

***“CUSTOMER SATISFACTION” – A STUDY WITH
REFERENCE TO RELIANCE JIO SIM CARD NETWORK
SERVICES 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

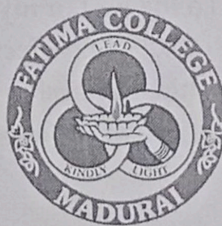
AARTHI.C (2020BB01)

JUHITHA.M (2020BB17)

JESSICA.A (2020BB71)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

APRIL 2023

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

CERTIFICATE

This is to certify that the project work entitled *CUSTOMER SATISFACTION" – A STUDY WITH REFERENCE TO RELIANCE JIO SIM CARD NETWORK SERVICES IN MADURAI CITY.*" is an authentic record of group project work carried out by,

C. AARTHI (2020BB01)

M. JUHITHA (2020BB17)

A. JESSICA (2020BB71)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13-04-2023

S.L. Kumari

HOD of Department of BBA,
Head

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

S.L. Kumari

Faculty Guide,

D. Ramkumar
13/4/23
EXTERNAL EXAMINER

DECLARATION

We hereby declare that the project titled **FATIMA COLLEGE (AUTONOMOUS)**
PROJECT ON "CUSTOMER SATISFACTION" - A STUDY WITH REFERENCE TO RELIANCE
JIO SIM CARD NETWORK SERVICES 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**

Signature of the Students

C. Arthi
C. AARTHI

M. Juhitha
M. JUHITHA

A. Jessica
A. JESSICA

**"A STUDY ON STRATEGIES OF STRESS LEVEL MANAGEMENT OF WORKING WOMEN IN
MADURAI"**

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

S. ABINAYASHREE (2020BB02)

B. M ADHUMITHA (2020BB27)

R. SIVARAKSHA (2020BB54)

UNDER THE GUIDANCE OF

MS.F. GNANADEEPAM, M.B.A., M. Com, M.Phil., SET



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL EXPERIENCE FOR EXCELLENCE)

(RE – ACCREDITED WITH "A++ VI – CYCLE GRADE BY NAAC)

MARY LAND

MADURAI - 625018.

APRIL 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON STRATEGIES OF STRESS LEVEL MANAGEMENT OF WORKING WOMEN IN MADURAI" is an authentic record of group project carried out by

S. ABINAYASHREE (2020BB02)

B. MADHUMITHA (2020BB27)


R. SIVARAKSHA (2020BB54)

Has been submitted in partial fulfillment of the requirement 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 has not formed the basis for the award of any diploma degree, associateship, fellowship or similar other titles, it has not been submit to any other university or institution for the award of any degree or diploma.

Submitted for Viva Examination held on: 13.04.2023

Place: Madurai


Date: 13.04.2023


(Dr. S.L. Kumari)

Head of the Department

Head

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


(Ms. F. Gnanadeepam)

Faculty Guide


External Examiner 13/4/23

DECLARATION

We hereby declare that the project titled "**A STUDY ON STRATEGIES OF STRESS LEVEL MANAGEMENT OF WORKING WOMEN IN MADURAI**" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of

MS. F. GNANADEEPAM, M.B.A. M.com, M.Phil., SET, for the Degree of
Bachelor of Business Administration.

PLACE:

Signature of students

1. *S. Abinayashree*
(S. ABINAYASHREE)
2. *B. Madhumitha*
(B. MADHUMITHA)
3. *R. Sivaraksha*
(R. SIVARAKSHA)

**“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO
D-MART IN MADURAI CITY.**

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

S. AFROSE BANU (2020BB03)

R. LAKSHMI PRIYA (2020BB24)

M. NAZILA (2020BB29)

UNDER THE GUIDANCE OF

MS.F. GNANADEEPAM, M.B.A., M.Com., M.Phil., SET.



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED WITH ‘A++’ GRADE BY NACC

MARY LAND,

MADURAI -625018

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled “**CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO D-MART IN MADURAI CITY**” is an authentic record of group project work carried out by,

S. AFROSE BANU (2020BB03)

R. LAKSHMI PRIYA (2020BB24)

M. NAZILA (2020BB29)

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, associateship, fellowship or similar other titles. It has not been Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13-04-2023

Place: Madurai

Date: 13 . 04 . 2023

S.L. Kumari

(S.L.Kumari)

Head of the Department

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18

F. Gnanadeepam

(F.Gnanadeepam)

