

**A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR OF
MADURAI CITY**

A Project submitted to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of **MASTER OF COMMERCE.**

SUBMITTED BY

K.M.AMIRTHALAKSHMI- 2021MCOM01

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.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (ccycle-IV)

Mary land, Madurai-625018, Tamilnadu.

MARCH-2023

DR. P. RUBY LEELA. M.COM.,M.PHIL.,SET., NET.,PH.D

Assistant professor

The Research Center of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR OF MADURAI CITY” submitted by **K.M.AMIRTHALAKSHMI-2021MCOM01** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI

DATE : 28.03.2023


(DR. P. RUBY LEELA)

Faculty Guide

K. M. AMIRTHALAKSHMI, 2021MCOM01

The Research Centre of Commerce,
Fatima College (Autonomous),
Mary land,
Madurai- 625 018.

DECLARATION

I hereby, declare that project entitled “A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR OF MADURAI CITY” has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28.03.2023

K.M. Amirtha Lakshmi

Signature of the candidate

(K. M. AMIRTHALAKSHMI)

[Handwritten Signature]

Counter signed

[Handwritten Signature]

Forwarded

**FEASIBILITY AND ACCESSIBILITY OF HOUSING LOAN AMONG
PRIVATE EMPLOYEES**

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

MASTER OF COMMERCE

Submitted By

X. ANNIE GLADYS (2021MCOM02)

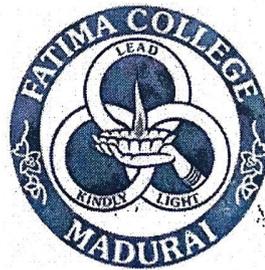
Under the guidance of

Dr. K. Sangeetha, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

Research Centre of Commerce

Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV),

College With Potential for Excellence (2004-2019)

MARYLAND,

MADURAI- 625 0181

X. ANNIE GLADYS (2021MCOM02)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018

DECLARATION

I, hereby declare that the Project for the Master of Commerce Degree entitled "**FEASIBILITY AND ACCESSIBILITY OF HOUSING LOAN AMONG PRIVATE EMPLOYEES**", Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is a original work done by me during the year 2022-2023 under the guidance and supervision of Dr. K. SANGEETHA M.Com., M.Phil., SET., Ph.D. Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other University or Institution.

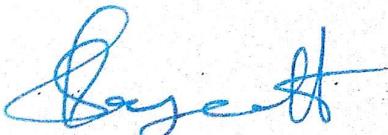
Place: Madurai

Date: 28.03.2023

X. Annie Gladys .

(X. ANNIE GLADYS)

Signature of the candidate



Counter Signed



Forwarded

Dr. K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625018

CERTIFICATE

This is to certify that the Project entitled “**FEASIBILITY AND ACCSSIBILITY OF HOUSING LOAN AMONG PRIVATE EMPLOYEES**” Submitted by **X. ANNIE GLADYS (2021MCOM02)** in partial fulfillment for the degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.



(Dr. K. SANGEETHA)

Faculty Guide

Place: Madurai

Date: 28.03.2023.

**ROLE OF TELEVISION ADVERTISEMENTS ON
PURCHASING DECISIONS OF DURABLE GOODS IN
THIS NEW DIGITAL ERA**

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

MASTER OF COMMERCE

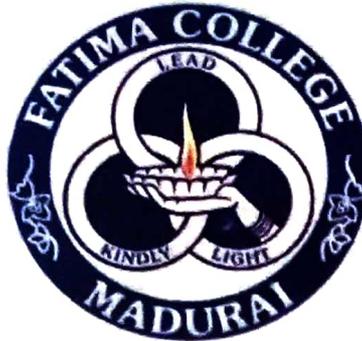
Submitted By

M.BHUVANESHWARI (2021MC0M04)

Under the guidance of

DR. K. Sangeetha, M.com., M.Phil., SET., Ph.D.,

Assistant Professor, Research Centre of Commerce, Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA WITH 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND

MADURAI - 625018.

February– 2023

Dr. K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

Research Centre of Commerce,

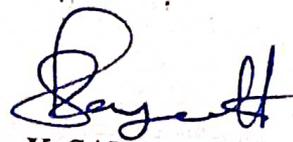
Fatima College (Autonomous),

Mary Land,

Madurai – 625018

CERTIFICATE

This is to certify that the Project entitled **“ROLE OF TELEVISION ADVERTISEMENTS ON PURCHASING DECISIONS OF DURABLE GOODS IN THIS NEW DIGITAL ERA”** Submitted by **M. BHUVANESHWARI (2021MCOM04)** in partial fulfillment for the degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.


(Dr. K. SANGEETHA)

Faculty Guide

Place: Madurai

Date:

M. BHUVANESHWARI (2021MCOM04)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625018

DECLARATION

I, hereby declare that the Project for the Master of Commerce Degree entitled "**ROLE OF TELEVISION ADVERTISEMENTS ON PURCHASING DECISIONS OF DURABLE GOODS IN THIS NEW DIGITAL ERA**", Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is an original work done by me during the year 2022-2023 under the guidance and supervision of Dr. K. SANGEETHA M.Com., M.Phil., SET., Ph.D. Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other University or Institution.

Place: Madurai

Date: 28.03.2023

M. Bhuvaneshwari
(M. BHUVANESHWARI)

Signature of the candidate

[Handwritten Signature]
Counter Signed

[Handwritten Signature]
Forwarded

A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN MADURAI CITY

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the award for the degree in **MASTER OF COMMERCE**.

SUBMITTED BY

R.CHITRALEKA - 2021MCOM05

Under the guidance of

DR. MS.C. LUCIA VANITHA. M.COM., M.PHIL., PH.D., NET

Assistant Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

DR. MS. C. LUCIA VANITHA. M.COM., M.PHIL., PH.D., NET

Assistant Professor
Research Center of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN MADURAI CITY" submitted by **R.CHITRALEKA – 2021MCOM05** for the award of the Degree in **MASTER OF COMMERCE**, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023


(Dr. MS. C.LUCIA VANITHA)

Faculty Guide

R.CHITHRALEKA, 2021MCOM05

The Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN MADURAI CITY" has been originally carried out by me for the award of the degree in **MASTER OF COMMERCE**, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28. 3. 2023

R. Chitraleka

(R.CHITRALEKA)

Signature of the Candidate

C. Lucia Vanitha
(Dr. MS. C.LUCIA VANITHA)

Counter Signed

A.I. Auxilia Felicitas
Dr. (Mrs.) A.I AUXILIA FELICITAS

Forwarded

**IMPACT OF ADVERTISEMENT ON COSMETIC PRODUCT
AMONG ADOLESCENCE IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University in Partial fulfilment of the
requirement for the award of the degree of **MASTER OF COMMERCE.**

submitted by

M.DEVADHARSHINI METTILDA

2021MCOM06

Under the guidance of

DR. SR. Bindu Antony, M.com, M.Phil., Ph.D.

Associate Professor, Research Centre of Commerce, Fatima College.



FATIMA COLLEGE (AUTONOMOUS),

Re-Accredited with 'A++' grade by NAAC (CYCLE IV)

"College with potential for excellence"

Mary Land, MADURAI -625 018, Tamil Nadu.

DR. SR. BINDU ANTONY M.COM., M.PHIL., PH.D

Assistant Professor,

Research Centre of Commerce,

Fatima College(Autonomous)

Madurai – 625018.

CERTIFICATE

This is to certify that the Project entitled **“IMPACT OF ADVERTISEMENT ON COSMETIC PRODUCTS AMONG ADOLESCENCE IN MADURAI CITY”** submitted by Miss. **M.DEVADHARSHINI METTILDA (2021MCOM06)** for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.



(DR. SR. BINDU ANTONY)

Faculty Guide

Place- Madurai

Date - 28.3.2023

M. DEVADHARSHINI METTILDA (2021MCOM06)

Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai-625018.

