

**A STUDY ON CUSTOMERS PERCEPTION TOWARDS
E-COMMERCE WEBSITES**

A project report submitted in the partial fulfilment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI
KAMARAJ UNIVERSITY

Submitted by

A.BHACKIYALAKSHMI (2022MAB03)

Under the guidance of

Dr.S.P.Savitha,M.Com.,M.Ed.,M.Phil.,Ph.D

Assistant professor

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellance)

Re-Accredited with “ A++” Grade by NAAC.

Mary Land, Madurai-625018.

April-2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMERS PERCEPTION TOWARDS E-COMMERCE SITES" is a bonafide record of the project work done by, **A.BHACKIYALAKSHMI(2022MAB03)**. In partial fulfilment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Dr. S.P Savitha, M.Com, M.Ed., M.Phil.,Ph.D.**, Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

Internal Examiner

P. Sathya Prasad

S.P. Savitha

Submitted viva-voce held on 21.03.2024

External Examiner

[Signature]
21/3/2024

DECLARATION

I, hereby state that the project for the degree of Master of Commerce with Computer Applications on "A STUDY ON CUSTOMERS PERCEPTION TOWARDS E-COMMERCE WEBSITES" is our original work and no part of this project has been submitted for any other similar titles.

Name

A.BHACKIYALAKSHMI 2022MAB03

Signature

A. Bhackiyalakshmi

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of project, without him my work could not have been a success.

I wish to Acknowledge our sincere gratitude to our principal **Rev.Dr.Sr.G.Celine Sahaya Mary,MBA,FDP.,PhD** for having extended all facilities in the college towards this completion of our course.

I extend our gratitude Dr.P.Sakunthala, M.Com.,M.Phil.,PGDCA ,PhD Head and Assistant professor , Department of commerce with computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr.S.P.Savitha,M.com.,M.Ed.,M.Phil,Ph.D.,** for her inspiring guidance and encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON CONSUMERS SATIFICATION TOWARDS
ELECTRIC TWO-WHEELERS IN MADURAI CITY**

A project report submitted in partial fulfillment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI
KAMARAJ UNIVERSITY.

Submitted by,

N. MEGAA (2022MAB12)

Under the guidance of

Dr. S.P. Savitha, M.Com., M.Ed., M.Phil., Ph.D

Assistance Professor

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

Madurai .

BONAFIDE CERTIFICATE

This is to certify that the project entitled **A STUDY ON CONSUMERS SATIFICATION TOWARDS ELECTRIC TWO-WHEELERS IN MADURAI CITY** is a bonafide record of the project work done by, N.MEGAA (2022MAB12). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Dr. S.PSavitha, M.Com, M.Ed., M.Phil.,Ph.D.**, Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sarathkumar

Internal Examiner

S.P. Savitha

Submitted viva-voce held on 21.03.2024

External Examiner

[Signature] 21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on "A STUDY ON CONSUMERS SATIFICATION TOWARDSELECTRIC TWO-WHEELERS IN MADURAI CITY" is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

N.MEGAA 2022MAB12

Signature

N.Megaa

Place: Madurai

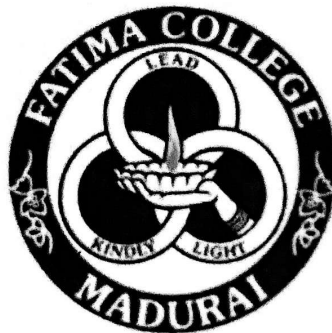
Date: 21.03.2024

**A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL
IN ASIANET FASHION MADURAI**

A project report submitted in partial fulfillment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI
KAMARAJ UNIVERSITY.

Submitted by,
A.NANDHINI
(2022MAB14)

Under the guidance of
Mrs. M. Priya M.com (CA), M.Phil,B.Ed.
Assistance Professor
Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN ASIANET FASHION MADURAI" is a bonafide record of the project work done by, A. NANDHINI (2022MAB14). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Mrs. M. Priya M.com (CA), M.Phil,B.Ed,** Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sathenthala

Internal Examiner

M. Priya

Submitted Viva-voice held on 21.03.24.

External examiner

21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on **“A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN ASIANET FASHION MADURAI”** is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

NANDHINI A (2022MAB14)

Signature

Nandini A. *

Place: Madurai

Date: 21/03/24 .

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com, M.Phil, PGDCA, PhD** Head & Assistant Professor, Department of Commerce with Computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Mrs. M. Priya M.com (CA),M.Phil,B.Ed** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON IMPACT OF WOMEN PASSENGER TOWARDS
TAMILNADU FREE BUS SCHEME PROVIDED BY TAMILNADU
STATE TRANSPORT CORPORATION [WITH SPECIAL
REFERENCE TO MADURAI CITY]**

A project report submitted in partial fulfillment of the requirement for
the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree
MADURAI KAMARAJ UNIVERSITY.

Submitted by,
G.R.PAVITHRA
(2022MABI6)

Under the guidance of
Dr. M. Arasammal , M.Com., B.Ed., M.Phil., Ph.D
Associate Professor
Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)
(College with Potential for Excellence)

Re-Accredited with “A++” Grade by NAAC (4" cycle)

Mark Land, Madurai 625018

APRIL – 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON IMPACT OF WOMEN PASSENGER TOWARDS TAMILNADU FREE BUS SCHEME PROVIDED BY TAMILNADU STATE TRANSPORT CORPORATION [WITH SPECIAL REFERENCE TO MADURAI CITY]" is a bonafide record of the project work done by, G.R.PAVITHRA (2022MAB16). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of Dr. M. Arasammal , M.Com., B.Ed., M.Phil., Ph.D Associate professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

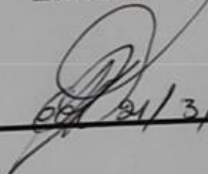
P. Sathya

Internal Examiner

M. Anil

Submitted viva-voce held on 21.03.2024

External examiner

 21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on **“A STUDY ON IMPACT OF WOMEN PASSENGER TOWARDS TAMILNADU FREE BUS SCHEME PROVIDED BY TAMILNADU STATE TRANSPORT CORPORATION [WITH SPECIAL REFERENCE TO MADURAI CITY]”** is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

G.R.PAVITHRA 2022MAB16

Signature

Pavithra G.R.