Faculty Guide,

D. Ramkumar
External Examiner 314/23

DECLARATION

We hereby declare that the project titled “CUSTOMER SATISFACTION”- A STUDY WITH REFERENCE TO D- MART IN MADURAI CITY” is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MS.F.GNANADEEPAM, M.B.A., M.Com., M.Phil., SET for the Degree of Bachelor of Business Administration

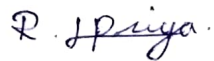
PLACE: MADURAI

DATE: 13. 04. 2023

Signature of the Students



S. AFROSE BANU(2020BB03)



R. LAKSHMI PRIYA(2020BB24)



M. NAZILA(2020BB29)

**“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO MOONG
DHAL AND SOAN PAPDI OF ‘HALDIRAMS SNACKS PVT LTD’
– WITH SPECIAL REFERENCE TO 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

R. Akshaya (2020BB04)

S. Jaishali (2020BB11)

M.Saranya (2020BB49)

UNDER THE GUIDANCE OF

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



Fatima College (Autonomous)

RE-ACCREDITED WITH ‘A++’ GRADE BY NAAC

MARY LAND, MADURAI - 625018

JUNE 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled **“CUSTOMER SATISFACTION”- A STUDY WITH REFERENCE TO MOONG DHAL AND SOAN PAPDI OF ‘HALDIRAMS SNACKS PVT LTD’ – WITH SPECIAL REFERENCE TO MADURAI CITY** is an authentic record of group project work carried out by,

R. Akshaya (2020BB04)

S. Jaishali (2020BB11)

M.Saranya (2020BB49)

Has been submitted in partial fulfilment of the requirements 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: 13.04.2023

S. L. Kumari

HOD of Department of BBA,

Head

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

S. L. Kumari

Faculty Guide,

D. Ramkumar
13/4/23.

External Examiner

DECLARATION

We hereby declare that the project titled entitled "CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO MOONG DHAL AND SOAN PAPDI OF 'HALDIRAMS SNACKS PVT LTD' – WITH SPECIAL REFERENCE TO 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 of guidance of S.L. KUMARI M. Com, M. PHIL,MBA,Ph.D., for the Degree of Bachelor of Business Administration.

PLACE: Madurai - 18

Signature of the Students

R. AKSHAYA



S. JAISHALI



M.SARANYA



**“A STUDY ON CUSTOMER SATISFACTION TOWARDS APPLE SMART WATCH
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

A. ANTHO MONICA MEENU (2020BB05)
K. MONAL (2020BB28)
M. RAMYA (2020BB40)

UNDER THE GUIDANCE OF

MS.F. GNANADEEPAM, M.B.A., M. Com., M.Phil., SET



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

(RE – ACCREDITED WITH “A++ VI – CYCLE GRADE BY NAAC)

MARY LAND

MADURAI – 625018.

APRIL 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

CERTIFICATE

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

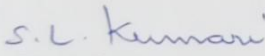
A. ANTHO MONICA MEENU (2020BB05)

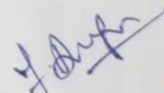
K. MONAL (2020BB28)

M. RAMYA (2020BB40)

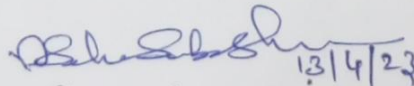
Has been submitted in partial fulfillment of the requirement for the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION in Fatima College, is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere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

Submitted for Viva Examination held on: 13.04.2023


Head of the Department


Faculty Guide

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


13/4/23
External Examiner

DECLARATION

We hereby declare that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS APPLE SMART WATCH IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of

MS.F. GNANADEEPAM, M.B.A., M. Com., M.Phil., SET for the Degree of Bachelor of Business Administration.

PLACE: Madurai

DATE : 13.04.2023

Signature of students

1. A Antho Monica Meenu

(A. ANTHO MONICA MEENU)

2. Monal.K

(K. MONAL)

3. M.Ramya .

(M. RAMYA)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD JEWELLERY
INSTALMENTS SCHEME OF GRT JEWELLERY 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.DIVYA 2020BB07

P.JEBA JOSEPHINE ANITHA 2020BB14

B.PASUVATHI 2020BB32

Under the GUIDANCE OF
Mrs. Abinaya.R. M.COM, B.ED, NET



FATIMA COLLEGE (AUTONOMOUS)
COLLEGE WITH POTENTIAL FOREXCELLENCE (2004-2019)
RE-ACCREDITED WITH 'A++' GRADE (CGPA 3.61) BY NAAC (CYCLE 4)
MARYLAND, MADURAI-625018
TAMILNADU
APRIL 2023