DECLARATION

I hereby, declare that the project entitled “**IMPACT OF ADVERTISEMENT ON COSMETIC PRODUCTS AMONG ADOLESCENCE IN MADURAI CITY**” is my original work carried out by me for the award of the degree in **MASTER OF COMMERCE**, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any University.

Place: Madurai

Date: 28.3.2023

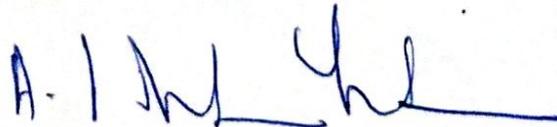
M. Devadharshini mettilda
(M.DEVADHARSHINI METTILDA)

Signature of the candidate



(DR. SR. BINDU ANTONY)

Counter signed



(Dr.(Mrs)A.I. AUXILIA FELICITAS)

Forwarded

**A STUDY ON THE SAVINGS AND INVESTMENT PATTERN OF
HOMEMAKERS IN MADURAI CITY**

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

MASTER OF COMMERCE.

submitted by

M.Durga Priyadharshini (2021MCOM07)

Under the Guidance of

DR. (Mrs). A.I.AUXILIA FELICITAS, M.com., M.Phil., Ph.D.

Head and Associate Professor

Research Centre of Commerce,

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

“College with Potential for Excellence “

Mary Land, Madurai-625018, Tamil Nadu.

DR. (Mrs). A.I.AUXILIA FELICITAS, M.com., M.Phil., Ph.D.

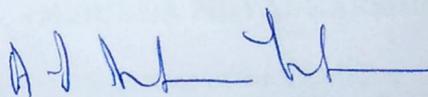
Head and Associate professor,
Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON THE SAVINGS AND INVESTMENT PATTERN OF HOMEMAKERS IN MADURAI CITY**” submitted by **M.DURGA PRIYADHARSHINI (2021MCOM07)** for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her during the year 2022-2023, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023



(DR. (Mrs). A.I.AUXILIA FELICITAS)

Faculty Guide

M.DURGA PRIYADHARSHINI (2021MCOM07)

Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON THE SAVINGS AND INVESTMENT PATTERN OF HOMEMAKERS IN MADURAI CITY" is my original work carried out by me for the award of the degree of **MASTER OF COMMERCE** during the year 2022-2023 and done under the guidance of **DR. (Mrs). A.I.AUXILIA FELICITAS, M.com., M.Phil., Ph.D.** Head and Associate professor, Research Center of Commerce, Fatima College, Madurai and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any University or Institution.

Place: Madurai

Date: 28.03.2023

M. Durga

(M.DURGA PRIYADHARSHINI)

Signature of the Candidate

A. J. Felix
(DR. (Mrs). A.I.AUXILIA FELICITAS)

Countersigned

A. J. Felix
(DR. (Mrs). A.I.AUXILIA FELICITAS)

Forwarded

**A STUDY ON WORK FROM HOME AMONG IT EMPLOYEES IN MADURAI
CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for
the award for the degree in **MASTER OF COMMERCE.**

SUBMITTED BY

P.GAYATHRI- 2021MCOM08

Under the guidance of

DR. Sr. BINDU ANTONY, M.COM., M.PHIL., PH.D.

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

MARCH 2023

Dr. Sr. Bindu Antony, M.com, M.Phil., Ph.D.

Assistant Professor

The Research Center of Commerce

Fatima College(Autonomous)

Mary Land,

Madurai-625 018

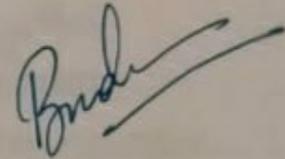
CERTIFICATE

This is to certify that the Project entitled **"A STUDY ON WORK FROM HOME AMONG IT EMPLOYEES IN MADURAI CITY"** submitted by **P.GAYATHRI –**

2021MCOM08 for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023



(Dr. Sr. Bindu Antony)

Faculty Guide

P.GAYATHRI

2021MCOM08

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

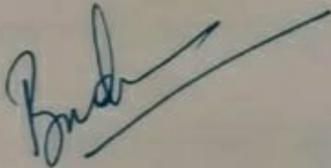
I hereby, declare that the project entitled "A STUDY ON WORK FROM HOME AMONG IT EMPLOYEES IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any university.

Place: Madurai

Date: 28.03.2023

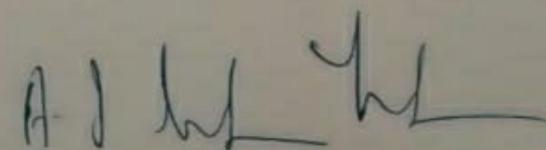
P. Gayathri
(P.GAYATHRI)

Signature of the Candidate



(DR.SR.BINDU ANTONY)

Counter Signed



(DR.A.LAUXILIA FELICITAS)

Forwarded

**A STUDY ON CONSUMER AWARENESS TOWARDS FOOD
ADULTERATION IN MADURAI CITY**

A Project report submitted to Madurai Kamaraj University in
partial fulfilment of the requirements for the award of the degree
MASTER OF COMMERCE.

SUBMITTED BY

D, GRACY NIRMALA (2021MCOM09)

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



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (cycle-VI)

Mary land, MADURAI-625018, Tamilnadu.

DR. P. RUBY LEELA. M.COM.,M.PHIL.,SET., NET.,Ph.D.

Assistant professor
The Research Center of Commerce,
Fatima college (Autonomous),
Mary Land,
Madurai – 625 018.

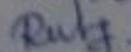
CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER AWARENESS TOWARDS FOOD ADULTERATION IN MADURAI CITY**" submitted by **D.GRACY NIRMALA (2021MCOM09)** for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI

DATE : 28.3.2023

Faculty guide



(DR. P. RUBY LEELA)

D.GRACY NIRMALA (2021MCOM09)

The Research Centre of Commerce,

Fatima college (Autonomous),

Maryland,

Madurai-625018.

DECLARATION

I hereby, declare that project entitled "A STUDY ON CONSUMER AWARENESS TOWARDS FOOD ADULTERATION IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place : Madurai

Date: 28.3.2023.

(D. Gracy Nirmala)

D. Gracy nirmala
Signature of the candidate

Ruby
Countersigned

A. J. [Signature]
Forwarded

A STUDY ON ARTIFICIAL INTELLIGENCE IN CHATBOTS IN MADURAI CITY

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

SUBMITTED BY

V.JALES - 2021MCOM11

UNDER THE GUIDANCE OF

DR. MS. V. SUGANYA, M.COM., M.PHIL., PH.D., NET

Assistant Professor

Research Centre of Commerce

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited With 'A++' grade (CGPA 3.61)

NAAC (cycle -4).

College with potential for Excellence (2004-2019)

Mary land, MADURAI-625018, Tamil Nadu.

MARCH 2023

DR.MS. V. SUGANYA, M.COM., M.PHIL., PH.D., NET

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

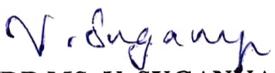
Madurai – 625018.

CERTIFICATE

This is to certify the project entitled “A STUDY ON ARTIFICIAL INTELLIGENCE IN CHATBOTS IN MADURAI CITY “submitted by V. JALES-2021MCOM11 for the award of the degree in **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28-03-2023


(DR.MS. V. SUGANYA)

Faculty Guide

V.JALES, 2021M.COM11

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai-625018

DECLARATION

I hereby, declare the project entitled “**A STUDY ON ARTIFICIAL INTELLIGENCE IN CHATBOTS IN MADURAI CITY**” has been originally carried out by me for the award of the degree in **MASTER OF COMMERCE**, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any University.