Place: Madurai

Date: *21.08.2024*

**A STUDY ON WOMEN'S PERCEPTION AND BEHAVIOUR ON USE OF
SANITARY NAPKIN IN MADURAI DISTRICT**

A Project report Submitted in partial fulfillment of the requirement
For the award of the Degree of **Master of Commerce with
Computer Applications** for the degree
Madurai Kamaraj University

Submitted by
V.PRADEEPA (2022MAB17)

Under the guidance of
Mrs.C. Joselyn Nithya,M.Com.,M.Phil.,(Ph.d)
Assistance Professor
Commerce with Computer Application



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-accredited with "A++" by NAAC (4th cycle)

Mary Land, Madurai 625018.
APRIL 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON WOMEN'S PERCEPTION AND BEHAVIOUR ON USE OF SANITARY NAPKIN". It is a bonafied record of the project work done by: V.PRADEEPA (2022MAB17). In partial fulfillment of the award of the M.com with Computer Application Degree in Bonafied record of the work Under the Guidance of Mrs. C. Joselyn Nithya, M.com., M.phil., (ph.d), Assistance Professor, Department of Commerce with Computer Application during the year 2023-2024.

Head of the Department


P. Subhalekha

Internal Examiner

Joselyn Nithya

Submitted viva-voice held on 21.3.2024

External Examiner

 21/3/2024

DECLARATION

I hereby state that the project for the Degree of Master of Commerce with Computer Application on , **“A STUDY ON WOMEN’S PERCEPTION AND BEHAVIOUR ON USE OF SANITARY NAPKIN IN MADURAI DISTRICT”** is our original work and no part of this project has been submitted for the award of any other similar titles.

NAME

V.PRADEEPA 2022MAB17

SIGNATURE

V-pradeepa

Place: Madurai

Date: 21.3.2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal Rev. Dr. **SR. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.phil., PGDCA., Ph.d** Head & Assistant Professor, Department of Commerce with Computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Mrs. C. Joselyn Nithya, M.com., M.Phil.,(Ph.d.)** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation our family members for their abundant support throughout this study.

OPTICAL TRADING SYSTEM

A project report submitted in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS** for the Degree of MADURAI KAMARAJ UNIVERSITY.

Submitted by,

S. ALAGUSUDHA (2022MAB01)

Under the Guidance of

Mrs. N. Muthulakshmi, MCA., M.Phil., NET.

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL – 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "OPTICAL TRADING SYSTEM" is a bonafide record of the project work done by, S. ALAGUSUDHA (2022MAB01). In partial fulfillment of the requirements for the award of Master of Commerce with computer application degree, in bonafide record of the work under the guidance of

Mrs. N. Muthulakshmi, MCA., M.Phil., NET.(M.Com with Computer Applications) during the year 2022-2024.

Head of the Department

P. Santhosh

Internal Examiner

N. Muthulakshmi

Submitted viva-voce held on 21.03.2024

P. Pratheep
External Examiner

DECLARATION

I, hereby state that the project for the Degree of Master Of Commerce with Computer Application on "OPTICAL TRADING SYSTEM" is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

Signature

S. ALAGUSUDHA(2022MAB01)

S. Alagusudha

Date: 21-03-2024

Place: Madurai

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal

Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.** the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to of **Mrs. N. Muthulakshmi, MCA., M.Phil., NET.**(for her inspiring guidance and kind encouragement during the preparation till the completion of this project.

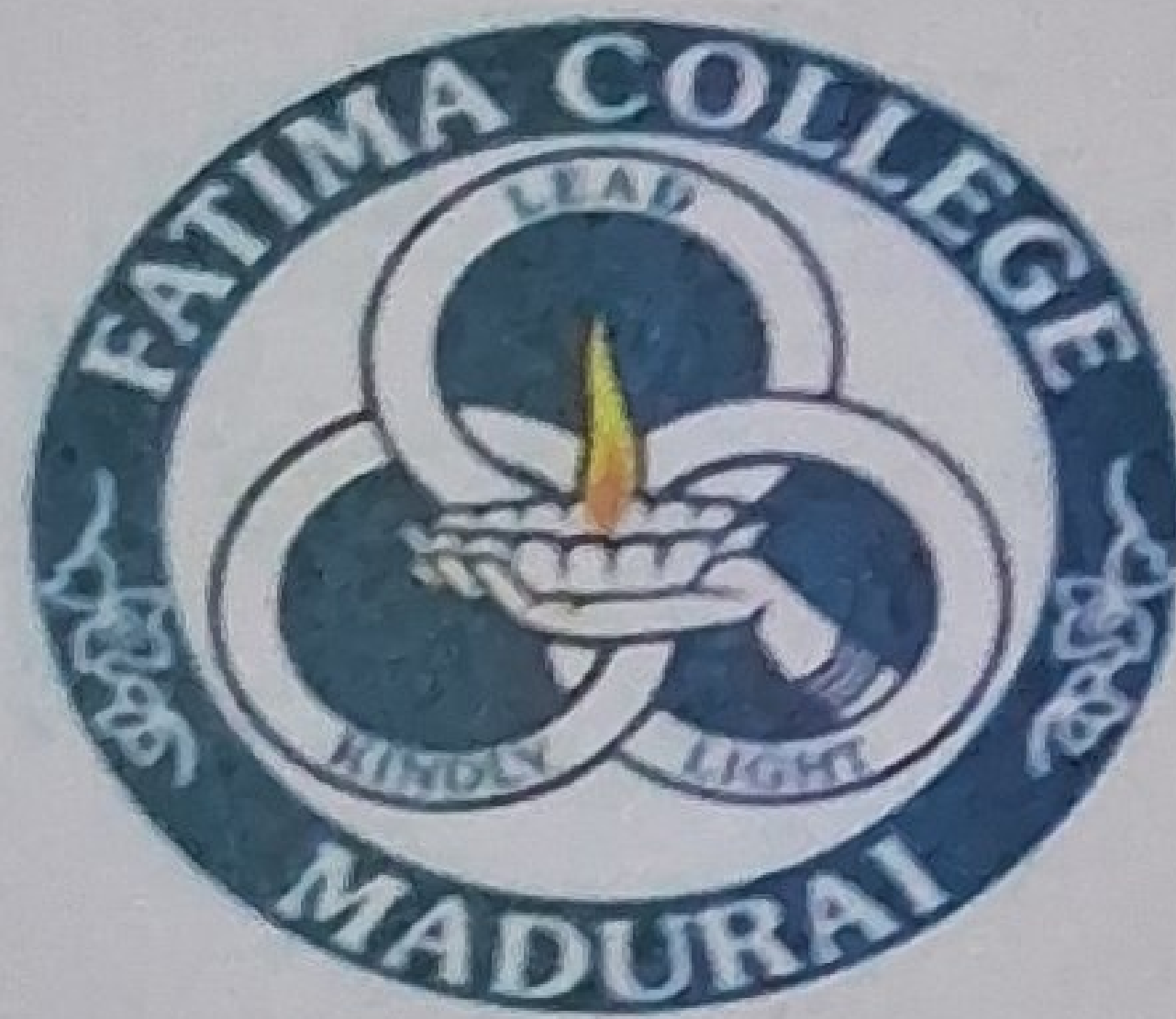
Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON IMPACT OF DIGITAL MARKETING IN SMALL RETAIL
BUSINESS IN MADURAI CITY**

