

A STUDY ON AWARENESS OF SOLAR ENERGY AMONG THE PEOPLE OF MADURAI

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

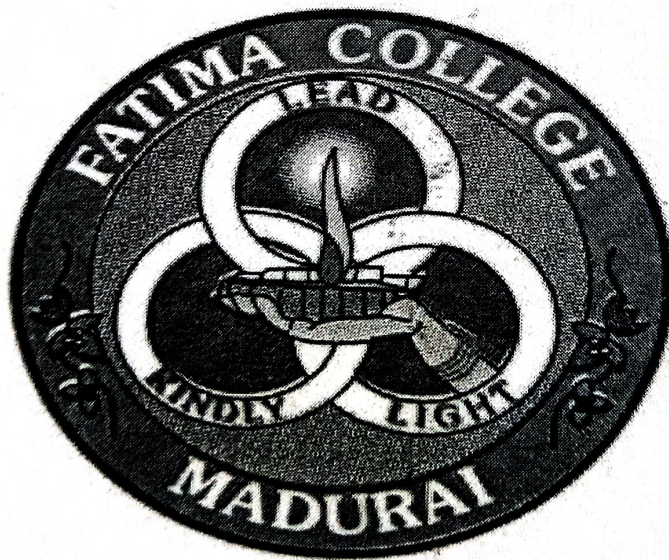
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

P. AARTHI (2019BB01)
S. ANCY ARUL MALAR (2019BB04)
G. SEELA VARSHINI (2019BB47)

Under the Guidance of

Dr. R. Vinotha M.B.A., Ph.d., NET
Assistant professor, Department of BBA



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

JUNE 2022

CERTIFICATE

This is to certify that the project entitled **A study on awareness of solar energy among peoples** submitted by **P. Aarthi (2019BB01), S.Ancy arulmalar (2019BB04), G. Seela varshini (2019BB47)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Date: 08.06.2022

Submitted for viva voice examination
held on 08.06.2022.

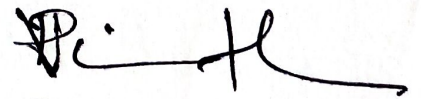
S.L. Kumari

Dr.S.L.Kumari

Head of the Department

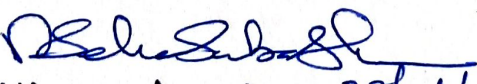
Head

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



Dr.R.Vinotha

Faculty guide


External Examiner 08/06/2022

DECLARATION

We hereby declare that this project entitled **A STUDY ON AWARENESS OF SOLAR ENERGY AMONG PEOPLE** 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.R..Vinotha, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date: 08.06.2022.

Signature of the Candidates

P. Aarthi

P. Aarthi (2019BB01)

S. Ancyarulmalar.

S.Ancyarulmalar(2019BB04)

G. Seela

G.Seela varshini (2019BB47)

**A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE
SERVICE QUALITY OF THE ONLINE FOOD DELIVERY
SYSTEM WITH SPECIAL REFERENCE TO ZOMATO**

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

T. ABINAYA 2019BB02

M. ANU PADMINI 2019BB05

M. DHANALAKSHMI 2019BB14

Under the Guidance of

Dr. M. Meenachi, BE, MHM., M,PHIL.,Ph.D.,

Assistant Professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004-2019)

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

MARY LAND, MADURAI – 625018,

JUNE 2022

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

Assistant Professor,

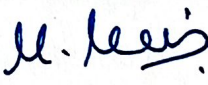
Department of BBA

CERTIFICATE

This is to certify that the project entitled **A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF THE ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ZOMATO** Submitted by **T. ABINAYA (2019BB02), M. ANU PADMINI (2019BB05), M DHANALAKSHMI(2019BB14)**, For the award of the **BACHELOR OF BUSINESS ADMINISTRATION** In Fatima college is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not been copied or submitted anywhere else, the project report has not formed the basis for the award of any diploma, degree, Associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

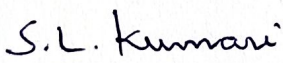
Submitted for viva examination held on: **08.06.2022**

Place: Madurai


(M.Meenachi)

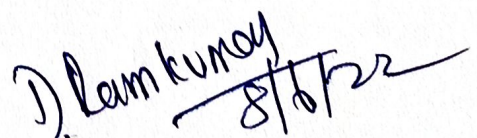
FACULTY GUIDE

Date: **08-6-2022**


(S.L.Kumari)

HEAD OF THE DEPARTMENT

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


EXTERNAL EXAMINER

DECLARATION

We hereby declare that this project entitled **A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF THE ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ZOMATO** Submitted by us to Fatima college (Autonomous), Madurai in partial fulfillment of the Requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of bonafide project work carried out by us under the guidance of Dr. M. Meenachi, Assistant professor, Department of BBA, Fatima college, Madurai.

Place: Madurai

Date: 06.06.2022.

Signature of the candidate

T. Abinaya

T. Abinaya (2019BB02)

M. Anu Padmini

M. Anu padmini (2019BB05)

M. Dhanalakshmi

M.Dhanalakshmi (2019BB14)

“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO RED TAXI IN MADURAI CITY.