Place: Madurai

Date: 28-03-2023

V. Sugany
Counter Signed

V. Jales
(V. JALES)

Signature of the candidate

A. I. Auxilia Felicitas
(DR.MRS. A.I. AUXILIA FELICITAS)

Forwarded

**A STUDY ON STRESS LEVEL AMONG IT EMPLOYEES IN
BANGALORE CITY**

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

“MASTER OF COMMERCE”

Submitted by

JAMUNA .A

(Reg. No. 2021MCOM12)

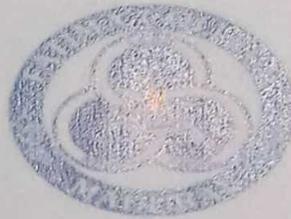
Under the guidance of

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

Assistant professor

The Research centre of commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(Re-Accredited with 'A++' Grade by NAAC)

Mary land

Madurai -625018

April-2023

Dr. Ms. C. Lucia Vanitha, M.Com., M.Phil., Ph.D., NET.

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

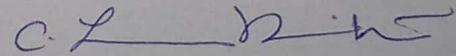
Madurai -625018.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON STRESS LEVEL AMONG IT EMPLOYEES IN BANGALORE CITY" Submitted by A. JAMUNA (2021MCOM12) for the award of the degree of MASTER OF COMMERCE is an original work carried out by her during the year 2022-2023, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate-ship, fellowship, or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023



(C. LUCIA VANITHA)

A. JAMUNA

Reg. No. 2021MCOM12,

The Research Centre of Commerce,

Fatima College (Autonomous),

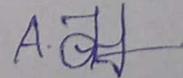
Madurai- 625018.

DECLARATION

I hereby, declare that the project entitled "**A STUDY ON STRESS LEVEL AMONG IT EMPLOYEES IN BANGALORE CITY**" is my original work carried out by me for the award of the degree of **MASTER OF COMMERCE** during the year 2022-2023 and done under the guidance of **Dr. Ms. C. Lucia Vanitha, M.Com., M.Phil., Ph.D., NET.,** The Research Centre of Commerce, Fatima College, Madurai and it has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title of any University or Institution.

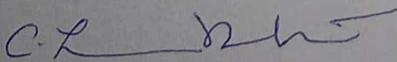
Place: Madurai

Date: 28.03.2023

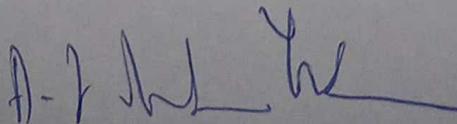


(A.JAMUNA)

Signature of the Candidate



Counter Signed



Forwarded

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS THE SELECTED
(Aashirvaad, All Right, Aachi, Desimealz, MTR, TATA) INSTANT FOOD PRODUCTS IN
MADURAI CITY.**

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the
award of the degree of **MASTER OF COMMERCE.**

SUBMITTED BY

R.JANANI - 2021MCOM13

Under the guidance of

DR. (Mrs). A.I. AUXILLIA FELICITAS, M.COM, M.PHIL., PH.D.,

Head and associate professor

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

DR. (Mrs). A.I. AUXILLIA FELICITAS. M.COM., M.PHIL., PH.D.,

Head and associate professor

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

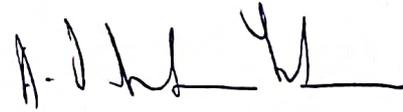
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS THE SELECTED (Aashirvaad, All Right, Aachi, Desimealz, MTR, TATA) INSTANT FOOD PRODUCTS IN MADURAI CITY” submitted by R.JANANI – 2021MCOM13 for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date 28.03.2023



(DR. (Mrs). A.I. AUXILLIA FELICITAS)

Faculty Guide

R.JANANI, 2021MCOM13

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS THE SELECTED (Aashirvaad, All Right, Aachi, Desimealz, MTR, TATA) INSTANT FOOD PRODUCTS IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any university.

Place: Madurai

Date: 28.03.2023



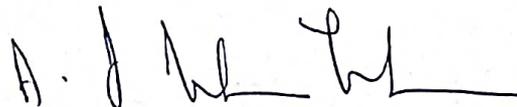
(Dr. (Mrs.) A.I. AUXILIA FELICITAS)

Countersigned

R. Janani

(R.JANANI)

Signature of the candidate



(Dr. (Mrs.) A.I. AUXILIA FELICITAS)

Forwarded

**A STUDY ON PORTRAYAL OF WOMEN CELEBRITIES IN VISUAL
ADVERTISEMENT WITH SPECIAL REFERENCE IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of

the requirements for the award of the degree of

“MASTER OF COMMERCE”

Submitted by

S. JENCY

(Reg.no. 2021MCOM14)

Under the guidance of

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

Assistant professor,

The Research Centre of commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

(Re-Accredited with 'A++' grade (CGPA With 3.61))

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARY LAND MADURAI-625018, TAMILNADU.

MARCH 2023

Mrs. P.KALAISELVI, M.com., M.Phil., NET.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

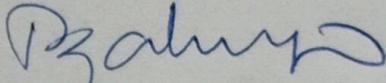
Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled "THE ON PORTRAYAL OF WOMEN CELEBRITIES IN VISUAL ADVERTISEMENT WITH REFERENCE IN MADURAI", Submitted by S. JENCY (2021MCOM14) in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.

Place: Madurai

Date : 28.03.2023


(Mrs. P.KALAISELVI)

Faculty guide

S. JENCY

Reg. Number: 2021MCOM14

The Research Centre of Commerce,

Fatima College (Autonomous),

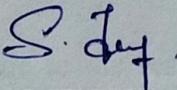
Madurai- 625018.

DECLARATION

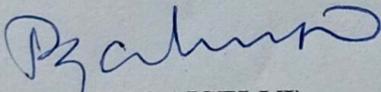
I hereby declare that the project for M.COM., Degree "THE ON PORTRAYAL OF WOMEN CELEBRITIES IN VISUAL ADVERTISEMENT WITH REFERENCE IN MADURAI CITY" Submitted by S. JENCY(2021MCOM14) Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is my original work done under the guidance and supervision of Mrs. P. Kalai Selvi, M.Com., M.Phil., NET., Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other University or Institution.

Place: Madurai (S.JENCY)

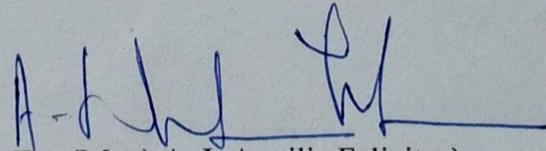
Date: 28.03.2023


(S.JENCY)

Signature of the Candidate


(Mrs.P.KALAISELVI)

Counter signed


(Dr. (Mrs.) A. I. Auxilia Felicitas)

Forwarded

“A STUDY ON FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS”

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

Submitted by

M. JOHN PEPTICIA MAIKLIN – 2021MCOM15

Under the guidance of

DR. SR. BINDU ANTONY, M. COM., M.PHIL., PH.D.,

Assistant Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re- Accredited with A++ grade by

NAAC (Cycle - IV).

“College with Potential for Excellence”

Mary Land, Madurai – 625018, Tamil Nadu.

M. JOHN PEPTICIA MAIKLIN (2021MCOM15)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625018.

DECLARATION

I hereby, declare that the project entitled “A STUDY ON FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS” has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, is a record of original work done by me during the year 2022 -2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any university.

Place: Madurai

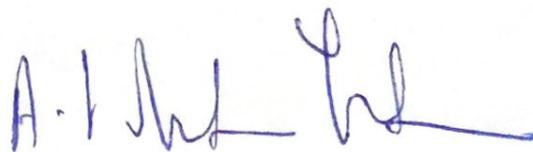
Date: 28.03.2023

M. John Pepticia Maiklin
(M. JOHN PEPTICIA MAIKLIN)

Signature of the candidate



Counter signed



Forwarded

DR.SR. BINDU ANTONY, M. COM., M.PHIL., PH.D.,

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS**”, submitted by **M. JOHN PEPTICIA MAIKLIN (2021MCOM15)** for the award of the Degree in **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023



(Dr. Sr. BINDU ANTONY)

Faculty Guide

**A STUDY ON WORKING WOMEN ATTITUDE TOWARDS USAGE OF PLASTIC
MONEY IN MADURAI CITY**

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

MASTER OF COMMERCE

SUBMITTED BY

P.KAVI BHARATHI (2021MCOM17)

Under the guidance of,

DR.Ms. C.LUCIA VANITHA, M.COM. , M.PHIL., PH.D.,NET.,

Assistant Professor

The Research Centre of Commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA WITH 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND, MADURAI-625018, TAMILNADU.