A project report submitted in partial fulfillment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI
KAMARAJ UNIVERSITY.

Submitted by,
A. BADURUN FAHIMA (2022MAB02)

Under the guidance of
Dr. S.P. Savitha, M.Com., M.Ed., M.Phil., Ph.D.
Assistance Professor
Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON IMPACT OF DIGITAL MARKETING IN SMALL RETAIL BUSINESS IN MADURAI CITY" is a bonafide record of the project work done by, A. BADURUN FAHIMA (2022MAB02). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Application degree, in bonafide record of the work under the guidance of Dr. S. P Savitha, M. Com, M.Ed., M.Phil., Ph.D., Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sathale

Internal Examiner

S.P. Sin

Submitted viva voce held on 21-03-2024

External Examiner

[Signature] 21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application on **“A STUDY ON IMPACT OF DIGITAL MARKETING IN SMALL RETAIL BUSINESS IN MADURAI CITY”** is our original work and no part of this project has been submitted for the award of any other similar titles.

Date: 21.03.2024

Place: Madurai

Signature of candidate

A. Badurun Fahima

ACKNOWLEDGEMENT

First and foremost, I thank the Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. Celine Sahaya Mary, MBA, FDP., PhD** for having extended all facilities in the college towards completing our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph. D** Head & Assistant Professor, Department of Commerce with Computer Applications, Fatima College for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr. S. P. Savitha, M.Com., M.Ed., M.Phil., Ph.D.,** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally, I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON CUSTOMER PREFERENCE OVER RETAIL STORE IN
MADURAI CITY**

A project report submitted in partial fulfillment of the requirement for the award of the degree of
MASTER OF COMMERCE WITH COMPUTER APPLICATIONS for the Degree of
MADURAI KAMARAJ UNIVERSITY.

Submitted by,
M. ISHWARYA (2022MAB05)

Under the Guidance of
Dr. T. K. Latha Maheswari, M.Com., M.Phil., PGDCA., SET., Ph.D.
Assistance Professor
Department of commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle)

Mary Land, Madurai- 625018.

APRIL – 2024.

BONAFITE CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CUSTOMER PREFERENCE OVER RETAIL STORE IN MADURAI CITY**". It is a bonafied record of the project work done by, **M. ISHWARYA (2022MAB05)**. In partial fulfillment of the requirements for the award of Master of Commerce with computer application degree, in bonafied record of the work under the guidance of **Dr. T. K. Latha Maheswari, M.Com., M.Phil., PGDCA., SET., Ph.D.,** Assistant professor of commerce (SF) during the year 2023-2024.

Head of the Department

P. Sathya

Internal Examiner

T. K. Latha Maheswari

External Examiner

21/3/2024

Submitted viva-voce held on 21-03-2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application on “**A STUDY ON CUSTOMER PREFERENCE OVER RETAIL STORE IN MADURAI CITY**” is our original work and no part of this project has been submitted for the award of any other similar titles.

NAME : M. ISHWARYA

REG NO : 2022MAB05

DATE : 21.03.2024

PLACE: Madurai

CANDIDATE SIGNATURE

M. Ishwarya

ACKNOWLEDGEMENT

First and foremost, I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.** the Head Department of Commerce with Computer Applications, and Commerce (SF) Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr. T. K. Latha Maheswari, M.Com., M.Phil., PGDCA., SET., Ph.D.**, for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally, I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A COMPARATIVE STUDY ON REACHING OF MAJORITY OVER
ADVERTISEMENTS AS OUTDOOR VS INDOOR WITH SPECIAL
REFERANCE IN MADURAI DISTRICT**

The project report submitted in partial fulfilment of the requirement for the award of the degree of
Master of Commerce with Computer Applications for the Degree of MADURAI KAMARAJ
UNIVERSITY.

SUBMITTED BY

V. Jansi Devi 2022MAB06

Under the guidance of

Dr . P.Sakunthala,M.Com.,M.Phil.,PGDCA.,Ph.D.



Department of Commerce with Computer Applications

Fatima College(Autonomous)

(college with potential for excellence)

Re-Accredited with “A++” Grade by NAAC(4th cycle)

Mary Land,Madurai-625 018.

APRIL-2024.