MRS. ABINAYA.R. M.COM, B.ED, NET

Assistance professor

Department of BBA

CERTIFICATE

This is to certify that the project entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD JEWELLERY INSTALMENT SCHEME OF GRT JEWELLERY IN MADURAI CITY** submitted by **N.DIVYA (2020BB07), P.JEBAJOSEPHINEANITHA (2020BB14), B.PASUVATHI(2020BB32)**, 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 my 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: **13 .04 . 2023**

Place: Madurai

Date: 13 .04 . 2023



R.Abinaya

FACULTYGUIDE

S.L. Kumari

(S.L.Kumari)

Head Of Department

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18

External Examiner

D. Ramkumar
13/4/23

DECLARATION


We hereby declare that this project entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD JEWELLERY INSTALMENT SCHEME OF GRT JEWELLERY IN MADURAI CITY** submitted by us to Fatima College (Autonomous), Madurai in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of bonafide project work carried out by us under the guidance of Mrs. Abinaya.R Assistant professor, Department of BBA, Fatima College, Madurai.


Place: Madurai

Signature of the candidate

Date: 13.04.2023


N.Divya (2020BB07)


P.Jeba Josephine anitha(2020BB14)


B.Pasuvathi (2020BB32)

**A STUDY ON THE ENTREPRENEURIAL INTENTION AMONG THE COLLEGE
STUDENTS IN MADURAI CITY WITH SPECIAL REFERENCE TO BBA AND
B.COM STUDENTS**

**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

V. HEMAVARSHINI (2020BB09)

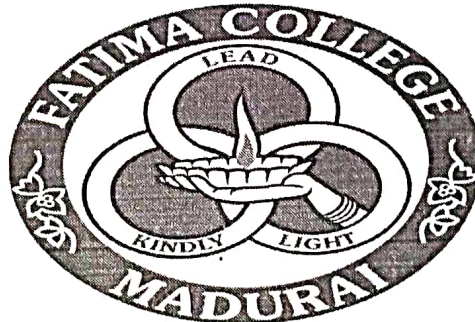
P. LAVANYA (2020BB26)

G. SWETHA (2020BB61)

UNDER THE GUIDANCE OF

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

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

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

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON THE ENTREPRENEURIAL INTENTION AMONG THE COLLEGE STUDENTS IN MADURAI CITY WITH SPECIAL REFERENCE TO BBA AND B.COM STUDENTS" is an authentic record of group project work carried out by,

V. HEMAVARSHINI (2020BB09)

P. LAVANYA (2020BB26)


G. SWETHA (2020BB61)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13.04.2023

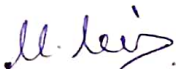
Place: Madurai

Date: 13-04-2023



(S.L Kumari)

Head of the Department

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


(M. Meenachi)

Faculty Guide


13/4/23
External Examiner

DECLARATION

We hereby declare that this project entitled “A STUDY ON THE ENTREPRENEURIAL INTENTION AMONG THE COLLEGE STUDENTS IN MADURAI CITY WITH SPECIAL REFERENCE TO BBA AND B.COM STUDENTS” submitted by us to Fatima college (Autonomous), Madurai in partial fulfilment 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

Signature of the candidate

Date: 18.04.2023

Hemavarshini . V
HEMAVARSHINI. V (2020BB09)

Lavanya . P
LAVANYA. P (2020BB26)

Swetha . G
SWETHA. G (2020BB61)

A STUDY ON CUSTOMER SATISFACTION TOWARDS KFC 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

IYASHIKA.P (2020BB10)

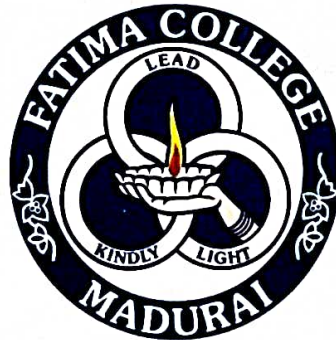
THAVAPRIYA.S (2020BB 64)

VAISHNAVI.T (2020BB68)

Under the Guidance of

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

Assistant Professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND, MADURAI-625018

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS KFC IN MADURAI CITY" submitted by Iyashika.P (2020BB10), Thavapriya.S (2020BB64), Vaishnavi.T (2020BB68) 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: 13.04.2023

Place: Madurai

Date: 13.04.2023

(S.L.Kumari)

S.L.Kumari
Head of the Department

Head

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

M. Meenachi
(M.Meenachi)

Faculty Guide

[Signature]
13/4/23
External Examiner

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 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: 13.04.2023