DR.Ms.C.LUCIA VANITHA, M.COM. , M.PHIL., PH.D.,NET.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

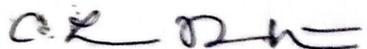
Madurai - 625018.

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON WORKING WOMEN ATTITUDE TOWARDS USAGE OF PLASTIC MONEY IN MADURAICITY**" Submitted by **P.KAVI BHARATHI 2021MCOM17** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work .

Place: Madurai

Date: 28/03/2023


DR.Ms. C. LUCIA VANITHA

P.KAVI BHARATHI (2021MCOM17)

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

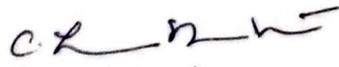
DECLARATION

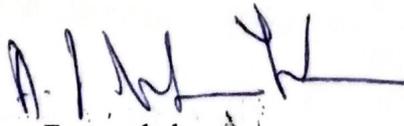
I hereby declare that the project for M.COM., Degree entitled "A STUDY ON WORKING WOMEN ATTITUDE TOWARDS USAGE OF PLASTIC MONEY IN MADURAI CITY" Submitted to Madurai Kamaraj University for the award of Degree of MASTER OF COMMERCE is our original work done under the guidance and supervision DR.Ms.C.LUCIA VANITHA, M.COM. , M.PHIL., PH.D.,NET., Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar title of any other University or Institution.

Place: Madurai

P. Kavi Bharathi
Signature of the candidate

Date: 28/3/2023


Counter signed


Forwarded

**THE ATTITUDE AND PERCEPTION OF COLLEGE STUDENTS TOWARDS
ENTREPRENEURSHIP IN MADURAI CITY**

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

SUBMITTED BY

K. MONIHA – 2021MCOM18

Under the guidance of

DR. S. FATIMA ROSALINE MARY M.COM., B.ED., M.PHIL., PH.D., SLET

Associate Professor of Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by,

NAAC (Cycle-IV).

College with potential for Excellence (2004-2019)

Mary land, MADURAI – 625018, Tamil Nadu.

DR. S. FATIMA ROSALINE MARY M.COM., B.ED., M.PHIL., PH.D., SLET

Associate professor

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

CERTIFICATE

This is to certify that the project entitled **“THE ATTITUDE AND PERCEPTION OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP IN MADURAI CITY”** submitted by **K. MONIHA – 2021MCOM18** for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed on the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.3.2023

S. Fatima Rosaline Mary
(DR. S. FATIMA ROSALINE MARY)

FACULTY GUIDE

K. MONIHA, 2021MCOM18

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

DECLARATION

This is to certify that the project "THE ATTITUDE AND PERCEPTION OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022 -2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28.3.2023

K. Moniha
(K. MONIHA)

Signature of the candidate

S. Fatima Rachi Mg.
Counter Signed

A. J. H. H.
Forwarded

**A STUDY ON BUYING BEHAVIOR OF CONSUMERS ON SELECT BRANDED
HERBAL PRODUCTS OF MADURAI CITY**

A Project submitted to Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of **MASTER OF COMMERCE.**

SUBMITTED BY

S. PANDEESWARI- 2021MCOM20

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.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (cycle-VI)

Mary land, Madurai-625018, Tamilnadu.

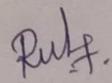
DR. P. RUBY LEELA. M.COM.,M.PHIL.,SET., NET.,PH.D

Assistant professor
The Research Center of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON BUYING BEHAVIOR OF CONSUMERS ON SELECT BRANDED HERBAL PRODUCTS OF MADURAI CITY” submitted by S. PANDEESWARI-2021MCOM20 for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI
DATE : 28.03.2023


(DR. P. RUBY LEELA)
Faculty Guide

S. PANDEESWARI, 2021MCOM20

The Research Centre of Commerce,
Fatima College (Autonomous),
Mary land,
Madurai- 625 018.

DECLARATION

I hereby, declare that project entitled "A STUDY ON BUYING BEHAVIOR OF CONSUMERS ON SELECT BRANDED HERBAL PRODUCTS OF MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28-03-2023

S. Pandeeswari
Signature of the candidate
(S. PANDEESWARI)

[Signature]
Counter signed

[Signature]
Forwarded

A STUDY ON BUY NOW PAY LATER AMONG CUSTOMERS IN MADURAI CITY.

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the award for the degree in **MASTER OF COMMERCE**.

SUBMITTED BY

B. PAVITHRA - 2021MCOM21

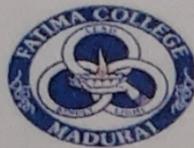
Under the guidance of

DR. MS. V. SUGANYA. M.COM., M.PHIL., PH.D., NET

Assistant Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

DR. MS. V. SUGANYA. M.COM., M.PHIL., PH.D., NET

Assistant Professor

Research Center of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON BUY NOW PAY LATER AMONG CUSTOMERS IN MADURAI CITY**” submitted by **B. PAVITHRA – 2021MCOM21** for the award of the Degree in MASTER OF COMMERCE, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023.

V. Suganya
(Dr. MS. V. SUGANYA)

Faculty Guide

B. PAVITHRA, 2021MCOM21

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

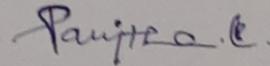
Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "**A STUDY ON BUY NOW PAY LATER AMONG CUSTOMERS IN MADURAI CITY**" has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

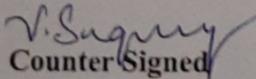
Place: Madurai

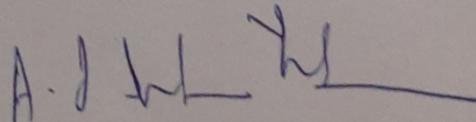
Date: 28.03.2023



(B. PAVITHRA)

Signature of the Candidate


Counter Signed



Forwarded

A STUDY ON SATISFACTION OF WOMEN PASSENGERS TOWARDS FREE BUS SERVICE IN MADURAI CITY.

A Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE.**

SUBMITTED BY

S.POOMALAI- 2021MCOM23

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.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (cycle-VI)

Mary land, Madurai-625018, Tamilnadu.

DR. P. RUBY LEELA. M.COM.,M.PHIL.,SET., NET.,PH.D

Assistant professor

The Research Center of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON SATISFACTION OF WOMEN PASSENGERS TOWARDS FREE BUS SERVICE IN MADURAI CITY**” submitted by **S.POOMALAI-2021MCOM23** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI

DATE : 28.3.2023



(DR. P. RUBY LEELA)

Faculty Guide

S.POOMALAI, 2021MCOM23

The Research Centre of Commerce,
Fatima College (Autonomous),
Mary land,
Madurai- 625 018.

DECLARATION

I hereby, declare that project entitled “**A STUDY ON SATISFACTION OF WOMEN PASSENGERS TOWARDS FREE BUS SERVICE IN MADURAI CITY**” has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

PLACE: MADURAI

DATE: 28.3.2023

S.Poomalai
Signature of the candidate
(S.POOMALAI)

Ruby
Counter signed

A. J. M. K.
Forwarded

**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON FMCG
PRODUCT AMONG COLLEGE STUDENTS**

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

MASTER OF COMMERCE

SUBMITTED BY

R. PRIYADHARSHINI (2021MCOM24)

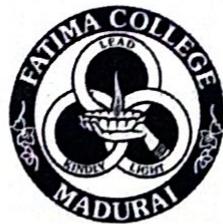
Under the guidance of

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

Assistant Professor

The Research Centre of Commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA WITH 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND, MADURAI-625018, TAMILNADU.