BONAFIDE CERTIFICATE

This is to certify that the project work entitled, "A COMPARATIVE STUDY ON REACHING OF MAJORITY OVER ADVERTISEMENTS AS OUTDOOR VS INDOOR WITH SPECIAL REFERENCE IN MADURAI DISTRICT" is a Bonafide record of the project work done by, V. JANSI DEVI (2022MAB06). In partial fulfilment of the requirement for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of, Dr.P.Sakunthala, M.Com., M.Phil., PGDCA., Ph.D Head of the Department of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sakunthala

Internal Examiner

P. Sakunthala

Submitted viva-voce held on

21.03.2024

External Examiner

 21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application on **"A COMPARATIVE STUDY ON REACHING OF MAJORITY OVER ADVERTISEMENTS AS OUTDOOR VS INDOOR WITH SPECIAL REFERENCE IN MADURAI DISTRICT"** is my original work and no part of this project has been submitted for the award of any other similar titles.

NAME

V.JANSI DEVI (2022MAB06)

SIGNATURE

V. Jansi Devi

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost we thank god almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I, wish to do acknowledge my sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Phd.**, for having extended all facilities in the college towards the completion of my course.

I extend my gratitude to **Dr.P.Sakunthala., M.Com., M.Phil., PGDCA., Ph.D.**, the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I owe my special thank to **Dr.P.Sakunthala., M.Com., M.Phil., PGDCA., Ph.D.**, for her inspiring guidance and encouragement during the preparation till the completion of this research.

Finally, I express my heartfelt appreciation to my family members and friends for their abundant support throughout this study

ASTUDYONCONSUMERPERCEPTIONTOWARDSLAKMEPRODUCTSSPECIAL
REFERENCE TO MADURAI CITY

The project report submitted in partial fulfillment of the requirement for the award of the degree of
Master of Commerce With Application

SUBMITTEDBY:

C.KARTHIKA

2022MAB07

Under the guidance of

Mrs .C.JOSELYN NITHYA M.Com.,M.Phil.,(Ph.D)



Department of Commerce with Computer Applications

FATIMA COLLEGE(AUTONOMOUS)

RE-ACCREDITEDWITH‘A++’GRADEBYNAAC

Affiliated to Madurai Kamaraj University

Madurai-625018

APRIL2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER PRECEPTION TOWARDS LAKME PRODUCTS" is a bonafide record of the project work done by, C.KARTHIKA (2022MAB07). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Mrs.C.Joselyn Nithya., M.COM.,M.PHIL.,(PH.D)** Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

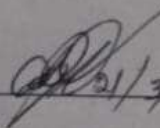
P. Sakthale

Internal Examiner

Joselyn Nithya.

Submitted viva-voce held on 21-03-2024

External Examiner

 21/3/2024

DECLARATION

We, the under signed students pursuing Ba Master Of Computer Application at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled, "A STUDY ON CONSUMER PERCEPTION TOWARDS LAKME PRODUCT WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME:

Signature

C.KARTHIKA (2022MAB07)

Karthika - C

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost we thank god Almighty our creator and sole provider of the universe, without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal **Rev.Dr.Sr. G.CelineSahayaMary**, M.B.A., FDP., Ph.D., for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to **Dr. M. Sakunthala**, M. Com., M.Phil ., PGDCA,, **Ph.D.** the Head of the Department of Commerce with computer application and Commerce (SF) for her encouragement throughout the preparation of this project.

We owe our special time to **Mrs. C.JOSELYNNITHYA**, M.com, M. Phil.,(Phd) for guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heart felt appreciation to our family members & friends for their abundant support throughout this.

AN EMPIRICAL STUDY ON CUSTOMER PERCEPTION TOWARDS ASIAN PAINT IN MADURAI CITY

A project report submitted in partial fulfillment of the requirement for the award
of the degree of

MASTER OF COMMERCE WITH COMPUTER APPLICATIONS

MADURAI KAMARAJ UNIVERSITY (2022 – 2023)

Report Submitted by

A.S. KAWIN PRIYA., M.COM(CA)

(2022MAB08)

Under the guidance of

Mrs. C. JOSELYN NITHYA., M.COM.,M.PHIL.,(PH.D)



Department of Commerce with Computer Applications

FATIMA COLLEGE [AUTONOMOUS]

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

Affiliated to Madurai Kamaraj University

Madurai – 625 018

BONAFIDE CERTIFICATE

This is to certify that the project entitled "AN EMPIRICAL STUDY ON CUSTOMER PRECEPTION TOWARDS ASIAN PAINT" is a bonafide record of the project work done by, A.S. Kawin Priya (2022MAB08). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of Mrs.C.Joselyn Nithya., M.COM.,M.PHIL.,(PH.D) Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department


P. Sahithy

Internal Examiner

Joselyn Nithya

Submitted viva-voce held on 21. 03. 2024.

External Examiner

 21/3/2024

DECLARATION

I Hereby declare that the project for the degree of Master of Commerce with Computer application on **“AN EMPIRICAL STUDY ON CUSTOMER PERCEPTION TOWARDS ASIAN PAINT IN MADURAI CITY”**.

This project work is submitted to Fatima College (Affiliated to Madurai Kamaraj University) in Partial fulfillment of degree of MASTER of Commerce with Computer Application course at Fatima College on during the academic year 2023 – 2024

I declare that this dissertation or any part of this project has been submitted for the award of any other similar titles.

Place : Madurai

A. P. Karwin Priya
Signature

Date: 21.03.2024.

ACKNOWLEDGEMENT

It is the first time to thank the personality who helped to complete this project.

First and foremost, we thank Lord Almighty for this abundant blessing which he showered on us throughout the preparation of this project, without him our work could not have been a success.

I wish to acknowledge, our sincere gratitude to our Principal Rev. **Dr. Sr. G. Celine Sahaya Mary**, MBA, FDP., Ph.D for having extended all facilities in the college towards the completion of our course.

I extend our sincere gratitude to the head of the Department Commerce with Computer Application **Dr. P.Sakunthala, M.Com., B.Ed., M.Phil., Ph.D** for her encouragement throughout the preparation of this project.

I Owe our special thanks to for **Mrs.Joselyn Nithya.C.,M.Com.,M.phil** her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally, I express my heartfelt appreciation to our family members for the abundant support throughout this study.

**A STUDY ON CONSUMER SATISFACTION TOWARDS
AMUL PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY.**

The project report submitted in partial fulfillment of the requirement for the
award of the Degree of Master of Commerce with Computer Applications.