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

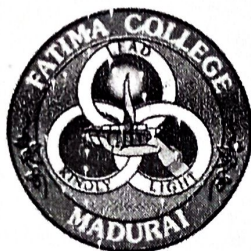
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

P. KEERTHANA (2019BB31)
K. RAJALAKSHMI (2019BB39)
T.G. SNEKA PRIYA (2019BB54)

UNDER THE GUIDANCE OF

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



**FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH RE-ACCREDITED WITH
'A++' GRADE BY NACC
MADURAI -625018**

JUNE 2022

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

CERTIFICATE

This is to certify that the project work entitle **"CUSTOMER SATISFACION - A STUDY WITH REFERENCE TO RED TAXI IN MADURAI CITY"** is a authentic record of group project work carried out by,

**P. KEERTHANA (2019BB31)
K. RAJALAKSHMI (2019BB39)
T.G. SNEKA PRIYA (2019BB54)**

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

Submitted for viva examination held on: 08.06.2022

S. L. Kumari

HOD of Department of BBA,

Head

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

S. L. Kumari

Faculty guide,

Becha Subashini
08/06/2022
External Examiner.

DECLARATION

We hereby declare that the project titled "**CUSTOMER SATISFACION - A STUDY WITH REFERENCE TO RED TAXI 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.S.L. KUMARI Head of the Department of BBA

Signature of Students

DATE: 8.6.2022

P. Keerthana

P. KEERTHANA (2019BB31)

K. Rajalakshmi

K. RAJALAKSHMI (2019BB39)

T.G. Sneha Priya

T.G. SNEKA PRIYA (2019BB54)

A Study On Brand Loyalty Among The Customers Of Himalaya With Special Reference To Baby Care Products In Madurai City

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

N.DEEPA 2019BB11

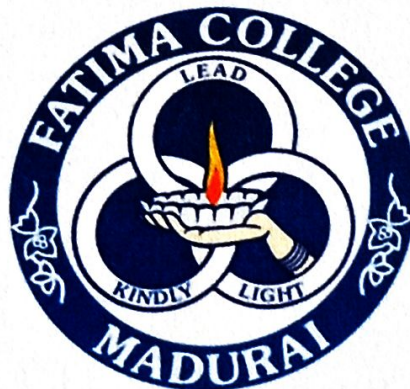
M.DEEPIKA 2019BB12

G.SANJANA 2019BB44

Under The Guidance Of

Dr.M. Meenachi, BE,MHM., M.PHI., Ph.D.

Assistant Professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004-2019)

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

MARY LAND, MADURAI-625018,

TAMILNADU.

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

Assistant professor,

Department of BBA

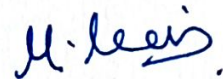
CERTIFICATE

This is to certify that the project entitled **A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF THE ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ZOMATO** Submitted by **N.DEEPA (2019BB11), M.DEEPIKA (2019BB12), G.SANJANA (2019BB44)**, For the award of the **BACHELOR OF BUSINESS ADMINISTRATION** In Fatima college is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not been copied or submitted anywhere else, the project report has not formed the basis for the award of any diploma, degree, Associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: **08.06.2022**

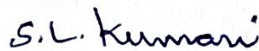
Place: Madurai

Date: 08.06.2022



(M.Meenachi)

FACULTY GUIDE



(S.L.Kumari)

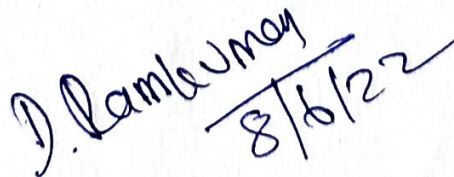
Head of the Department

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18


8/6/22

External Examiner

DECLARATION

We hereby declare that this project entitled **A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF THE ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ZOMATO** Submitted by us to Fatima college (Autonomous), Madurai in partial fulfillment of the Requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of Bonafide project work carried out by us under the guidance of Dr. M. Meenachi, Assistant professor, Department of BBA, Fatima college, Madurai.

Place: Madurai

Date: 06.06.22

Signature of the candidate

N. Deepa

N.DEEPA (2019BB11)

M. Deepika

M.DEEPIKA (2019BB12)

G. Sanjana

G.SANJANA (2019BB44)

A STUDY ON CUSTOMERS PREFERENCE TOWARDS MUTUAL FUNDS
A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

N.DHARANI (2019BB15)

M.RAMPRIYANKA (2019BB41)

J.VINISHA (2019BB63)

UNDER THE GUIDANCE OF

Mrs.A.ROSARY INFANTA, MBA., M.PHIL.,NET.

DEPARTMENT OF BUSINESS ADMINISTRATION



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

MARY LAND
MADURAI-625018

JUNE 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMERS PREFERENCE TOWARDS MUTUAL FUND" is submitted by N.Dharani (2019BB15), M.Rampriyanka (2019BB41), J.Vinisha (2019BB63) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2019-2022.