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

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON FMCG PRODUCTS AMONG FMCG PRODUCT**” Submitted by **R.PRIYADHARSHINI(2021MCOM24)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date:



(Mrs. P. KALAISELVI)

Faculty guide

R. PRIYADHARSHINI (2021MCOM24)

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018.

DECLARATION

I hereby declare that the project for M.COM., Degree entitled "A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON FMCG PRODUCTS AMONG COLLEGE STUDENTS" Submitted to Madurai Kamaraj University for the award of Degree of MASTER OF COMMERCE is our original work done under the guidance and supervision Mrs. P. KALAISELVI, M.COM., M.PHIL., NET., Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar title of any other University or Institution.

R. Priyadharshini

Place: Madurai

Signature of the candidate

Date: 28-03-2023

P. Kalaiselvi

Counter signed

A. J. M. Lal

Forwarded

**A STUDY ON SOCIO-ECONOMIC STATUS OF PAPAD MAKING
WOMEN HOMEPRENEURS IN MADURAI.**

**Project submitted to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of MASTER OF COMMERCE.**

SUBMITTED BY

K. SAHAYA BEULA (2021MCOM25)

Under the guidance of

Dr.MRS.T.JEYANTHI VIJAYARANI M.COM., Ph.D.

Associate 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)

MARY LAND, MADURAI-625018.

DR. (Mrs). T.JEYANTHI VIJAYARANI M.COM., Ph.D.

Associate professor,

Research Centre of Commerce,

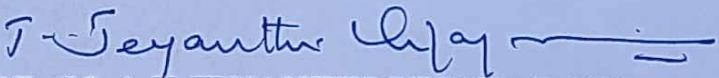
Fatima College (Autonomous),

Mary Land,

Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON SOCIO-ECONOMIC STATUS OF PAPAD MAKING WOMEN HOMEPRENEURS IN MADURAI**” submitted by **K.SAHAYA BEULA– 2021MCOM25** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period 2022-2023 under my guidance and supervision and that this study or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar title.


DR. (Mrs). T.JEYANTHI VIJAYARANI

Place: Madurai

Date: 28.03.2023

K. SAHAYA BEULA (2021MCOM25)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON SOCIO-ECONOMIC STATUS OF PAPAD MAKING WOMEN HOMEpreneurs IN MADURAI" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

K. Sahaya Beula
Signature of the candidate

Place: Madurai

Date: 28.03.2023

T. Sreyanth
Counter signed

A. K. S. S.
Forwarded

**A STUDY ON THE PROBLEM FACED BY HOME-BASED WOMEN
ENTREPRENEURS IN MADURAI DISTRICT**

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

SUBMITTED BY

S. SAMEERA BANU – 2021MCOM26

Under the guidance of

DR. S. FATIMA ROSALINI MARY M.COM., B.ED., M.PHIL., PH.D., SLET

Associate Professor of Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by,

NAAC (Cycle-IV).

College with potential for Excellence (2004-2019)

Mary land, MADURAI – 625018, Tamil Nadu.

DR. S. FATIMA ROSALINE MARY M.COM., B.ED., M.PHIL., PH.D.,SLET

Associate professor

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON THE PROBLEM FACED BY HOME-BASED WOMEN ENTREPRENEURS IN MADURAI DISTRICT" submitted by **S. SAMEERA BANU – 2021MCOM26** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed on the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date 28.03.23

S. Fatima Rosaline M.J.
Dr. (Mrs.) S. FATIMA ROSALINE MARY

S. SAMEERA BANU, 2021MCOM26

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

DECLARATION

I hereby, declare that the project entitled "A STUDY ON THE PROBLEM FACED BY HOME-BASED WOMEN ENTREPRENEURS IN MADURAI DISTRICT" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28.03.23

S. Sameera Banu
(S. SAMEERA BANU)

S. Fatima Banu My.
Counter Signed

A. J. [Signature]
Forwarded

**A STUDY ON CONSUMER BUYING ATTITUDE TOWARDS JUTE
FILES IN MADURAI CITY**

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

MASTER OF COMMERCE

SUBMITTED BY

M.SARANYA-2021MCOM28

Under the guidance of

DR.Mrs. T. JEYANTHI VIJAYARANI, M.COM. , PH.D.

Associate Professor

Research Centre of Commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA WITH 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND, MADURAI-625018, TAMILNADU

DR.(Mrs.) T. JEYANTHI VIJAYARANI, M.COM. , PH.D.

Associate Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

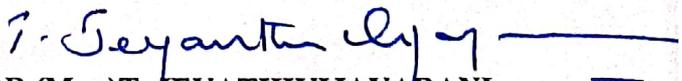
Mary Land,

Madurai – 625018

CERTIFICATE

This is to certify that the project entitled “A STUDY ON CONSUMER BUYING ATTITUDE TOWARDS JUTE FILES IN MADURAI CITY” Submitted by M.SARANYA (2021MCOM28) in partial fulfillment for the degree of MASTER OF COMMERCE was done by them during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.

Place: Madurai


DR.(Mrs.)T. JEYATHIVIJAYARANI

Date: 28.3.2022



M. SARANYA (2021MCOM28)

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018

DECLARATION

I hereby declare that the project for M.COM., Degree entitled "A STUDY ON CONSUMER BUYING ATTITUDE TOWARDS JUTE FILES IN MADURAI CITY" Submitted to Madurai Kamaraj University for the award of Degree of MASTER OF COMMERCE is our original work done under the guidance and supervision DR.(Mrs.) T.JEYANTHI VIJAYARANI, M.COM. , PH.D. Associate Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other University or Institution.

Place: Madurai

M. Saranya
Signature of the candidate

Date: 28.3.2023

T. Jeyanthi Vijayarani
Counter Signed 28.3.2023

T. T. JEYANTHI VIJAYARANI

A. I. Auxilia Felicitas
Dr. Mrs. A. I. AUXILIA FELICITAS

Forwarded



**A STUDY ON GENERAL PUBLIC AWARENESS TOWARDS “PRADHAN MANTRI
BHARTIYA JANAUSHADHI PARIYOJANA” (PMBJP) SCHEME WITH SPECIAL
REFERENCE TO MADURAI CITY**

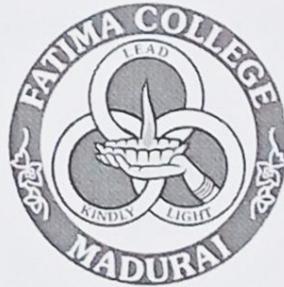
Project submitted to Madurai Kamaraj University in partial fulfilment of the
requirement for the award of the degree of
MASTER OF COMMERCE.

Submitted by

K.K.G. SAUNDARIYA-2021MCOM29

Under the guidance of

**DR. S. FATIMA ROSALINE MARY M.Com., B.Ed., M.Phil., Ph.D., SLET.,
ASSOCIATE PROFESSOR
The Research Centre of Commerce
Fatima College.**



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by,

NAAC (Cycle-IV).

College with Potential for Excellence

Mary land,

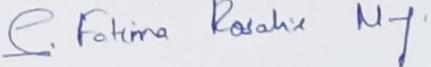
Madurai – 625018, Tamil Nadu.