Signature of the Students

Iyashika.P
IYASHIKA.P

Thavapriya.S
THAVAPRIYA.S

Vaishnavi.T
VAISHNAVI.T

A STUDY ON CUSTOMER SATISFACTION TOWARDS THE TRAVEL MADE THROUGH ONLINE BOOKING SYSTEM WITH REFERENCE TO REDBUS

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

JANAGAMARI.R (2020BB12)

NIVETHA.N (2020BB31)

SRI PRIYA.S(2020BB58)

UNDER THE GUIDANCE OF

Dr.M.Meenakshi , BE ., MHM.,M.Phill.,PhD.,

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BOOKING SYSTEM WITH REFERENCE REDBUS” is an authentic record of group project work carried out by,

R.JANAGAMARI (2020BB12)

N.NIVETHA (2020BB31)

S.SRIPRIYA (2020BB58)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13-04-2023

S.L. Kumari

(S.L.Kumari)

Head of the Department

Head

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

M. Meenachi

(M.Meenachi)

Faculty Guide

External Examiner
13/4/23
External Examiner

DECLARATION

We hereby declare that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BOOKING SYSTEM WITH REFERENCE REDBUS" 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.Meenakshi , BE MHM. M.Phill,PhD, for the Degree of Bachelor of Business Administration

PLACE: Madurai

DATE: 13.4.2023

Signature of the Students

R. Janagamar .
R.JANAGAMARI

N. Nivetha
N.NIVETHA

S. Sri Priya.
S.SRI PRIYA

**CUSTOMER SATISFACTION –“A STUDY WITH REFERENCE TO AACHI
CHICKEN MASALA 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

K. JAYA MEENA 2020BB13

T.H. SANTOSINI 2020BB48

R. SREE RANJANI 2020BB57

Under the Guidance of

Dr. S.L. KUMARI , M.Com., B.Ed., M.Phil., M.B.A., SLST., Ph.D.



April 2023

Fatima College (Autonomous)

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

MARY LAND,

MADURAI - 625018

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

CERTIFICATE

This is to certify that the project entitled **CUSTOMER SATISFACTION –“A STUDY WITH REFERENCE TO AACHI CHICKEN MASALA IN MADURAI CITY”** Submitted by **K. JAYA MEENA (2020BB13), T.H. SANTOSINI (2020BB48), R.SREE RANJANI (2020BB57)**, 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 : 13.04.2023

S.L. Kumari

Dr. S.L. Kumari

HOD of Department of BBA,

S.L. Kumari

Faculty Guide,

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

[Signature]
13/4/23
External Examiner

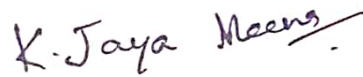
DECLARATION

We hereby declare that this project entitled **CUSTOMER SATISFACTION –“A STUDY WITH REFERENCE TO AACHI CHICKEN MASALA IN MADURAI CITY”** submitted by us to Fatima college (Autonomous), Madurai in partial fulfillment of the Requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION is a record of bonafide project work carried out by us under the guidance of Dr. S.L. Kumari, Head of the department, Department of BBA, Fatima college, Madurai.

Place: Madurai

Signature of the candidate

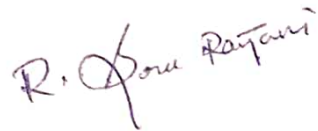
Date: 13.04.2023



K. JAYA MEENA (2020BB13)



T.H. SANTOSINI (2020BB48)



R. SREE RANJANI (2020BB 57)

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA
FACEWASH PRODUCT” 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

JOSEDA.V (2020BB15)

PAVITHRA.R (2020BB33)

RADHIGA.C (2020BB37)

UNDER THE GUIDANCE OF

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



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

**MARY LAND,
MADURAI -625018**

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

CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA FASHWASH PRODUCT**" is an authentic record of group project work carried out by,

JODESA.V(2020BB15)

PAVITHRA.R (2020BB33)

RADHIGA.C (2020BB37)

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 Submit to any other university or institution for the award of any degree or diploma.