S.L. Kumari

(Dr.S.L.Kumari)

Head of the Department

Head

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

Place: Madurai

Date: 8.6.2022

A. Rosaly Infanta

(Mrs. A. Rosaly Infanta)

Faculty Guide

Submitted for viva-voce Examination
held on: 8.6.22

08/06/2022
EXTERNAL EXAMINER

DECLARATION

We thereby declare that the project done under the title "A STUDY ON CUSTOMERS PREFERENCE TOWARDS MUTUAL FUNDS" for the degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Mrs.A.Rosary Infanta, MBA., M.Phil., NET, and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Signature of Students

1. N. Dharani
(N.DHARANI)
2. M. Rampriyanka
(M.RAMPRIYANKA)
3. J. Vinisha
(J.VINISHA)

Place: Madurai

Date: 8.6.2022

“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO ADIDAS SPORTS SHOES, BALLS, DRESSES IN MADURAI CITY.

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

RAJARJESHWARI.S (2019BB40)

VARNIKA.G (2019BB59)

VIJAYALAKSHMI.M (2019BB62)

UNDER THE GUIDANCE OF

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



**FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH RE- ACCREDITED WITH
'A++' BY NAAC**

MADURAI-625018

JUNE 2022

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "**CUSTOMER SATISFACION - A STUDY WITH REFERENCE TO ADIDAS SPORTS SHOES, BALLS, DRESSES IN MADURAI CITY**" is an authentic record of group project work carried out by,

S. RAJARAJESHWARI (2019BB40)

G. VARNIKA (2019BB59)

M. VIJAYALAKSHMI (2019BB62)

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

Submitted for viva examination held on: 08-06-2022

S.L. Kumari

HOD of Department of BBA,
Head

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

S.L. Kumari

Faculty Guide,

[Signature]
08/06/2022
EXTERNAL EXAMINER

DECLARATION

We hereby declare that the project titled "CUSTOMER SATISFACION - A STUDY WITH REFERENCE TO ADIDAS SPORTS SHOES, BALLS, DRESS 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 S.L.KUMARI M.Com, M.PHIL, MBA, Ph.D, for the Degree of Bachelor of Business Administration

PLACE: Madurai .

Date : 08 - 06 - 2022 .

Signature of the Students

x S. Rajarajeshwari .
S. RAJARJESHWARI

x G. Varnika .
G.VARNIKA

x M. Vijayalakshmi
M.VIJAYALAKSHMI

A STUDY ON CUSTOMER SATISFACTION TOWARDS LENOVO LAPTOPS IN MADURAI CITY.

**A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION**

OF MADURAI KAMARAJ UNIVERSITY

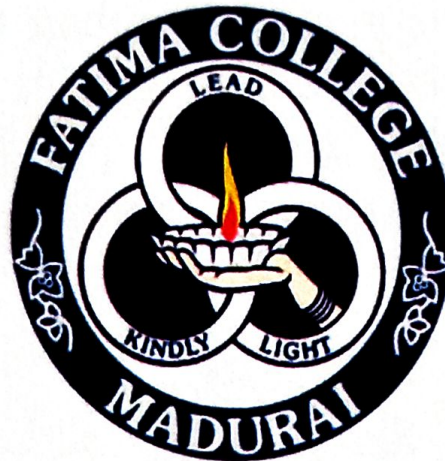
SUBMITTED BY

P. Sithick Syed Meera (2019BB50)

S. Vijaya Krithika (2019BB61)

UNDER THE GUIDANCE OF

Mrs. S.L. Kumari M.com. B.Ed., M.Phil. MBA, Ph.D.



DEPARTMENT OF BUSINESS ADMINISTRATION

**FATIMA COLLEGE (AUTONOMOUS)
(RE-ACCREDITED WITH "A++ IV-CYCLE BY NAAC)
MADURAI-625018**

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS LENOVO LAPTOPS IN MADURAI CITY" is an authentic record of group project work carried out by,

P.SITHICK SYED MEERA (2019BB50)

S. VIJAYA KRITHIKA (2019BB61)

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

Submitted for viva examination held on: 08-06-22

S.L. Kumari

HOD of the Department of BBA

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

Place: Madurai

Date: 08.06.2022

S.L. Kumari

Faculty guide,

S.L. Kumar

Faculty guide

D. Neelkumari
8/6/22
EXTERNAL EXAMINER

DECLARATION

We thereby declare that the project done under the title "**A STUDY ON CUSTOMER SATISFACTION TOWARDS LENOVO LAPTOPS**" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Mrs. S.L. Kumari M.com. B.Ed., M.Phil. MBA, (Ph.D.). This project has been purely developed by us.