SUBMITTED BY

MAHESWARI N

(2022MAB10)

Under the Guidance of

Mrs. M. Priya M.com (CA)., M.Phil., B.Ed.

Department of Commerce with Computer Applications



Fatima College (Autonomous)

(College with potential for excellence)

Re-Accredited with “A⁺⁺” Grade by NAAC(4th cycle)

Maryland, Madurai-625 018

APRIL - 2024

BONAFIED CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY" is a Bonafide research done by, MAHESWARI N (2022MAB10). In partial fulfillment of the requirement for the award of Master of Commerce with Computer Applications degree, in Bonafide record of the work under the guidance of Mrs. M .Priya M.com(CA), M.Phil. B.Ed., Assistant professor of commerce with computer application during the year 2023-2024.

Submitted for Viva-Voice examination held at Fatima College, Madurai - 625 018, on

21.03.2024

HEAD OF THE DEPARTMENT

P. Sakthigala

INTERNAL EXAMINER

M. Priya

EXTERNAL EXAMINER

[Signature] 21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application on , "A STUDY ON CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY" is my original work and no part has been submitted for the award of any similar titles.

NAME

SIGNATURE

MAHESWARI N

N. Maheswari

(2022MAB10)

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost, we thank God Almighty we creator and sole provider of the universe without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Ph.D.**, for having extended all facilities in the college towards the completion of our course.

We extend our sincere gratitude to **Dr.P.Sakunthala, M. Com., M.Phil.PGDCA, Ph.D.** the Head of the Department Commerce with Computer Application and for her encouragement throughout the preparation of this project.

We owe our special time to **Mrs. M. Priya M.com (CA)., M. Phil , SET., B.Ed.** for guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

**THE CONSUMER SATISFACTION TOWARDS MEESHO APP WITH
SPECIAL REFERENCE MADURAI DISTRICT**

A project report submitted in partial fulfillment of the requirement
for the award of the degree of
MASTER OF COMMERCE WITH COMPUTER APPLICATIONS
MADURAI KAMARAJ UNIVERSITY.

SUBMITTED BY
K.G.NIRANJANA
(2022MAB15)

Under the guidance of
Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.
Assistance professor
Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL – 2024

BONAFIDE CERTIFICATE

This is to certify that the project work entitled " **THE CONSUMER SATISFACTION TOWARDS MEESHO APP WITH SPECIAL REFERENCE MADURAI DISTRICT**" is a bonafide record of the project work done by, K.G.NIRANJANA (2022MAB15). In partial fulfillment of the requirement for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D. (M.Com with Computer Applications)** during the year 2023-2024.

Head of the Department

P. Sakunthala

Internal Examiner

P. Sakunthala

Submitted viva –voice held on 21.03.24

External Examiner

[Signature]
21/3/2024

ACKNOWLEDGEMENT

First and foremost I thank Lord almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to do acknowledge my sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Phd.,** for having extended all facilities in the college towards the completion of my course.

I extend my gratitude to **Dr.P.Sakunthala., M.Com., M.Phil., PGDCA., Ph.D.,** the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I extend my gratitude to **Dr.P.Sakunthala., M.Com., M.Phil., PGDCA., Ph.D.,** for her inspiring guidance and encouragement during the preparation till the completion of this research.

Finally, I express my heartfelt appreciation to my family members and friends for their abundant support throughout this study original work and no part of this project has been submitted for the award of any other similar titles.

**A STUDY ON USER'S AWARENESS TOWARDS E-BANKING SERVICES
WITH SPECIAL REFERENCE TO MADURAI CITY**

A project report submitted in partial fulfilment of the requirement for the award of
the Degree of Master of Commerce with Computer Applications

SUBMITTED BY

M.PRIYADHARSINI

(2022MAB19)

Under the Guidance of

Mrs. M.FANNY, M.COM., M.Phil., D.FOM., NET, SET, (Ph.D)

Assistant Professor

Department of Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with "A++" Grade by NAAC (IV cycle)

Mary Land, Madurai - 625018.

APRIL-2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON USER'S AWARENESS TOWARDS E-BANKING SERVICES WITH SPECIAL REFERENCE TO MADURAI CITY" is a bonafide record of the project work done by, M.PRIYADHARSINI (2022MAB19). In partial fulfilment of the requirements for the award of Master of Commerce with Computer Application degree, in bonafide record of the work under the guidance of Mrs. M. FANNY, M.COM., M.Phil., D.FOM., NET, SET, (Ph.D), Assistant Professor, Department of Commerce (SF) during the year 2023-2024.

Head of the Department

P. Sathya Hale

Internal Examiner

Janny M

21/3/2024
External Examiner

Submitted viva-voce held on 21.03.2024

DECLARATION

I, here by state that the project for the Degree of Master of Commerce with Computer Application at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled **“A study on user’s awareness towards E-Banking services with special reference to Madurai city”** is our original work and no part has been submitted for the award of any similar titles.

NAME

M.PRIYADHARSINI (2022MAB19)

SIGNATURE

M. Priyadharsini

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost, I would like to thank Lord Almighty for blessing me with physical and mental strength for doing this project. I consider it as a privilege to express a few words of gratitude and respect to all those who guided and inspired us in completion of this project.

I wish to acknowledge our sincere gratitude too our Principal **REV. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., Ph.D** for having extended all facilities in the college towards the completion of our course.

I extend my gratitude to **Dr. P. Sakunthala, M.Com., M. Phil., PGDCA., Ph.D.,** Head of the Department of Commerce with Computer Applications, Fatima College for her encouragement to complete the project work in successful manner.

I owe my special thanks to our Guide **Mrs. M. FANNY, M.COM., M.Phil., D.FOM., NET, SET, (Ph.D)**, for her continued magnificent support to present with an appealing get up.

Last but not the least, I thank my family members, friends and classmates for their advice and adjustments throughout the completion of this project.

ONLINE BANKING SYSTEM

The project report submitted in partial fulfillment of the requirement for the award
of the Degree of

Master of commerce with Computer Application

MADURAI KAMARAJ UNIVERSITY.