DR. Mrs. S. FATIMA ROSALINE MARY M.Com., B.Ed., M.Phil., Ph.D., SLET.,
Associate Professor,
The Research Centre of Commerce,
Fatima College (Autonomous)
Mary land,
Madurai – 625018

CERTIFICATE

This is to certify that the project entitled "A STUDY ON GENERAL PUBLIC AWARENESS TOWARDS "PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA" (PMBJP) SCHEME WITH SPECIAL REFERENCE TO MADURAI CITY" submitted by **K.K.G. SAUNDARIYA-2021MCOM29** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed on the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI
DATE: 28 03 2023


Faculty guide
(Dr. Mrs. S. FATIMA ROSALINE MARY)

K.K.G. SAUNDARIYA, 2021MCOM29

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary land,

Madurai – 625018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON GENERAL PUBLIC AWARENESS TOWARDS "PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA" (PMBJP) SCHEME WITH SPECIAL REFERENCE TO MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma or other similar titled of any university.

PLACE: MADURAI

DATE: 28.03.2023

K.K.G. Saundariya
Signature of the candidate
(K.K.G. SAUNDARIYA)

S. Fatima Rasmi N.J.
Counter Signed

A. J. H. M.

Forwarded

A STUDY ON USAGE OF FLIPKART IN ONLINE MARKETING IN MADURAI CITY.

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the award of the degree of **MASTER OF COMMERCE.**

SUBMITTED BY

G.SNEKHA - 2021MCOM30

Under the guidance of

DR. SR. BINDU ANTONY, M.COM, M.PHIL., PH.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

DR. SR. BINDU ANTONY, M.COM. , M.PHIL. , PH.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

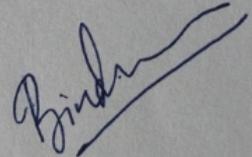
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON USAGE OF FLIPKART IN ONLINE MARKETING IN MADURAI CITY” Submitted by G. SNEKHA-2021MCOM30 for the award of the Degree in MASTER OF COMMERCE, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.3.23



(Dr. Sr. BINDU ANTONY)

Faculty Guide

G.SNEKHA(2021MCOM30)

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

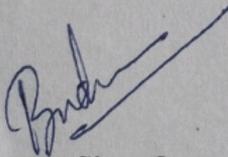
I hereby, declare that the project entitled "A STUDY ON USAGE OF FLIPKART IN ONLINE MARKETING IN MADURAI CITY," has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any university.

Place: Madurai

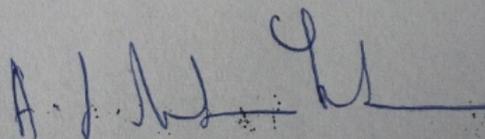
Date: 28.3.23

G. Snekha
(G.SNEKHA)

Signature of the candidate



Counter Signed



Forwarded

A STUDY ON BUYING BEHAVIOUR OF WHITE GOODS

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

“MASTER OF COMMERCE”

Submitted by

SOFIYA KALAIYARASI R.J

(Reg.no. 2021MCOM31)

Under the guidance of

Dr. Ms. C. LUCIA VANITHA, M.Com., M.Phil., P.HD., NET.

Assistant professor

The Research centre of commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

(Re-Accredited with 'A++' Grade by NAAC)

Mary Land,

Madurai - 625018,

April-2023

Dr. Ms. C. LUCIA VANITHA, M.Com., M.Phil., PH.D., NET.,
Assistant Professor,
The Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON BUYING BEHAVIOUR OF WHITE GOODS**” Submitted by **SOFIYA KALAIYARASI R.J (2021MCOM31)** for the award of the degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or other similar title and it represents wholly her independent work.

Place: Madurai


(Dr. Ms. C. LUCIA VANITHA)

Date: 28.03.2023

Faculty Guide

SOFIYA KALAIYARASI R.J

Reg. Number: 2021MCOM31

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

DECLARATION

I hereby, declare that the project entitled “ **A STUDY ON BUYING BEHAVIOUR OF WHITE GOODS**” is my original work carried out by me during the period 2022-2023 for the award of the degree of **MASTER OF COMMERCE** and done under the guidance of **Dr. Ms. C. LUCIA VANITHA, M.Com., M.Phil., PH.D., NET.**, Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or similar title of any other University or Institution.

Place: Madurai

Date: 28.03.2023


(SOFIYA KALAIYARASI R.J)

Signature of the Candidate



(Dr. Ms. C. LUCIA VANITHA)

Counter Signed



(Dr. (Mrs.) A. I. AUXILIA FELICITAS)

Forwarded

**INVESTMENT AND SAVINGS INITIATIVE OF NON-PENSIONERS
TOWARDS RETIREMENT LIFE**

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

MASTER OF COMMERCE

Submitted by

SOWUNDARYA. U

(Reg. No. 2021MCOM32)

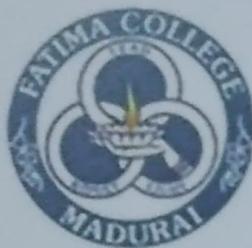
Under the guidance of

Mrs. P. KALAI SELVI, M.Com., M.Phil., NET.,

Assistant professor

The Research Centre of Commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for excellence”

Re-Accredited with ‘A++’ Grade

(CGPA 3.61) by NAAC (Cycle IV)

Mary Land, Madurai – 625 018.

MARCH - 2023

Mrs. P. KALAI SELVI, M.com., M.Phil., NET.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

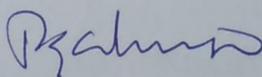
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled "INVESTEMENT AND SAVINGS INITIATIVE OF NON-PENSIONERS TOWARDS RETIREMENT LIFE" Submitted by SOWUNDARYA. U (2021MCOM32) for the award of the degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023


(Mrs. P. KALAI SELVI)

Faculty Guide

SOWUNDARYA. U

Reg. Number: 2021MCOM32

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

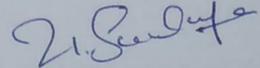
Madurai – 625 018.

DECLARATION

I hereby, declare that the project entitled “INVESTEMENT AND SAVINGS INITIATIVE OF NON-PENSIONERS TOWARDS RETIREMENT LIFE” is my original work carried out by me during the period 2022-2023 for the award of the degree of **MASTER OF COMMERCE** and done under the guidance of **Mrs. P. KALAI SELVI, M.Com., M.Phil., NET.**, Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or similar title of any other University or Institution.

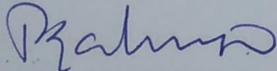
Place: Madurai

Date: 28.03.2023



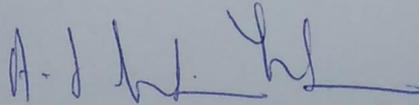
(SOWUNDARYA. U)

Signature of the Candidate



(Mrs. P. KALAI SELVI)

Counter Signed



(Dr. (Mrs.) A. I. AUXILIA FELICITAS)

Forwarded

A STUDY ON CONSUMER BUYING BEHAVIOUR OF HIGH-END CARS

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

MASTER OF COMMERCE

Submitted By

J. Stephina Mary (2021MCOM33)

Under the guidance of

Dr. K. Sangeetha, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

The Research Centre of Commerce

Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV),

College With Potential for Excellence (2004-2019)

MARYLAND,

MADURAI- 625 018.

March 2023



Dr. K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.,

Assistant Professor,

The Research Centre of Commerce,

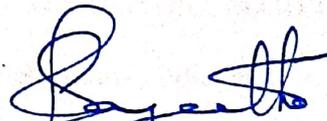
Fatima College (Autonomous),

Mary Land,

Madurai – 625018

CERTIFICATE

This is to certify that the dissertation entitled **A STUDY ON CONSUMER BUYING BEHAVIOUR OF HIGH-END CARS**, Submitted by **J. STEPHINA MARY (2021MCOM33)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by them during the period of 2021-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.



(Dr. K. SANGEETHA)

Faculty Guide

Place: Madurai

Date: 28.3.2023

J. STEPHINA MARY, 2021MCOM33

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

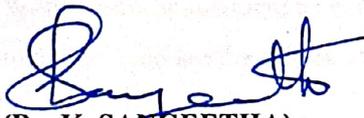
Madurai- 625018

DECLARATION

We hereby declare that the dissertation for M.Com., Degree entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR OF HIGH-END CARS" Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is our original work done under the guidance and supervision of Dr. K. SANGEETHA M.Com., M.Phil., SET., Ph.D. Associate Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other University.