Signature of Students

P. Sithick Syed Meera

(P. SITHICK SYED MEERA)

S. Vijaya Krithika

(S. VIJAYA KRITHIKA)

**CUSTOMER SATISFACTION: A STUDY WITH REFERENCE TO
HINDUSTAN UNILEVER PRODUCTS - WITH SPECIAL REFERENCE
TO CLINIC PLUS, FAIR & LOVELY AND HAMAM SOAP ONLY.**

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

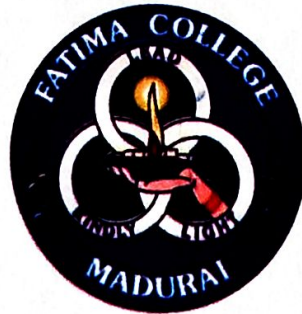
M.HEERA (2019BB21)

C.T. KOTHAI VAISHNAVI (2019BB32)

M.RAHINI (2019BB38)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED WITH 'A++' BY NAAC

MADURAI-625018

JUNE 2022

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "CUSTOMER SATISFACION- A STUDY WITHREFERENCE TO HINDUSTAN UNILEVER PRODUCT- WITH SPECIAL REFERENCE TO CLINIC PLUS, FAIR & LOVELY AND HAMAM SOAP ONLY" is an authentic record of group project work carried out by,

M.HEERA (2019BB21)

C.T. KOTHAI VAISHNAVI (2019BB32)

M.RAHINI (2019BB38)

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

Submitted for viva examination held on:08-06-22

S. L. Kumari
HOD of Department of BBA
Head
Department of Business Administration
Fatima College (Autonomous)
Madurai-18

D. Ramkumar
8/6/22
External Examiner

S. L. Kumari
Faculty guide,
Head
Department of Business Administration
Fatima College (Autonomous)
Madurai-18

DECLARATION

We thereby declare that the project done under the title "CUSTOMER SATISFACION - A STUDY WITHREFERENCE TO HINDUSTAN UNILEVER PRODUCTS- WITH SPECIAL REFERENCE TO CLINIC PLUS, FAIR & LOVELY AND HAMAM SOAP ONLY" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of MRS. S.L.KUMARI, M.COM. B.ED., MBA. M.PHIL., PH.D., SI.ST. AssociateProfessor and Head Department of Business Administration.

DATE: 08.06.2022

Signature of Students

M. Heera

M.HEERA (2019BB21)

C.T. Kothai Vaishnavi

C.T. KOTHAI VAISHNAVI (2019BB32)

M. Rahini

M.RAHINI (2019BB38)

**A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE
SERVICE QUALITY OF THE ONLINE FOOD DELIVERY
SYSTEM WITH SPECIAL REFERENCE TO ZOMATO**

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

T. ABINAYA 2019BB02

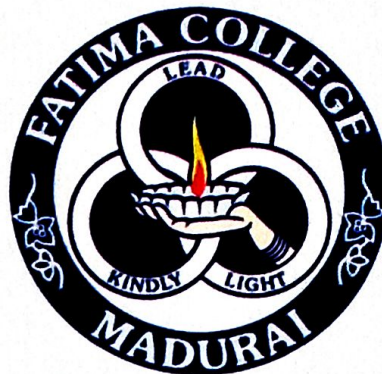
M. ANU PADMINI 2019BB05

M. DHANALAKSHMI 2019BB14

Under the Guidance of

Dr. M. Meenachi, BE, MHM., M,PHIL.,Ph.D.,

Assistant Professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004-2019)

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

MARY LAND, MADURAI – 625018,

JUNE 2022

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

Assistant Professor,

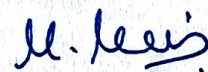
Department of BBA

CERTIFICATE

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Submitted for viva examination held on: **08.06.2022**

Place: Madurai



(M.Meenachi)

Date: 08-6-2022

FACULTY GUIDE

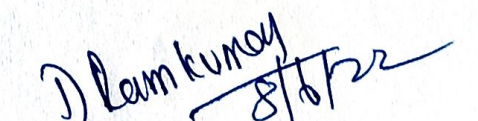


(S.L.Kumari)

HEAD OF THE DEPARTMENT

Head

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



EXTERNAL EXAMINER

DECLARATION

We hereby declare that this project entitled **A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF THE ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ZOMATO** Submitted by us to Fatima college (Autonomous), Madurai in partial fulfillment of the Requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of bonafide project work carried out by us under the guidance of **Dr. M. Meenachi**, Assistant professor, Department of BBA, Fatima college, Madurai.

Place: Madurai

Date: 06.06.2023

Signature of the candidate

T. Abinaya

T. Abinaya (2019B502)

M. Annapadma

M. Annapadma (2019B503)

M. Dhanalakshmi

M. Dhanalakshmi (2019B514)

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN MADURAI CITY WITH REFERENCE TO MEESHO

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

S. GOWRI (2019BB18)

T. SANGAVI (2019BB43)

R. SUBHAGINI (2019BB56)

Under the Guidance of

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

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH POTENTIAL FOR EXCELLENCE
(2004-2019) RE-ACCREDITED WITH 'A++' GRADE
(CGPA 3.61) BY NACC (CYCLE 4) MARY LAND,
MADURAI -625018.**

JUNE 2022

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

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project entitled **A Study on customer satisfaction towards online shopping in madurai city with reference to Meesho** submitted by **S.Gowri(2019BB18), T.Sangavi(2019BB43), R.Subhagini(2019BB56)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on : **08.06.2022**

Place: Madurai

Date: 08.06.2022



(M. Meenachi)

Faculty guide




(S.L.Kumari)

Head of the Department

Head

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


EXTERNAL EXAMINER

DECLARATION

We hereby declare that this project entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN MADURAI CITY WITH REFERENCE TO MEESHO** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr.M. Meenachi, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Signature of the Candidates

Date : 06.06.2022

S. Gowri

S.Gowri(2019BB18)

T. Sangavi

T.Sangavi(2019BB43)

R. Subhagini

R.Subhagini(2019BB56)

A STUDY ON BUYER BEHAVIOUR OF ONLINE PRODUCTS WITH SPECIAL REFERENCE TO MOBILE PHONES IN MADURAI CITY .