(2022-2024)

Submitted by

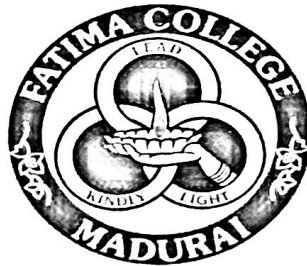
M.RAHINI (2022MAB20)

Under the Guidance of

Mrs. J. UMA MCA., (Ph.D.)

Assistant Professor

Department of Commerce with Computer Application



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle)

Maryland, Madurai-625 018

APRIL-2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled “**ONLINE BANKING SYSTEM**” is a bonafide record of the project work done by, M.Rahini (2022MAB20). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Mrs. J.UMA MCA., (Ph.D.)** Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sahthal

Internal Examiner

J. Uma

Submitted viva-voce held on 21/03/2024

P. Prasad
External Examiner

DECLARATION

Here we declare that this software project "ONLINE BANKING SYSTEM" has been thoroughly at the outside knowledge and has not been drafted out to any other modes of information. This software has been purely done by us under the supervision and guidance of **Mrs.Uma MCA., (Ph.D.)**, Department of Commerce with Computer Application, Fatima College Madurai.

M.Rahini 2022MAB20

Place: Madurai

Date: 21.08.2024

M. Rahini

ACKNOWLEDGEMENT

We hereby express our great pleasure in thanking all those who supported us in completing this project successfully

First and foremost, we obliged to express our gratefulness to Lord Almighty whose blessings were the foundations of our deeds.

We express our sincere gratitude to our beloved Principal, **Rev. Sr. G. Celine Sahaya Mary MBA., FDP., Ph.D.**, for giving this great opportunity.

Our heartfelt and humble thanks to our HOD, **Dr. P. Sakunthala, M. Com., M. Phil., PGDCA, Ph.D.**, who had always been a source of inspiration and had provided many valuable suggestions in completing the project.

An unstinted sense of gratitude to our respectful guide, **Mrs. J. Uma, MCA.,(Ph.D.)** for her deep involvement in guiding us throughout the project period.

We also express our sincere thanks to all of our Staff Members for giving us an invaluable guidance and simulating suggestion for completion of this project.

We personally thank all our Family members and our Friends for their continuous encouragement and moral support for the successful completion of our project.

EMPLOYEE PAYROLL AUTOMATION SYSTEM

A project report submitted in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS** for the Degree of MADURAI KAMARAJ UNIVERSITY.

Submitted by

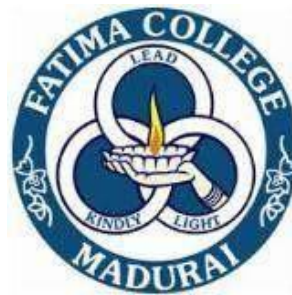
P.RANI (2022MAB21)

Under the guidance of

Mrs. J. UMA MCA., (Ph.D.)

Assistant Professor

Commerce with Computer Application



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai-625018.

April-2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "EMPLOYEE PAYROLL AUTOMATION SYSTEM" It is a bonafide record of the project work done by: P.RANI (2022MAB21). In partial fulfillment of the award of the M.Com with Computer Application degree in bonafide record of the work under the guidance of Mrs. J. UMA MCA., (Ph.D.) Assistant Professor of Commerce with Computer Application during the year 2022-2024.

Head of the department

P. Sathya

Internal Examiner

J. Uma

Submitted viva-voce held on 21.03.2024

P. Rani
External Examiner

DECLARATION

Hereby we declare that this software project titled, "**EMPLOYEE PAYROLL AUTOMATION SYSTEM**" has been done thoroughly at the outside knowledge and has not drafted out to any other mode of information. This software has been purely developed by me.

Name

P.RANI 2022MAB21

Place: Madurai

Date: 21. 03. 2024

P. Rani.

Candidate Signature

ACKNOWLEDEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our principle **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., PhD** Head & Assistant Professor, Department of Commerce with Computer Application, Fatima College for her encouragement throughout the preparation of this project.

We are highly indebted to our guide **Mrs. J. UMA MCA., (Ph.D.)** for her continued magnificent support to present with an appealing get up.

Last but not least, we thank my family members, friends and classmates for their advice and adjustments throughout the completion of this project.

A COMPARATIVE STUDY OF MYNTRA & AJIO E-BUSINESS WEBSITES IN MADURAI CITY

A project report submitted in partial fulfilment of the requirement for the award of the
degree of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS**
for the Degree of MADURAI KAMARAJ
UNIVERSITY.

Submitted by,

M. Shahin Fathima (2022MAB24)

Under the guidance of

Dr. P. Sakunthala, M.Com, M.Phil, PGDCA, Ph.D.,
Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL-2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled is " **A COMPARATIVE STUDY OF MYNTRA & AJIO E-BUSINESS WEBSITES IN MADURAI CITY**" is a bonafide record of the project work done by, **MSHAHIN FATHIMA (2022MAB24)**. In partial fulfilment of the requirements for the award of Master of Commerce with computer application degree, in bonafide record of the work under the guidance of **DR. P. SAKUNTHALA, M.Com., M.Phil., PGDCA., Ph.D.** (M.Com with Computer Applications) during the year 2023-2024.

Head of the Department

P. Sakunthala

Internal Examiner

P. Sakunthala

Submitted viva-voce held on 21.3.2024

External Examiner

[Signature]
21/3/2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled ""**A Comparative Study of Myntra & Ajio E-business Websites in Madurai City**"" is my original work and no part of this project has been submitted for the award of any other similar titles.

NAME

M. SHAHIN FATHIMA (2022MAB24)

SIGNATURE

M. Shahin Fathima.

Place: Madurai

Date: 21.3.24

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PHD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. M. Sakunthala, M.Com, M.Phil, PGDCA., PHD** the head of the Department of Commerce with Computer Application, Fatima College for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr. M. Sakunthala, M.Com, M.Phil, PGDCA., PHD** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

A project report submitted in partial fulfillment of the requirement for the award of
the degree of MASTER OF COMMERCE WITH COMPUTER APPLICATIONS MADURAI

Submitted by,

S. SHOBANA (2022MAB25)

Under the Guidance of

Mrs. M. Fanny, M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.)

