECTIVENESS OF THE MAKALAI THEDI MARUTHUVAM SCHEME" is my original work under the guidance of Dr. Ms. C. LUCIA VANITHA, M.Com, M.Phil. Ph.D., NET., Associate professor, Department of Commerce, Fatima College, Mary land, Madurai and not part of this project has been submitted for the award any other degree, diploma, Associate- ship, fellowship or other similar title of any university or institution.

Place: Madurai

Date: 08.06.2021

Countersigned

Forwarded

S. Amalachristy Medona
Y. Ambrin Banu
A. Aruljothi
A. Assiha
G. Koushika
K. Sindhuja
Soniya. d
K. Maragatham

**A STUDY ON IMPACT OF USING WHATSAPP IN REDUCTION OF STRESS
AMONG COLLEGE STUDENTS IN MADURAI CITY**

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

BACHELOR OF COMMERCE

Submitted By

E. ANANYA (2019A10)

J.ELAVARASI (2019A19)

C.S. JEYASHREE (2019A30)

M.KEERTHANA (2019A32)

S. SUBIKSHA (2019A61)

V. SHERIN (2019A64)

L. VIYAKULA VINMALAR (201966)

Under the Guidance of

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

Assistant professor, The Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

RE- ACCREDITED WITH A⁺⁺ GRADE BY NAAC (Cycle- IV)

MARY LAND, MADURAI – 625018

JUNE – 2022

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

Assistant professor,

The Research Centre of Commerce

Fatima College (Autonomous)

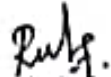
Madurai 625018.

CERTIFICATE

This is to certify that the project titled **A STUDY ON IMPACT OF USING WHATSAPP IN REDUCTION OF STRESS AMONG COLLEGE STUDENTS IN MADURAI CITY** submitted by **E. ANANYA (2019A10), J. ELAVARASI (2019A19) , C.S. JEYASHREE (2019A30), M.KEERTHANA(2019A32) , S. SUBIKSHIA (2019A61) , V. SHERIN (2019A64) , L. VIYAKULA VINMALAR (2019A66)** for the award of the **BACHELOR OF COMMERCE** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

PLACE: MADURAI.

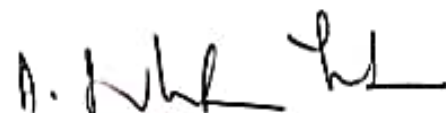
DATE: 8.6.2022


(Dr. P. Ruby Leela)

Faculty guide



External Signature.



Signature of head of Department

(Dr.A.J.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)

DECLARATION

We hereby declare that this project titled A STUDY ON IMPACT OF USING WHATSAPP IN REDUCTION OF STRESS AMONG COLLEGE STUDENTS IN MADURAI CITY is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Department of Commerce, Fatima College, Madurai.

PLACE: Madurai

DATE: 9. 6. 2022

Signature of the Student's

E. Ananya
(E. ANANYA)

J. Elavarasi
(J. ELAVARASI)

C. S. Jeya Shree
(C.S. JEYASHREE)

M. Keerthana
(M.KEERTHANA)

S. Subiksha
(S.SUBIKSHA)

Sherin. V
(V. SHERIN)

L. viyakula vinmalar.
(L. VIYAKULA VINMALAR)

ACKNOWLEDGEMENT

First and foremost we would like to thank god almighty whose blessing made us to complete the project successfully

It is a great pleasure to acknowledge our sincere thanks to Dr. Sr .G. Celine Sahaya Mary , principal, Fatima college, Madurai for giving this great opportunity to gain practical knowledge about theoretical studies. We also express our sincere thanks to Dr.Sr.Bindu Antony, Dr. G. Germin Mary , Vice principal , Shift – I Fatima college , Madurai, for her encouragement to do the project.

We also express hearty thanks to Dr. A.I. Auxilia Felicitas, M.Com, M.Phil, Ph.D Head and Associate Professor for her motivation and support that always kept us going ahead.

We owe special thanks to Dr.Mrs.B.Sahayarani Fernando , M.com , Ph.D Former head of the department Research centre of commerce, for her inspiring guidance and unstinting support extended to me from the preparation until the successful completion of the project.

A word of special thanks to all the faculty members of the research centre of commerce for their blessings and encouragement

A deep sense of gratitude is due to our faculty guide. Dr. P. Ruby Leela, M.Com., M.Phil, SET, NET, Ph.D for her help that she rendered to us in every step of our project proceedings and for her constructive suggestion and guidance in the completion of our project.

Finally, we are happy to express our gratitude to the entire staff members in the department of for their encouragement in completing this project. We thank our respondents, friends and parents whose moral support made us to perform the project successfully.