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

T.Bhavani 2019BB09

S.Jerin Hasina (2019BB26)

R.Sneha (2019BB053)

Under the Guidance of

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

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004-2019)

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

MARYLAND, MADURAI-625018,

TAMILNADU.

JUNE 2022

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

CERTIFICATE

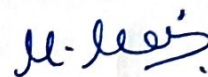
This is to certify that the project entitled **A STUDY ON BUYER BEHAVIOUR BEHAVIOUR OF ONLINE PRODUCTS WITH SPECIAL REFERENCE TO MOBILE PHONES IN MADURAI CITY.** submitted by **T.Bhavani (2019BB09), S.Jerin hasina (2019BB26), R.Sneha (2019BB53),** For the award of the BACHELOR OF BUSINESS ADMINISTRATION In Fatima college is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not been copied or submitted anywhere else, the project report has not formed the basis for the award of any diploma, degree, Associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: **08.06.2022**

Place : Madurai

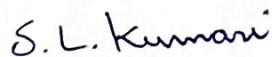
Date : **08.06.2022**

08.06.2022



(M.Meenachi)

FACULTY Guide



(S.L.Kumari)

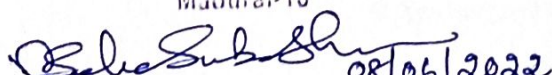
Head of the Department

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18


External Examiner **08/06/2022**

DECLARATION

We hereby declare that this project entitled **A STUDY ON BUYER BEHAVIOUR ONLINE PROUDCTS WITH SPECIAL REFERENCE TO MOBILE PHONES IN MADRAI CITY** Submitted by us to Fatima college (Autonomous), Madurai in partial fulfillment of the Requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** is a record of genuine project work carried out by us under the guidance of Dr. M. Meenachi, Assistant Professor, Department of BBA, Fatima college, Madurai.

Place: Madurai

Signature of the candidates

Date: 06.06.2022



T.Dhavani (2019BBA19)



S.Jeeva Hasina (2019BBA26)



R.Sneha (2019BBA53)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS VI
A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION OF MADURAI KAMARAJ UNIVERSITY**

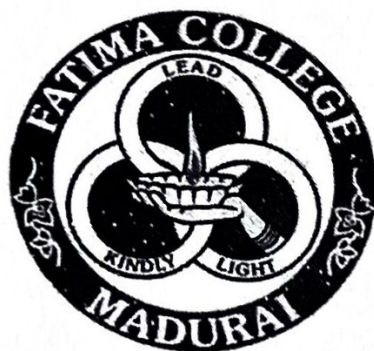
SUBMITTED BY

I.ANU SHREE	(2019BB06)
C.JEEVITHA	(2019BB25)
P.RITA	(2019BB42)

UNDER THE GUIDANCE OF

Mrs. A.ROSARY INFANTA, MBA., M.PHIL.,NET.

DEPARTMENT OF BUSINESS ADMINISTRATION



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

**MARY LAND
MADURAI-625018**

JUNE 2022

CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS VI**" is submitted by LANU SHREE (2019BB06) ,C.JEEVITHA (2019BB25), P.RITA (2019BB42) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamarajar University

2019-2022.

S.L. Kumari

(Dr.S.L.Kumari)

Head of the Department

Head

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

A. Rosary Infanta

(Mrs. A. Rosary Infanta)

Faculty Guide

Place: Madurai

Date: 8.6.2022

Submitted for Viva-voice Examination
held on : 8.6.2022

Devi Subashy
8/6/22

External Examiner

DECLARATION

We thereby declare that the project done under the title “A STUDY ON CUSTOMER SATISFACTION TOWARDS VI” for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Mrs.A.Rosary Infanta, MBA., M.Phil., NET, and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Signature of Students

1. *I. Anushree*
(I.ANU SHREE)
2. *C.Jeevitha*
(C.JEEVITHA)
3. *P.Rita*
(P.RITA)

Place: Madurai

Date: 08.06.2022

**A STUDY ON STRUGGLES FACED BY SMALL SCALE
ENTREPRENEURS**

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

SUBMITTED BY

G.KALAISELVI (2019BB28)

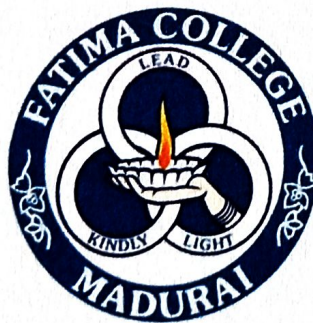
K.POORANI (2019BB37)

K.SARULATHA (2019BB46)

UNDER THE GUIDANCE OF

Mrs. A.ROSARY INFANTA, MBA., M.PHIL.,NET.