Assistant professor

Department of commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL – 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR" is a bonafide record of the project work done by, S. SHOBANA (2022MAB25). In partial fulfillment of the requirements for the award of Master of Commerce with computer application degree, in bonafide record of the work under the guidance of Mrs. M. Fanny, M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.), Assistant professor, Department of commerce(SF) during the year 2022-2024.

Head of the Department

P. Sakethale

Internal Examiner

Fanny M

21/3/2024
External Examiner

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application at Fatima college (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled "A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR" is our original work and no part has been submitted for the award of any other similar titles.

Name

S. SHOBANA (2022MAB25)

Signature

S. Shobana

Place: Madurai

Date: 21/03/2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.** the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to of **Mrs. M. Fanny, M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.).** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this stud

BEAUTY PARLOUR MANAGEMENT SYSTEM

A project report submitted in partial fulfilment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI KAMARAJ
UNIVERSITY.

Submitted by,

C.SHREE VARSHINI (2022MAB27)

Under the guidance of

Mrs. N. Muthulakshmi MCA., M.Phil., NET.,

Department of

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled “BEAUTY PARLOUR MANAGEMENT SYSTEM” is a bonafide record of the project work done by, C.SHREE VARSHINI (2022MAB27). In partial fulfillment of the requirements for the award of Master of commerce with Computer Applications degree, in bonafide record of the work under the guidance of Mrs.N.Muthulakshmi MCA.,M.Phil.,NET., Department of commerce with computer Applications during the year 2023-2024.

Head of the Department

P. Sakuntalale

Internal Examiner

N. R. Hill

Submitted viva-voce held on 21.3.2024

External Examiner

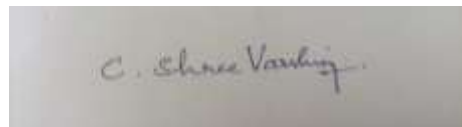

DECLARATION

I, Hereby State The project for the Degree of Master of commerce with computer Applications on ““BEAUTY PARLOUR MANAGEMENT SYSTEM” is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

C.SHREE VARSHINI(2022MAB27)

Signature

A rectangular box containing a handwritten signature in dark ink, which appears to read "C. Shree Varshini".A rectangular box containing two lines of text: "Place: Madurai" and "Date: 21.3.2024".

Place: Madurai

Date: 21.3.2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil.,PGDCA.,PhD** Head & Assistant Professor ,Department of Commerce with Computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to of **Mrs. N. Muthulakshmi MCA., M.Phil., NET.,** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.

**A STUDY ON CONSUMER PERCEPTION TOWARDS GST
IN MADURAI DISTRICT.**

A project report submitted in partial fulfilment of the
requirement for the award of the degree of
MASTER OF COMMERCE WITH COMPUTER APPLICATIONS
MADURAI KAMARAJ UNIVERSITY.

Submitted by,
M.SONALI (2020MAB28)

Under the guidance of
Dr. T. K. Latha Maheswari, M.Com., M.Phil., PGDCA., SET., PhD.
Assistance Professor
Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle) Mary
Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER PERCEPTION TOWARDS GST IN MADURAI DISTRICT**". It is a bonafide record of the project work done by: **M.SONALI (2022MAB28)**. In partial fulfilment of the requirements for the award of Master of Commerce with computer application Degree in Bonafide record of the work under the guidance of **Dr.T.K.Latha Maheswari, M.com.,M.Phil.,PGDCA,SET,Ph.D.** Assistant Professor of commerce (SF) during the year 2023-2024

Head of the department

P. Sathya

Internal Examiner

T. K. Latha

External Examiner

G. P. S. / 3/2024

Submitted for viva-voce held on 21.03.2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on "A STUDY ON CONSUMER PERCEPTION TOWARDS GST IN MADURAI DISTRICT." is our original work and no part of this project has been submitted for the award of any other similar titles.

NAME : M.SONALI

REG.NO : 2022MAB28

PLACE: Madurai

DATE: 21.03.2024

CANDIDATE SIGNATURE

M. Sonali .

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G.CELINE SAHAYA MARY, MBA, FDP., Ph.D.** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P.Sakunthala, Mcom.,Mphil., PGDCA., Ph.D.** Head & Assistant professor, Department of Commerce with Computer Applications, and Commerce(SF) Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Dr. T.K.Latha Maheswari, Mcom.,M.Phil.,PGDCA.,SET., Ph.D.** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study

ONLINE SHOP BUSINESS PLAN

A project report submitted in partial fulfillment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI KAMARAJ
UNIVERSITY.

Submitted by,

G.VANITHA DEVI (2022MAB29)

Under the guidance of

Mrs. N. Muthulakshmi, MCA,M.Phil.,NET.

Assistance Professor

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "**ONLINE SHOP BUSINESS PLAN**" is a bonafide record of the project work done by, G.VANITHA DEVI (2022MAB29). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Mrs. N. Muthulakshmi MCA, M.Phil.NET** . Assistant professor of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sathya

Internal Examiner

N. Muthulakshmi

Submitted viva-voce held on 21.03.2024

P. Prabhu
External Examiner

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on "ONLINE SHOP BUSINESS PLAN" is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

G. Vanitha devi
Signature

G.VANITHA DEVI 2022MAB29

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal

Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD for having

extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com, M.Phil, PGDCA., PhD** Head & Assistant Professor, Department of Commerce with Computer Applications, Fatima College for her encouragement throughout the preparation of this project.

I owe our special thanks to **Mrs. N. Muthulakshmi, MCA, M.Phil, NET** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant Support throughout this study.

**A STUDY ON CONSUMER SATISFACTION AND PREFERENCE
TOWARDS ONLINE OLA CAB SERVICE WITH SPECIAL REFERENCE
TO MADURAI CITY.**

The project report submitted in partial fulfilment of the requirement for the award of the degree of master of commerce with computer applications.