Submitted for viva examination held on: 13.04.2023

Place: Madurai


Date: 13.04.2023


(R.ABINAYA)

FACULTY Guide


(S.L.Kumari)

Head of the Department


External Examiner

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

DECLARATION

We hereby declare that the project titled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA FASHWASH PRODUCT**" 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**, for the Degree of Bachelor of Business Administration

PLACE : Madurai

DATE : 13:04:2023

Signature of the Students

V. Joseda

V.JOSEDA

R. Pavithra

R.PAVITHRA

C. Radhiga

C.RADHIGA

**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS THE
SMARTPHONES IN MADURAI CITY WITH SPECIAL REFERENCE TO VIVO and
OPPO.**

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

KABILA G (2020BB18)

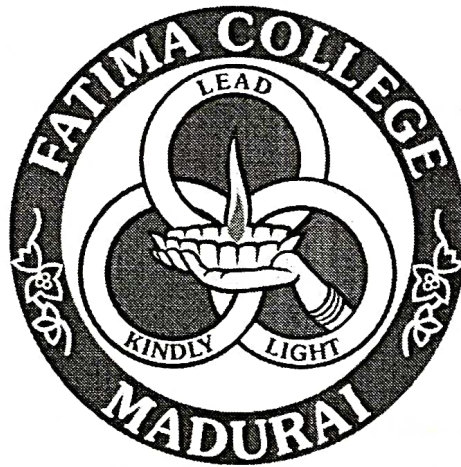
SURUTHI.S (2020BB60)

VAISHNAVE.R (2020BB67)

UNDER THE GUIDANCE OF

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

Assistant professor, Department of BBA



FATIMA COLLEGE (AUTONOMOUS)

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

**MARY LAND,
MADURAI -625018**

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS THE SMARTPHONES IN MADURAI CITY WITH SPECIAL REFERENCE TO VIVO and OPPO".

is an authentic record of group project work carried out by,

KABILA G (2020BB18)

SURUTHI.S (2020BB60)

VAISHNAVE.R (2020BB67)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13-04-2023

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

Head of the department

Head

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

M. Meenachi
(M.Meenachi)

Faculty Guide

D. Ramkumar
14/3/23
External Examiner

DECLARATION

We hereby declare that the project titled "A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS THE SMARTPHONES IN MADURAI CITY WITH SPECIAL REFERENCE TO VIVO and OPPO"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, BE., MHM., M,PHIL.,Ph.D., for the Degree of Bachelor of Business Administration

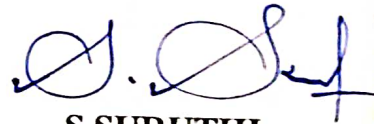
PLACE: Madurai

DATE: 13.04.2023

Signature of the Students



G.KABILA



S.SURUTHI



R.VAISHNAVE

A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC PRODUCTS.

**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

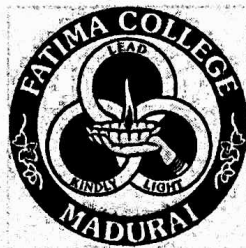
KARTHIKA.R (2020BB20)

SHIVADHARSHINI.M (2020BB52)

TANUSHRII Raj (2020BB63)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

APRIL 2023

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

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC PRODUCTS" is an authentic record of group project work carried out by,

R. KARTHIKA (2020BB20)

M. SHIVADHARSHINI (2020BB52)

TANUSHRII RAJ (2020BB63)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13-04-2023 .

S. L. Kumari

HOD of Department of BBA,

Head

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

A. Polash
Faculty Guide,

D. Ramkumar
External Examiner 13/4/23.
2

DECLARATION

We hereby declare that the project titled "A STUDY ON CUSTOMER SATISFACION TOWARDS AYURVEDIC 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 A. ROSARY INFANTA MBA, M.PHIL., NET for the Degree of Bachelor of Business Administration

PLACE: Madurai - 18

Signature of the Students

R. Karthika .

R. KARTHIKA

M . Shrivadharsini .

M.SHIVADHARSHINI

Tanushree Raj

TANUSHRII RAJ

“CUSTOMER SATISFACTION - A STUDY REFERENCE TO SAREES PURCHASED THROUGH AMAZON.COM”

**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

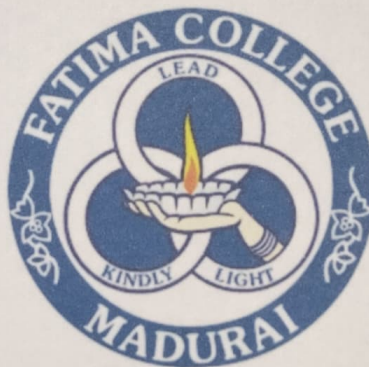
K.KAVIYA (2020BB21)

T.THILIPPA (2020BB66)

G.JEEVITHA LAKSHMI (2019BB24)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED WITH 'A++' GRADED BY NACC

MARY LAND, MADURAI -625018

APRIL 2023

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled “**CUSTOMER SATISFACION - A STUDY WITH REFERENCE TO SAREES PURCHASED THROUGH AMAZON.COM**” is an authentic record of group project work carried out by,

K.KAVIYA(2020BB21)

T.THILIPPA(2020BB66)

G.JEEVETHA LAKSHMI(2019BB24)

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 Submit to any other university or institution for the award of any degree or diploma.

submitted For viva Examination held on : 13.04.2023.