DEPARTMENT OF ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

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

MADURAI-625018

JUNE 2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON STRUGGLES FACED BY SMALL SCALE ENTREPRENEURS" is submitted by G .kalaiselvi (2019BB28), K. Poorani (2019BB37), K. Sarulatha (2019BB46) in partial fulfillment for the award of the Degree of **Bachelor of Business Administration** of Madurai Kamaraj University 2021-22

S.L. Kumari
(Dr. S.L .Kumari)
Head of the Department

A. Polah
(Mrs. A. Rosary Infanta)
Faculty Guide

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

Place: Madurai

Date: 08.06.2022

Submitted for Viva - voice Examination
held on : 08.06.2022

D. Ramkumar
8/6/22
EXTERNAL EXAMINER

DECLARATION

We thereby declare that the project done under the title "A STUDY ON STRUGGLES FACED BY SMALL SCALE ENTREPRENEURS for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Mrs.A.Rosary Infanta, MBA., M.Phil., NET, and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Signature of Students

G.Kalaiselvi.
(G.kalaiselvi)

K.Poorani.
(K.Poorani)

K.Sarulatha
(K.Sarulatha)

Place: Madurai

Date: 08.06.2022

A STUDY ON CUSTOMER SATISFACTION TOWARDS SMART WATCH
A PROJECT REPORT IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
OF MADURAI KAMARAJ UNIVERSITY

SUBMITTED BY

S.BHUVANESHWARI (2019BB10)

C.SARANYA (2019BB45)

D.SIVASANKARI (2019BB52)

UNDER THE GUIDANCE OF

Mrs. A.ROSARY INFANTA, MBA. M.PHIL. NET.

DEPARTMENT OF BUSINESS ADMINISTRATION



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

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

MARY LAND

MADURAI-625018

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS SMARTWATCH" is submitted by S.Bhuvaneshwari (2019BB10) C.Saranya (2019BB45) D.Sivasankari (2019BB52) in partial fulfillment for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj University 2019-2022.

Submitted for viva examination held on : 08.06.2022

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

Head ~~of the department~~

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

A. Rosary Infant
(Mrs. A. Rosary Infant)

Faculty Guide

Place: Madurai

Date: 08.06.2022

D. Ramkumar
8/6/22
External Examiner

DECLARATION

We thereby declare that the project done under the title "A STUDY ON CUSTOMER SATISFACTION TOWARDS SMARTWATCH" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Mrs.A.RosaryInfanta, MBA., M.Phil., NET, and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Signature of Students

1. S. Bhuvaneshwari
(S.BHUVANESHWARI)

2. C. Saranya
(SARANYA)

3. D. Sivasankari
(D.SIVASANKARI)

**A STUDY ON AWARENESS OF SOLAR ENERGY AMONG THE PEOPLE OF
MADURAI**

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

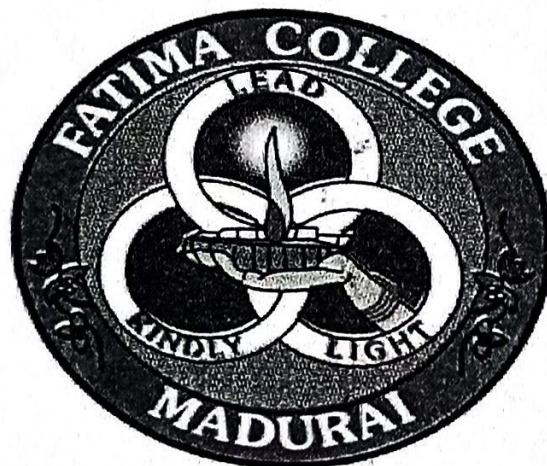
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

P. AARTHI (2019BB01)
S.ANCY ARUL MALAR (2019BB04)
G.SEELA VARSHINI (2019BB47)

Under the Guidance of

Dr.R.Vinotha M.B.A.,Ph.d.,NET
Assistant professor, Department of BBA



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

JUNE 2022

CERTIFICATE

This is to certify that the project entitled **A study on awareness of solar energy among peoples** submitted by **P. Aarthi (2019BB01)**, **S.Ancy arul malar (2019BB04)**, **G. Seela varshini (2019BB47)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in **Fatima College** is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Date: 08.06.2022

Submitted for viva voice examination
held on 08.06.2022.

S.L. Kumari

Dr.S.L.Kumari

Head of the Department

Head

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

Dr.R.Vinotha

Dr.R.Vinotha

Faculty guide

External Examiner
08/06/2022

DECLARATION

We hereby declare that this project entitled **A STUDY ON AWARENESS OF SOLAR ENERGY AMONG PEOPLE** 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.R.Vinotha, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place : Madurai

Date: 08. 06 .2022.