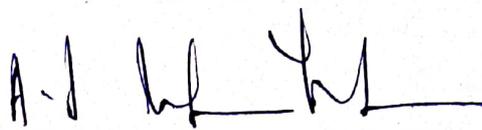
Place: Madurai

Date: 28- 3- 2023



(Dr. K. SANGEETHA)

Counter Signed



(Dr. (Mrs.) A.I. AUXILIA FELICITAS)

Forwarded

J. Stephina Mary
(J. STEPHINA MARY)

Signature of the candidate

**REFLECTION OF STAFF ON THE EFFECTIVENESS OF WHATSAPP USAGE FOR
INTERNAL COMMUNICATION:**

A Study with special reference to arts and science colleges in Madurai.

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

SUBMITTED BY

V. SWATHI (2021MCOM34)

Under the guidance of

DR. K. SANGEETHA, M.COM., M.PHIL., SET., PH.D.,

Assistant Professor,

Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College With Potential For Excellence (2004-2019)

Mary Land, Madurai- 625 018, Tamil Nadu.

Dr. K. SANGEETHA, M.Com., M.Phil., SET., Ph.D.

Assistant Professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

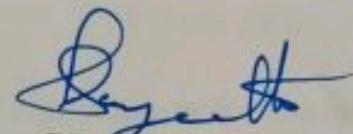
Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled “REFLECTION OF STAFF ON THE EFFECTIVENESS OF WHATSAPP USAGE FOR INTERNAL COMMUNICATION: A Study with special reference to arts and science colleges in Madurai” Submitted by **V. SWATHI (2021MCOM34)** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28 03 . 2023



(DR. K. SANGEETHA)

Faculty Guide

V. SWATHI, 2021MCOM34

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

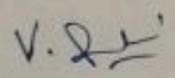
Madurai- 625018

DECLARATION

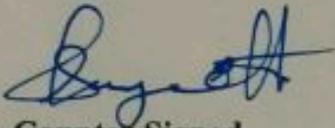
I hereby, declare that the project entitled "REFLECTION OF STAFF ON THE EFFECTIVENESS OF WHATSAP USAGE FOR INTERNAL COMMUNICATION: A Study with special reference to arts and science colleges in Madurai" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

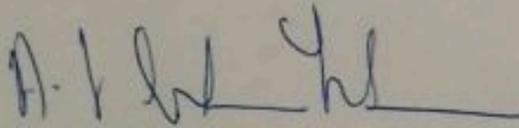
Place: Madurai

Date: 28.03.2023


(V. SWATHI)

Signature of the Candidate


Counter Signed


Forwarded

**A STUDY ON CONSUMER PREFERENCE TOWARDS
CLAY UTENSILS IN MADURAI CITY**

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

"MASTER OF COMMERCE"

Submitted by

THASNEEM BARVIN.N

(Reg.no. 2021MCOM35)

Under the guidance of

Mrs. P. KALAI SELVI, M.Com., M.Phil., NET.,

Assistant professor

The Research centre of commerce

Fatima College



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

(Re-Accredited with 'A++' Grade by NAAC)

MARY LAND,

MADURAI - 625018, APRIL-2023

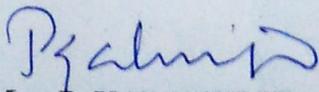
Mrs. P. Kalai Selvi, M.com., M.Phil., NET.,
Assistant Professor,
The Research Centre of
Commerce, Fatima College
(Autonomous), Mary Land,
Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS CLAY UTENSILS IN MADURAI CITY**” Submitted by **N.THASNEEM BARVIN (2021MCOM35)** for the award of the degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship, or other similar titles.

Place: Madurai

Date: 28.03.2023


(Mrs. P. KALAISELVI)

Faculty Guide

N.THASNEEM BARVIN

Reg. Number: 2021MCOM35

The Research Centre of Commerce,

Fatima College (Autonomous),

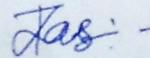
Madurai- 625018.

DECLARATION

I hereby declare that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS CLAY UTENSILS IN MADURAI CITY" is my original work carried out by me during the period 2022-2023 for the award of degree of **MASTER OF COMMERCE** and done under the guidance of **MRS.P.KALAI SELVI, M.COM.,M.PHIL.,NET.,** Assistant professor, Research Center of Commerce, Fatima college (Autonomous), Madurai and it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar titles of any other university or Institution.

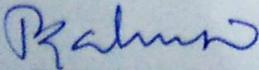
Place: Madurai

Date: 28.03.2023



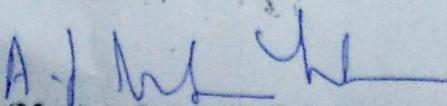
(N.THASNEEM BARVIN)

Signature of the Candidate



(Mrs. P. KALAI SELVI)

Counter Signed



(Dr. (Mrs.) A. I. Auxilia Felicitas)

Forwarded

**A STUDY ON CUSTOMERS ATTITUDE AND BEHAVIOUR TOWARDS
FOOD ONLINE DELIVERY**

Project entitled to Madurai Kamaraj University in partial fulfillment of the
requirement for the award of the degree of **MASTER OF COMMERCE**

Submitted by

S.THATCHAYANIPRIYA

2021MCOM36

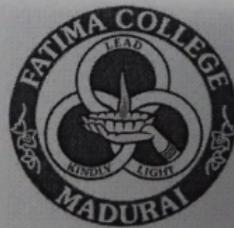
Under the guidance of

Mrs. P.KALAI SELVI, Mcom., M.Phil., NET.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade(CGPA WITH 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND, MADURAI-625018, TAMILNADU

Mrs. P.KALAI SELVI, Mcom., M.Phil., NET.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

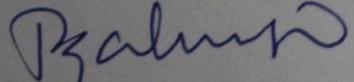
Madurai – 625018

CERTIFICATE

This is to certify that the project entitled **A STUDY ON CUSTOMERS ATTITUDE AND BEHAVIOUR TOWARDS FOOD ONLINE DELIVERY**, Submitted by **S.THATCHAYANIPRIYA (2021MCOM36)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Place : Madurai

Date : 28/3/23


(Mrs. P.KALAI SELVI)

Faculty Guide

S.THATCHAYANIPRIYA, M.COM

Register Number: 2021MCOM36

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018

DECLARATION

I hereby declare that the dissertation for M.COM., Degree entitled “ **A STUDY ON CUSTOMERS ATTITUDE AND BEHAVIOUR TOWARDS FOOD ONLINE DELIVERY,**” Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is our original work done under the guidance and supervision of **Dr. P.KALAI SELVI, Mcom., M.Phil., NET.,** Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship or similar title of any other University or Institution.

Place: Madurai

Date :28.03.2023

S. Thatchayanipriya
(S.Thatchayanipriya)

Signature of the candidate

P. Kalaiselvi
(Mrs. P. KALAISELVI)

Counter signed

A. I. Auxilia Felicitas
(Dr. (Mrs.) A.I. Auxilia Felicitas)

Forwarded

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS USAGE OF
ARTIFICIAL INTELLIGENCE IN HOTEL INDUSTRY IN MADURAI
CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the
requirements for the award of the degree of **MASTER OF COMMERCE**

SUBMITTED BY

M.VAIDEVI-2021MCOM37

Under the guidance of

Dr. (Ms.) V.SUGANYA, M.COM. , M.PHIL., PH.D. , NET

Assistant Professor,

The Research Centre of Commerce

Fatima College,



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade (CGPA of 3.61)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

MARYLAND, MADURAI-625018, TAMIL NADU

MARCH-2023

Dr. (Ms.) V. SUGANYA, M.COM. , M.PHIL. , PH.D., NET.