S.L. Kumari

HOD of Department of BBA,

S.L. Kumari

Faculty Guide,

Head

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

[Signature]
13/4/23
External Examiner

DECLARATION

We hereby declare that the project titled "CUSTOMER SATISFACTION – A STUDY WITH REFERENCE TO SAREE PURCHASED THROUGH AMAZON.COM" is submitted in partial fulfillment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 13.04.2023

Signature of candidates

K. Kaviya

K.kaviya (2020BB21)

T. Thilippa

T.thilippa (2020BB66)

G. Jeevetha Lakshmi

G.Jeevetha lakshmi (2019BB24)

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
RAPIDO BIKE TAXI 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

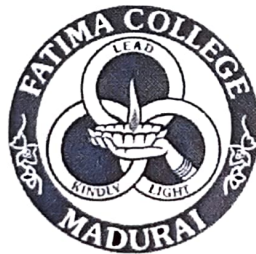
KAVYA.S (2020BB22)

RABIYA BASHREE.I (2020BB36)

SAVARI NITHEESHA.A (2020BB50)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI IN MADURAI CITY” is an authentic record of group project work carried out by,

KAVYA.S (2020BB22)

RABIYA BASHREE.I (2020BB36)

SAVARI NITHEESHA.A (2020BB50)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13.04.2023

Place: Madurai

Date: 13.04.2023

S. L. Kumari

(S.L.Kumari)

Head of the Department

M. Meenachi

(M.Meenachi)

Faculty Guide

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

[Signature]
13/4/23
External Examiner

DECLARATION

We hereby declare that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE 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 M. Meenachi, BE MHM, M.PHIL, Ph.D., for the Degree of Bachelor of Business Administration

PLACE: Madurai

Signature of the Students

DATE: 13. 04. 2023

S. Kavya S
KAVYA S

I. Rabiya Bashree
RABIYA BASHREE I

Ar Savari Nitheesha.
SAVARI NITHEESHA A

**“A STUDY ON CUSTOMER
SATISFACTION TOWARDS ZOMATO FOOD DELIVERY 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
MADURAI KAMARAJAR UNIVERSITY**

SUBMITTED BY

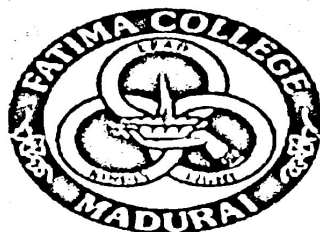
K.KAVYA SRI (2020BB23)

K.LAVANYA (2020BB25)

P. SHANMUGA PRIYA (2020BB51)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

APRIL 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO FOOD DELIVERY IN MADURAI CITY”** is an authentic record of

group project work carried out by,

K. KAVYA SRI (2020BB23)

K. LAVANYA (2020BB25)

P. SHANMUGA PRIYA (2020BB51)

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 0 - 13. 04. 2023

PLACE : Madurai

S. L. Kumari
HOD of Department of BBA,

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

[Signature]
Faculty Guide,

D. Lankumar
13/4/23.
External Examiner

DECLARATION

We hereby declare that the project titled " A STUDY ON CUSTOMER SATISFACTION ZOMATO FOOD DELIVERY IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Mrs .ABINAYA.R , M.Com, B.Ed, NET for the Degree of Bachelor of Business Administration

PLACE: Madurai
DATE : 13.04.2023

Signature of the Students

K. Kavya Sri
K. KAVYA SRI

K. Lavanya
K. LAVANYA

P. Shanmuga Priya
P. SHANMUGA PRIYA

A STUDY ON WELFARE MEASURES TOWARDS SOFTWARE EMPLOYEES IN MADURAI CITY

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY:

V. NIRANJANA	2020BB30
N. ROOBASHRI	2020BB42
G. SWETHA	2020BB62

UNDER THE GUIDANCE OF

MS. F. GNANADEEPAM., M.B.A., M.Com. M.Phil. SET.