Signature of the Candidates

P. Aarthi

P. Aarthi (2019BB01)

S. Ancyarulmalar.

S.Ancyarulmalar(2019BB04)

G. Seela

G.Seela varshini (2019BB47)

A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC PRODUCTS

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

SUBMITTED BY

S.BAVANISANTHIYA (2019BB08)

S.KARTHIGA (2019BB29)

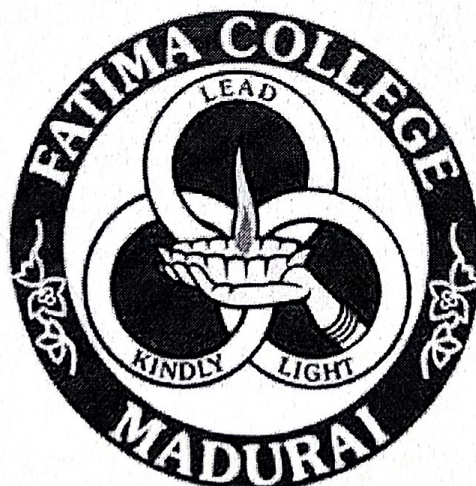
M.PRIYANKA (2019BB64)

UNDER THE GUIDANCE OF

DR.R.VINOTHA,MBA,PH.D,NET

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION



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

**MARY LAND
MADURAI-625018**

JUNE 2022.

CERTIFICATE

This is to certify that the project work entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC PRODUCTS** submitted by S.Bavanisanthiya (2019BB08), S.Karthiga (2019BB29), M.PRIYANKA (2019BB64), in partial fulfilments for the award of the degree of Bachelor of Business Administration of Madurai Kamaraj university 2019-2022

S.L. Kumari

(Dr.S.L.Kumari)

Head *of the Department*

Head

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



(Dr.R.Vinotha)

Faculty Guide

Place: Madurai

Date: **08.06.2022**

Submitted for Viva-Voice Examination Held on: 08.06.2022

J. Ramkumar
8/6/22
External Examiner.

DECLARATION

We thereby declare that the project done under the title "A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC PRODUCTS" for the Degree of BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Dr.R.Vinotha, MBA.,PH.D,NET, and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Place: Madurai

Date: 08.06.2022

Signature of Students

1. S. Bavanisanthiya

(S.Bavanai santhiya)

2. S. Karthiga

(S..karthiga)

3. M. Priyanka

(M.Priyanka)

A STUDY ON AWARENESS OF BRANDED SHOES IN XPRESS SHOPPE

AT MADURAI

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

SUBMITTED BY

V.KAYALVIZHI (2019BB30)

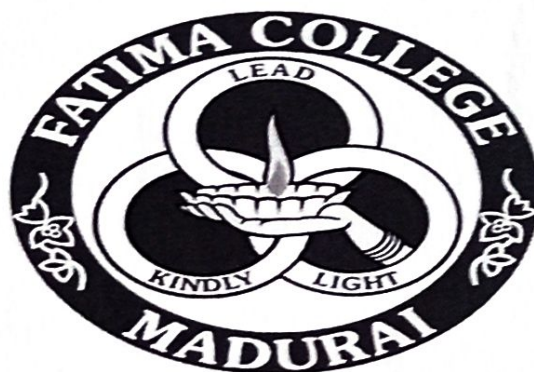
K.SHAQEEQA MUFFREEN (2019BB49)

M.DHAARANI (2019BB65)

UNDER THE GUIDANCE OF

**Dr.R.VINOTHA, MBA, PH.D, NET
ASSISTANT PROFESSOR**

DEPARTMENT OF BBA



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

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

MARY LAND

MADURAI-625018

JUNE-2022

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON AWARENESS OF BRANDED SHOES IN XPRESS SHOPPE AT MADURAI". Submitted by V.Kayalvizhi (2019BB30), K.Shaqeeqa Muffreen (2019BB49), M.Dhaarani (2019BB65), in partial fulfilment for the award of the Degree of Bachelor of Business Administration of Madurai Kamaraj University 2019-2022

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

Head of the Department

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

(Signature)
(Dr.R.Vinotha)

Faculty Guide

Place: Madurai

Date: 08.06.2022

Submitted for Viva Voice Examination
held on :- 08.06.2022

D. Ramkumar
External Examiner 8/6/22

DECLARATION

We thereby declare that the project done under the title "A STUDY ON AWARENESS OF BRANDED SHOES IN XPRESS SHOES AT MADURAI" is submitted by V.Kayalvizhi (2019BB30), K.Shaqeeqa Muffreen (2019BB49), M.Dhaarani (2019BB65) for the DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION is our original work done under the guidance of Dr.R.Vinotha, Assistant Professor and has been done thoroughly at the outside knowledge and has been drafted out to any other modes of information. This project has been purely developed by us.