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

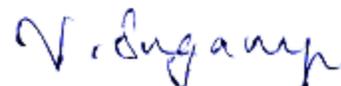
Madurai – 625018

CERTIFICATE

This is to certify that the project entitled **A STUDY ON CUSTOMER'S SATISFACTION TOWARDSUSAGE OF ARTIFICIAL INTELLIGENCE IN HOTEL INDUSTRY IN MADURAI CITY**, Submitted by **M.VAIDEVI (2021MCOM37)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period of 2022-2023 under my guidance and supervision and that this thesis or any part of there has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.

Place: Madurai

Date: 28.03.2023



(Dr.MS.V.SUGANYA)
Faculty Guide

M.VAIDEVI, M.COM

Register Number: 2021MCOM37

The Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625018

DECLARATION

I hereby declare that the project entitled “**A STUDY ON CUSTOMER’S SATISFACTION TOWARDSUSAGE OF ARTIFICIAL INTELLIGENCE IN HOTEL INDUSTRY IN MADURAI CITY,**” Submitted to Madurai Kamaraj University for the award of Degree of Master of Commerce is our original work done under the guidance and supervision of **Dr. (Ms.) V.SUGANYA, M.COM., M.PHIL., PH.D., NET.** Assistant Professor, Research Centre of Commerce, Fatima College (Autonomous), Madurai, and that it has not previously formed the basis for the award of any degree, diploma, associate ship fellowship, or similar titles Of any other University or Institution.

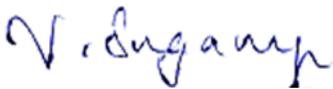
Place: Madurai

Date: 28.03.2023



(M.VAIDEVI)

Signature of the candidate



(Dr.V.SUGANYA)

Counted signed



(DR.(MRS) A.L. AUXILIA FELICITAS)

Forwarded

**A STUDY ON BENEFICIARIES ATTITUDE TOWARDS SKILL INDIA MISSION
PRADHAN MANTRI KAUSHAL VIKAS YOJANA WITH SPECIAL REFERENCE TO
MADURAI DISTRICT**

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

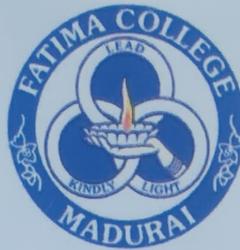
SUBMITTED BY

I.VAISHNAVI – 2021MCOM38

Under the guidance of

DR. S. FATIMA ROSALINE MARY M.COM., B.ED., M.PHIL., PH.D.,SLET

Associate Professor of Research Centre of Commerce



FATIMA COLLEGE (AUTONOMOUS)

College with potential for Excellence (2004-2019)

(Re-Accredited with 'A++' grade by NAAC)

Mary land

MADURAI – 625018

April 2023

DR. S. FATIMA ROSALINE MARY M.COM., B.ED., M.PHIL., PH.D., SLET

Associate professor

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON BENEFICIARIES ATTITUDE TOWARDS SKILL INDIA MISSION PRADHAN MANTRI KAUSHAL VIKAS YOJANA WITH SPECIAL REFERENCE TO MADURAI DISTRICT**” submitted by **I.VAISHNAVI – 2021MCOM38** for the award of the Degree of **MASTER OF COMMERCE** is an original work carried out by her, under my guidance and it has not previously formed on the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28.03.2023

S. Fatima Rosaline Mary.

Dr. (Mrs.) S. FATIMA ROSALINE MARY

Faculty Guide

I.VAISHNAVI, 2021MCOM38

Research Centre of Commerce

FATIMA COLLEGE (AUTONOMOUS)

Mary land

MADURAI – 625018

DECLARATION

I hereby, declare that the project entitled "A STUDY ON BENEFICIARIES ATTITUDE TOWARDS SKILL INDIA MISSION PRADHAN MANTRI KAUSHAL VIKAS YOJANA WITH SPECIAL REFERENCE TO MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date: 28.03.2023

P. Vaishnavi.

I.VAISHNAVI

Signature of the Candidate

S. Fatima Rosaline Mary.

Dr. (Mrs.) S. FATIMA ROSALINE MARY

Counter Signed

A.I. Auxilia Felicitas

(Dr. (Mrs.) A.I. Auxilia Felicitas)

Forwarded

**A STUDY ON UTILITY OF MOBILE COMMERCE AMONG COLLEGE STUDENTS
IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the
award for the degree in **MASTER OF COMMERCE**.

SUBMITTED BY

P.VITHYA - 2021MCOM39

Under the guidance of

DR. MS. V. SUGANYA. M.COM., M.PHIL., PH.D., NET

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with 'A++' grade by

NAAC (Cycle-IV).

College with Potential for Excellence (2004-2019)

Mary Land, Madurai-625018, Tamil Nadu.

MARCH-2023

DR. MS. V. SUGANYA. M.COM., M.PHIL., PH.D., NET

Assistant Professor

The Research Center of Commerce,

Fatima College (Autonomous),

Mary Land,

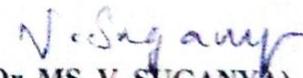
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON UTILITY OF MOBILE COMMERCE AMONG COLLEGE STUDENTS IN MADURAI CITY” submitted by P.VITHYA – 2021MCOM39 for the award of the Degree in MASTER OF COMMERCE, is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 28-3-2023


(Dr. MS. V. SUGANYA)

Faculty Guide

P. VITHYA, 2021MCOM39

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai- 625 018.

DECLARATION

I hereby, declare that the project entitled "A STUDY ON UTILITY OF MOBILE COMMERCE AMONG COLLEGE STUDENTS IN MADURAI CITY" has been originally carried out by me for the award of the degree in MASTER OF COMMERCE, is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

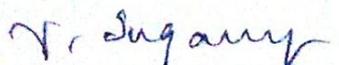
Place: Madurai

Date: 28-3-2023



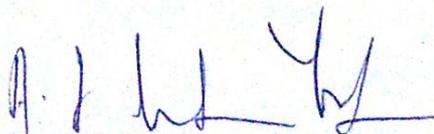
(P. VITHYA)

Signature of the Candidate



(Dr. MS. V. SUGANYA)

Counter Signed



Dr. (Mrs.) A.I. AUXILIA FELICITAS

Forwarded

**A STUDY ON PASSENGER'S ATTITUDE TOWARDS TRAVELLING IN
GOVERNMENT BUS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfilment of
the requirement for the award of the degree of **MASTER OF COMMERCE**.

SUBMITTED BY

E. NIVETHA - 2021MCOM40



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++' by NAAC (cycle-VI)

Mary Land, Madurai-625018, Tamil Nadu

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

Assistant Professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

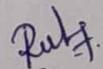
Madurai – 625018.

CERTIFICATE

This is to certify that the dissertation entitled “A STUDY ON PASSENGER’S ATTITUDE TOWARDS TRAVELLING IN GOVERNEMENT BUS IN MADURAI CITY” submitted by **E. NIVETHA–2021MCOM40** for the award of the Degree of MASTER OF COMMERCE is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title and it represents wholly her independent work.

PLACE: MADURAI

DATE: 28.3.2023.


Faculty guide

(Dr. P. RUBY LEELA)

E. NIVETHA, 2021MCOM40

The Research Centre of Commerce,
Fatima College (Autonomous),
Mary land,
Madurai- 625018.

DECLARATION

I hereby, declare that project entitled "A STUDY ON PASSENGER'S ATTITUDE TOWARDS TRAVELLING IN GOVERNMENT BUS IN MADURAI CITY" has been originally carried out by me for the award of the degree of MASTER OF COMMERCE is a record of original work done by me during the year 2022-2023. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

PLACE: MADURAI

DATE: 28.3.2023

E. Nivetha

Signature of the candidate

(E. NIVETHA)

Ruby

Counter signed

A. J. S. S. S.

Forwarded