FATIMA COLLEGE

(Autonomous)

(College with potential for excellence)

(Reaccredited with 'A++' grade by NAAC)

MARY LAND, MADURAI - 625018.

DECLARATION:

We hereby declare that the project titled "A STUDY ON WELFARE MEASURES TOWARDS SOFTWARE EMPLOYEES IN MADURAI CITY" is submitted in partial fulfillment for the requirement of Bachelor of Business Administration is our original work and that no part of the report has been submitted fully or partially for any other recognition earlier.

Place: Madurai

Date: 18.04.2023

Signature of Students:

Niranjana.V
V. NIRANJANA

N. Roobashri
N. ROOBASHRI

G. Swetha.
G. SWETHA

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "a study on welfare measures towards software employees in Madurai city" is an authentic record of group project work carried out by,

V. NIRANJANA	2020BB30
N. ROOBASHRI	2020BB42
G. SWETHA	2020BB62

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 as not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submit to any other university or institution for the award of any degree or diploma.

Submitted on viva examination held on: 13.04.2023

S. L. Kumari
(Dr. S. L. Kumari)
HOD - BBA DEPARTMENT
Head

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

[Signature]
Faculty guide:

(Ms. F. Gnanadeepam)

[Signature]
13/4/23
EXTERNAL EXAMINER

**" A STUDY ON CUSTOMER SATISFACTION TOWARDS
LENSKART IN MADURAI CITY "**

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

**B. POOJA (2020BB34)
M. H. ROSHINI SHAIKH (2020BB43)
N. RUBA SRI (2020BB44)**

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED 'A++' GRADE BY

NACC

MARY LAND,

MADURAI – 625018

APRIL 2023

DEPARTMENT OF BUSSINESS ADMINISTRATION
FATIMA COLLEGE (ATONOMOUS)
MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work "**A STUDY ON CUSTOMER SATISFACTION TOWARDS LENSkart**" is an authentic record of group project work carried out by,

B. POOJA (2020BB34)

M. H. ROSHINI SHAIKH (2020BB43)

N. RUBA SRI (2020BB44)

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 submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on : 13.04.2023

S. L. Kumari
HOD of Department of BBA,

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

J. Ram Kumar
13/4/23
External Examiner

Amey
Faculty Guide,

DECLARATION

We hereby declare that this project entitled “ **A STUDY ON CUSTOMER SATISFACTION TOWARDS LENSkart 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 of Mrs.R.Abinaya, Assistant professor, Department of BBA, Fatima college, Madurai.

Place: Madurai

Signature of the candidate

B. Pooja

B. POOJA (2020BB34)

MH. Roshini Shaikh.

M. H. ROSHINI SHAIKH (2020BB43)

N. Ruba Sri

N. RUBA SRI (2020BB44)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
MAMA EARTH PRODUCTS**

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

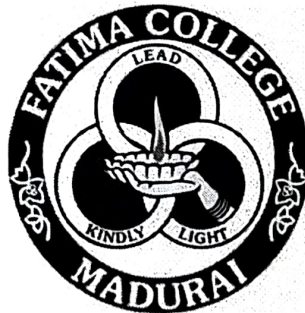
M NAGAJOTHI (2019BB35)

N. RAKKU (2020BB38)

B. SUBHASHREE (2020BB59)

Under the guidance of

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI – 625 018

FATIMA COLLEGE (AUTONOMOUS)

MARY LAND, MADURAI

CERTIFICATE

This is to certify that the project "CUSTOMER SATISFACTION TOWARDS MAMAEARTH PRODUCTS" is a bonafide record of work done by

M. NAGAJOTHI (2019BB35)

N. RAKKU (2020BB38)

B. SUBHASHREE (2020BB55)

It has been submitted in partial fulfillment of the requirement for the award of the degree of bachelor of business administration of Fatima College, affiliated to Madurai Kamaraj University.

Submitted for viva Examination held on: 13.04.2023.

S.L. Kumar

Head of the Department

Head

Department of Business Administration

Fatima College (Autonomous)

Madurai-18

A. Polanthi

Faculty Guide

Subhashree
13/4/23
External Examiner

DECLARATION

We M. NAGAJOTHI (2019BB35), N.RAKKU (2020BB38), B.SUBHASHREE (2020BB59), hereby states that this project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MAMA EARTH PRODUCTS" is our original work for the award of bachelor of Business Administration and the same project report have not been submitted elsewhere for the award of any other degree.