Place : Madurai

Date : 08.06.2022

Signature of Students

V. Kayalvizhi

V.KAYALVIZHI

K. Shaqeeqa Muffreen

K.SHAQEEQA MUFFREEN

M. Dhaarani

M.DHAARANI

“A STUDY ON IMPACT OF THE SOCIAL MEDIA ON CONSUMER BEHAVIOUR “

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

M. ACSHAYA (2019BB03)

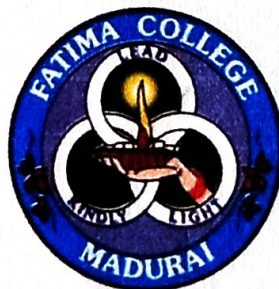
R. HARINI (2019BB20)

P. HEMALATHA (201922)

Under the Guidance of

Mrs.ABINAYA.R, M.com,B.ed,NET

Assistant professor,Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH POTENTIAL FOR
EXCELLENCE-ACCREDITED
WITH 'A++' GRADE BY NACC IN CYCLE IV
74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD
MARYLAND, MADURAI-625018**

JUNE 2022

Mrs.ABINAYA.R, M.com,B.ed,NET

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project entitled **A Study on the Impact of Social Media on consumer behavior** Submitted by **M.ACSHAYA (2019BB03), R.HARINI (2019BB20) and P.HEMALATHA (2019BB22)** for the award of the **BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted any where else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Submitted for Viva Examination held On : 08.06.2022

Place:Madurai

Date: 08.06.2022

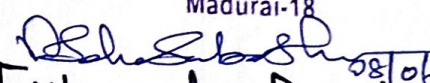

(Mrs.ABINAYA.R)

Facultyguide

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

Head of the Department
Head

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


08/06/2022
External Examiner

DECLARATION

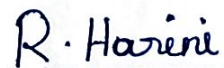
We here by declare that this project entitled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Mrs.ABINAYA.R, Assistant Professor, Department of BBA, Fatima College, Madurai.

Place :Madurai

Signature of the Candidates

Date : 06.06.2022


M.Acshaya(2019BB03)


R.Harini(2019BB20)


P.Hemalatha(2019BB22)

**A STUDY ON COMPARISON BETWEEN OLA AND FAST TRACK CAR
RENTAL SERVICE**

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

Submitted By

S.DHARANI (2019BB16)

M.R.SRIDEVI (2019BB55)

MLVAISHNAVI (2019BB58)

Under The Guidance of

Mrs. R.ABINAYA M.com, B.Ed, NET

Assistant Professor; Department of BBA



FATIMA COLLEGE(AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

**RE-ACCREDITED WITH 'A++' (CGPA 3.61) BY NACC(CYCLE-
IV)**

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

MARY LAND MADURAI-625018

JUNE 2022

ABINAYA.R , M.COM, B.Ed, NET

Assistant professor,

Department of BBA

CERTIFICATE

This is to certify that the project work entitled **A STUDY ON COMPARISON BETWEEN OLA AND FAST TRACK CAR RENTAL SERVICE** is a authentic record of group project work carried out by,

S.DHARANI (2019BB16)


M.R.SRIDEVI (2019BB55)

M.VAISHNAVI (2019BB58)

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

Submitted for viva examination held on: **08.06.2022**

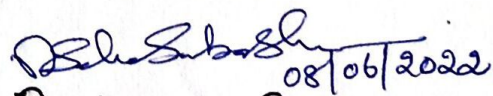
S.L. Kumari
(Dr.S.L.Kumari)


(Mrs.R.Abinaya)

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

Faculty Guide.

Date : **08.06.2022**


08/06/2022
External Examiner.

S.Dharani

M.R.Sridevi

M.Vaishnavi

DECLARATION

We hereby declare that this project titled **A STUDY ON COMPARISON BETWEEN OLA AND FAST TRACK CAR RENTAL SERVICES** is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Mrs.R.Abinaya Assistant Professor, Department of BBA, Fatima College, Madurai.

Signature of students

S. Dharani

M. R. Sridevi

Madhavan

Place: Madurai

Date: 08.06.2022

**A COMPARATIVE STUDY ON CONSUMER SATISFACTION
TOWARD AAVIN AND HATSUN DAIRY PRODUCTS IN
MADURAI CITY**

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

G. GOWSALYA (2019BB19)

S.PADMA PREETHA (2019BB36)

Under the Guidance of

Mrs.ABINAYA .R, M.COM, B.Ed, NET

Assistant professor, Department of BBA



**FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A++' (CGPA 3.61) BY
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MHRD**

MARY LAND, MADURAI -625018

JUNE 2022

Mrs. AIBNAYA .R, M.COM, B.Ed, NET

Assistant professor,

Department of BBA.

CERTIFICATE

This is to certify that the project entitled "a comparative study on consumer satisfaction toward Aavin and Hatsun dairy products in Madurai city".

1. G.Gowsalya (2019BB19)

2. S.Padma preetha (2019BB36)

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

Submitted for viva Examination: 08/6/22

Place: Madurai

Date: 8/6/2022

S.L. Kumari
S.L. KUMARI

(Head of the department)

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18

External examiner

R.ABINAYA

Faculty guide

D. Ramkumar
8/6/22

G.Gowsalya (2019BB19)

S. Padma preetha (2019BB36)

DECLARATION

We hereby declare that this project entitled “A comparative study on consumer satisfaction toward Aavin and Hatsun dairy products.” is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MRS. ABINAYA.R M.COM, B.Ed, NET Assistant Professor, Department of BBA, Fatima College, and Madurai.

Place : Madurai

Signature of the Candidates

Date : 8/6/2022

1. G. Gowsalya
2. S. Padma Preetha