"A STUDY ON IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR TOWARDS CAFETERIA AND MESS SERVICES"

Project submitted to Madurai Kamaraj University

In Partial fulfilment for the award of

BACHELOR OF COMMERCE

Submitted by

S. ANUSHKA (2019A11)

A. ARUL JOTHI (2019A14)

H. AYESHA SHIDDIKA (2019A17)

M. EVANGLEIN MELBA (2019A20)

K. LAKSHMI PRIYA (2019A34)

S. NIDHARSHANA SYLAJA (2019A45)

L. PRIYADHARSHINI (2019A50)

Under the guidance of

DR.B. SAHAYARANI FERNANDO, M.Com., Ph.D.,

Former Head of the Department,

Research centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE-ACCREDITED WITH 'A++' GRADE BY NAAC)

MARY LAND,

MADURAI -625018.

JUNE 2022

DR.B. SAHAYARANI FERNANDO, M.Com., Ph.D.,

Former Head of the Department,


Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, “A STUDY ON IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR TOWARDS CAFETERIA AND MESS SERVICES” submitted by Miss. S. ANUSHKA, Miss. A. ARUL JOTHI, Miss. H. AYESHA SHIDDIKA, Miss. M. EVANGLEIN MELBA, Miss. K. LAKSHMI PRIYA, Miss. S.NIDHARSHANA SYLAJA, and Miss. L. PRIYADHARSHINI in partial fulfilment for the award of BACHELOR OF COMMERCE was done by them during the period of 2021-2022 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

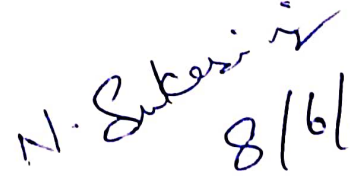

(DR.B. SAHAYARANI FERNANDO, M.Com., Ph.D.)
Faculty Guide

DR.B. SAHAYARANI FERNANDO, M.Com., Ph.D.

Former head of the Department.,

Place: Madurai

Date:


8/6/2022
SIGNATURE OF THE EXTERNAL.

Miss S. ANUSHKA (2019A11)

Miss.K.LAKSHMI PRIYA(2019A34)

Miss.A.ARUL JOTHI(2019A14)

Miss.S.NIDHARSHANA SYLAJA(2019A45)

Miss.H.AYESHA SHIDDIKA(2019A17) Miss.L.PRIYADHARSHINI(2019A50)

Miss.M.EVANGLEIN MELBA(2019A20)

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai -625018.

DECLARATION

We hereby declare the project entitled, "A STUDY ON IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR TOWARDS CAFETERIA AND MESS SERVICES" is a record of original work done by us for the award degree of BACHELOR OF COMMERCE and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or similar titles of any other University or Institution.

S. Anushka

A. Arul Jothi

H. Ayesha shiddika

M. Evanglein Melba

K. Lakshmi priya

Nidharshan Sylaja

L. Priya dharshini

Signature of the candidate

Place: Madurai

Date: 08.06.2022.



Col

Signature of Head of Department

(Dr.A.I.Auxilia Felicitas ,M.Com,M.Phil.,Ph.D)

ACKNOWLEDGEMENT

We thank and bow down to **God Almighty** for His abundant blessings and for giving us the strength and opportunity to complete the work within the stipulated time.

We feel privileged to express a deep sense of gratitude and respect to **Dr.Sr.Fransisca Flora**, Secretary and **Dr . Sr.G. Celine Sahaya Mary**, Principal, Fatima college (Autonomous), Mary Land, Madurai for their abiding inspiration and constant encouragement to complete our research work.

It is a great pleasure to acknowledge our sincere thanks to our vice principals, for being the silent and strong pillars behind every endeavour.

We extend our gratitude to **Dr. A. I. Auxilia Felicitas M.Com., M. Phil., Ph.D.**, The Head of the Department of Commerce, for her encouragement.

We owe special thanks to **Dr. Mrs. B. Sahayarani Fernando, M.Com., Ph.D.**, Former Head of the Department, Research Centre of Commerce, for her inspiring guidance and unstinting support extended to me from the preparation until the successful completion of this project.

A word of special thanks to all lectures of the Research Centre of Commerce for their blessings and encouragement.

Words seem inadequate to express my ineffable gratitude to our beloved grandparents who are the pillars of encouragement in all our endeavours.

Finally, we would like to express our heartfelt appreciation and gratitude to our dear friends for their abundant throughout this project.

S. ANUSHKA (2019A11)

M. EVANGLEIN MELBA (2019A20)

A. ARUL JOTHI (2019A14)

K. LAKSHMI PRIYA (2019A34)

H. AYESHA SHIDDIKA (2019A17)

S. NIDHARSHANA SYLAJA (2019A45)

L.PRIYADHARSHINI (2019A50)

A STUDY ON CUSTOMER'S SATISFACTION TOWARDS THE COSMETIC PRODUCT MAMAEARTH IN MADURAI CITY

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for
the award of the Degree of

BACHELOR OF COMMERCE

SUBMITTED BY

M.H.GOKILA RANI - 2019A23

S.GOKILA - 2019A24

M.MARIA JOSEPHINE – 2019A35

R.POOJA-2019A48

S.PRIYADHARSHINI -2019A51

J.SANTHANA ANGEL -2019A53

P.SENTHAMARAI -2019A56

Under the guidance of

Dr.A.I.AUXILIA FELICITAS ,M.COM.,M.PHIL.,PH.D.