Date:

Place: Madurai

Signature of The Candidates

Nagajothi. M
M. NAGAJOTHI

N. Rakkul.
N. RAKKU

Subhashree. B
B. SUBHASHREE

“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO AIRTEL NETWORK SERVICES

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

RAMYA.B (2020BB39)

JOTHILEGA.K (2020BB16)

VANITHA.K (2020BB69)

UNDER THE GUIDANCE OF

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



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI -625018

APRIL 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "CUSTOMER SATISFACTION
- A STUDY WITH REFERENCE TO AIRTEL NETWORK SERVICES"
is an authentic record of group project work carried out by,

B. RAMYA (2020BB39)

K. JOTHI LEGA (2020BB16)

K.VANITHA (2020BB69)

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 Submit to any other university or institution for the award of any
degree or diploma.

Submitted for viva examination held on: 13 . 04 . 2023

S.L. Kumari

HOD of Department of BBA,

S.L. Kumari

Faculty Guide,

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

External Examiner 13/4/23

DECLARATION

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

PLACE: *Madurai*

Signature of the Students

B. Ramya

B. RAMYA

K Jothilega

K.JOTHILEGA

K. Vanitha

K.VANITHA

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY:

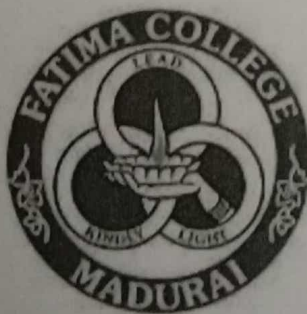
R. RAMYA 2020BB41

M. SAMINA BEGAM 2020BB46

B. YAVANEKA SHREE 2020BB70

UNDER THE GUIDANCE OF

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

**FATIMA COLLEGE (Autonomous)**

(College with potential for excellence)

(Reaccredited with 'A++' grade by NAAC)

MARY LAND, MADURAI - 625018.

DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**" is an authentic record of group project work carried out by,

R. RAMYA 2020BB41

M. SAMINA BEGAM 2020BB46

B. YAVANEKA SHREE 2020BB70

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 Submit to any other university or institution for the award of any degree or diploma.

Submitted for viva examination held on: 13.04.2023

S. L. Kumaran

HOD of Department of BBA.
Head

Department of Business Administration
Fatima College (Autonomous)
Maryland, Madurai

A. Robert
Faculty Guide,

D. Ramkumar
13/4/23
External Examiner

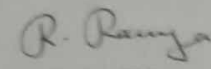
DECLARATION

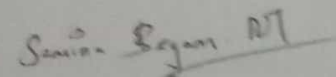
We hereby declare that the project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of MRS. A. ROSARY INFANTA. , MBA. , M.PHIL. , NET for the Degree of Bachelor of Business Administration.

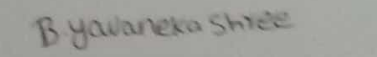
Place: Madurai

Date: 13.04.2023

Signature of Students


R. RAMYA


M. SAMINA BEGAM


B. YAVANEKA SHREE

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF
SMART PHONE**

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. SANKAVI (2020BB47)

B. SHREE SHOBINI (2020BB53)

M. SIVARANJANI (2020BB55)

Under the guidance of

Mrs. ROSARY INFANTA, MBA, M.phil. NET



FATIMA COLLEGE (AUTONOMOUS)

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

MARY LAND,

MADURAI-625018

FATIMA COLLEGE (AUTONOMOUS)

MARYLAND, MADURAI.

CERTIFICATE

This is to certify that the project “ CUSTOMER SATISFACTION TOWARDS THE USAGE OF SMART PHONE“ is a bonafide record of work done by

M. Sankavi (2020BB47)

B. Shree Shobini (2020BB53)

M. Sivaranjani (2020BB55)

It has been submitted in partial fulfillment of the requirement for the award of the degree of bachelor of business administration of Fatima College, affiliated to Madurai Kamaraj University.

Submitted for viva examination held on : 13.04.2023 .

S. L. Kumaran

Head of the department

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

A. Rohan

Faculty guide

[Signature]
External Examiner 13/4/23

DECLARATION

We M.Sankavi (2020BB47), B.Shree Shobini (2020BB53), M.Sivaranjani (2020BB55) hereby states that this project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF SMARTPHONE" is our original work for the award of bachelor of Business Administration and the same project report have not been submitted elsewhere for the award of any other degree.

Date: 13.04.2023

Place: Madurai-7

Signature of the candidates

M. Sankavi

M.sankavi

B. Shree Shobini

B.Shree Shobini

M. Sivaranjani

M.Sivaranjani