Associate Professor,

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Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

Re-accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4).

College with potential for Excellence (2004-2019)

Maryland, MADURAI-625018, Tamil Nadu.

JUNE - 2022

Dr.A.I.AUXILIA FELICITAS ,M.COM.,M.PHIL.,PH.D.

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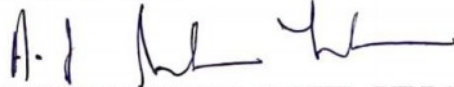
Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

CERTIFICATE

This is to certify that the project entitled, **“A STUDY ON CUSTOMER'S SATISFACTION TOWARDS THE COSMETIC PRODUCT MAMAEARTH IN MADURAI CITY”** submitted by M.H.GOKILA RANI - 2019A23, S.GOKILA - 2019A24, M.MARIA JOSEPHINE – 2019A35, R.POOJA- 2019A48, S.PRIYADHARSHINI -2019A51, J.SANTHANA ANGEL -2019A53 and P.SENTHAMARAI -2019A56 in partial fulfillment for the award of BACHELOR OFCOMMERCE was done by them during the period of February 2022 – May 2022 and this project or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.



(Dr.A.I.AUXILIA FELICITAS ,M.COM.,M.PHIL.,PH.D.)

Faculty Guide

Place : Madurai

Date :8.6.2022

ACKNOWLEDGEMENT

First of all, we extend our humble and sincere thanks to the Lord Almighty who has blessed us with his showers of blessings to complete this dissertation successfully.

Our sincere gratitude to our **Principal Dr. Sr. G. CELINE SAHAYA MARY** Fatima College, Mary Land, Madurai for giving us this wonderful opportunity for doing this project work.

We extend our gratitude to the **Head of the Department of Commerce** our guide **Dr. Mrs. A. I. AUXILIA FELICITAS, M. Com., M.Phil., Ph.D.,** Fatima College, Mary Land, Madurai for her inspiring guidance and kind encouragement during the preparation until the successful completion of this research.

We are also very thankful to all the Staff Members of the Research Centre of Commerce for their co-operation and their support to complete the project.

We also place on record our special thanks and word of appreciation to our family members and friends for their prayers and support throughout our research work.

DECLARATION

We hereby declare that the dissertation entitled, "A STUDY ON CUSTOMER'S SATISFACTION TOWARDS THE COSMETIC PRODUCT MAMAEARTH IN MADURAI CITY" is our original work done under the guidance of Dr. Mrs. A.L. AUXILIA FELICITAS, M.Com, M.Phil, Ph.D., Head of the department and Associate professor, Research Centre of Commerce, Fatima College (Autonomous), Mary Land, Madurai and it has not previously formed the basis for the award of any degree of any University or Institution.

Place : Madurai

Date : 08.06.2022

M. H. Gokila Rani
M.H.GOKILA RANI - 2019A23

S. Gokila
S.GOKILA - 2019A24

M. Maria Josephine
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A STUDY ON ONLINE SHOPPING HABITS AMONG COLLEGE STUDENTS IN MADURAI CITY

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

SUBMITTED BY

| | |
|-------------------|---------|
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FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA 3.61) by NAAC (Cycle 4).
College with potential for Excellence (2004-2019)

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DECLARATION

We hereby declare that the project entitled "A STUDY ON ONLINE SHOPPING HABITS AMONG COLLEGE STUDENTS IN MADURAI CITY" submitted by us to Fatima College (Autonomous), Madurai in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE in RESEARCH CENTRE OF COMMERCE is a record of bonafide project work carried out by us under the guidance of Dr. T. JEYANTHI VIJAYARANI. We further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.

PLACE: MADURAI

Date: 08.06.2022


Signature of the Project Coordinator


Signature of the Head of Department


Signature of External

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M. Raghavi [2019A70]

ACKNOWLEDGEMENT

We thank God Almighty for his immense grace, guidance and help to complete the Project Work in a successful manner.

It is with great regard, we think the management of Fatima College and the Principal Rev. Dr. Sr. G. Celine Sahaya Mary for giving us an opportunity to carry out the project work in our College.

We express our thanks to Dr. A.I. Auxilia Felicitas M.Com., M.Phil., Ph.D, Head of the Department of Commerce, for her words of encouragement in this project work.

We owe a profound debt of gratitude to Dr. T. Jeyanthi Vijayarani, M.com., Ph.D. Associate Professor, Department of Commerce, for their keen interest, suggestion, encouragement, and constant help which contributed immensely for the successful completion of the Project.

We thank our former Head of Department Dr.B.Sahayarani Fernando and we also express our grateful thanks to the entire faculty Members, Department of Commerce for their encouragement.

We would like to express our heartfelt thanks to our respondents and friends for their response and co-operation.

Finally, we are indebted to our family members for the encouragement and prayerful support that we experienced throughout our study.