SUBMITTED BY:

NAME

REGISTER NUMBER

S.VANITHA

2022MAB30

Under the guidance of

Mrs M.PRIYA M.com (CA), M.Phil. B.Ed.



Department Of Commerce with Computer Applications

Fatima College (Autonomous)

Madurai-625018

April-2024

BONAFIED CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON CONSUMER SATISFACTION AND PREFERENCE TOWARDS ONLINE CAB SERVICE WITH SPECIAL REFERENCE TO MADURAI CITY" is a Bonafide research done by, S.VANITHA(2022MAB30) In partial fulfillment of the requirement for the award of Master Of Commerce with computer applications Degree, Fatima College, post my guidance and supervision and that no part of it has been presented before for any other degree, diploma, fellowship or other similar titles

Head of The Department

P. Sakthi

Internal Examiner

M. Prig

Submitted for Viva-Voce held on 21.03.2024

External Examiner

[Signature]
21/3/2024

DECLARATION

The under signed students pursuing Master of Commerce with Computer Applications at Fatima college (autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled, "A STUDY ON CONSUMER SATISFACTION AND PREFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME

VANITHA S (2022MAB30)

S. Vanitha

DATE 01.03.2024

PLACE Madurai

ACKNOWLEDGEMENT

First and foremost we thank god Almighty we creator and sole provider of the universe without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sashays Mary, M.B.A., FDP., Ph.D.**, for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to **DR.P.SAHUNTHALA** the Head of the Department Commerce with computer application and for her encouragement throughout the preparation of this project.

We owe our special time to Mrs. M. Priya M.com (CA)., M.Phil., SET. B.Ed for guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

**A STUDY ON CONSUMER PREFERENCE TOWARDS E- PORTAL
IN MADURAI DISTRICT**

A project report submitted in partial fulfillment of the requirement
for the award of the degree of
MASTER OF COMMERCE WITH COMPUTER APPLICATIONS
MADURAI KAMARAJ UNIVERSITY

Submitted by,
S.YUVASHREE (2022MAB32)

Under the guidance of
Dr. T.K.Latha Maheswari ,M.Com.,M.Phil.,PGDCA.,SET.,PhD.
Assistance Professor
Commerce(SF)



FATIMA COLLEGE (AUTONOMOUS)
(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS E-PORTAL**" is a bonafide record of the project work done by, S.YUVASHREE (2022MAB32). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of **Dr.T.K.Latha Maheswari, M.Com,M.Phil.,PGDCA,SET,Ph.D.**, Assistant professor of Commerce (SF)during the year 2023-2024.

Head of the Department

P. Sathya

Internal Examiner

T.K.Latha

External Examiner

21/3/2024

Submitted viva-voce held on 21.03.2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on **“A STUDY ON CONSUMER PREFERENCE TOWARDS E-PORTAL IN MADURAI DISTRICT”** is my original work and no part of this project has been submitted for the award of any other similar titles.

Name S.YUVASHREE
Reg No 2022MAB32

Candidate Signature

S.Yuvashree

Place: Madurai
Date: 21-03-2024

Pharmacy Management System

PROJECT REPORT

A project report submitted in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS MADURAI.**

Submitted By

DEEPIKA M

2022MAB04

Under the Guidance of

Mrs. J. Uma, MCA., (Ph.D.)



FATIMA COLLEGE (AUTNOMOUS)

**(Re-Accredited with A++' Grade by NAAC (4th
cycle) Mary Land, Madurai-625 018.**

APRIL -20

BONAFIDE CERTIFICATE

This is to certify that the project entitled "**Pharmacy Management System**" is a bonafide record of the project work done by, DEEPIKA M (2022MAB04). In partial fulfillment of the requirements for the award of Master of Commerce with computer application degree, in bonafied record of the work under the guidance of

Mrs. J. Uma, MCA., (Ph.D.) Department of commerce (SF) during the year 2022-2024.

Head of the Department

P. Sathya

Internal Examiner

J. Uma

P. Prabha

External Examiner

Submitted via-voce held on 21.03.2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application at Fatima college (Autonomous) affiliated to Madurai Kamaraj University declared that this project report "**Pharmacy Management System**" is our original work and no part has been submitted for the award of any othersimilar titles.

Name

DEEPIKA M(2022MAB04)

M. Deepika
Signature

Place: Madurai

Date: 21.03.2024

ACKNOWLEDGEMENT

First and fore most I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.** the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to of. **Mrs. J. Uma, MCA., (Ph.D.)** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this student.

**TRAVEL ANGENY MANAGEMENT SYSTEM
PROJECT REPORT**

A project report submitted in partial fulfillment of the requirement for the award of the degree
of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS MADURAI.**

Submitted By
S.MANEESHWARI
2022MAB11

Under the Guidance of
Mrs. J. Uma, MCA., (Ph.D.)



FATIMA COLLEGE (AUTNOMOUS)
(Re-Accredited with A++' Grade by NAAC (4th cycle)
Mary Land, Madurai-625 018.

APRIL -2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "TRAVEL AGENCY MANAGEMENT SYSTEM" is a bonafide record of the project work done by, S.MANEESHWARI (2022MAB11). In partial fulfillment of the requirements for the award of Master of Commerce with computer application degree, in bonafied record of the work under the guidance of Mrs. J. Uma, MCA., (Ph.D.) Department of commerce (SF) during the year 2022-2024.

Head of the Department

P. Sankar

Internal Examiner

[Signature]

[Signature]
External Examiner

Submitted via-voice held on 21-03-2024

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Application at Fatima college (Autonomous) affiliated to Madurai Kamaraj University declared that this project report **“TRAVEL ANGENY MANAGEMENT SYSTEM”** is our original work and no part has been submitted for the award of any othersimilar titles.

Name

S.MANEESHWARI (2022MAB11)

Signature

S. Maneeshwari

Place: Madurai

Date: *21-03-2024*

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYAMARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil., PGDCA., Ph.D.** the head of the Department of Commerce with Computer Application, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to **Mrs. J. Uma, MCA., (Ph.D.)** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this student.

**AN EMPIRICAL STUDY ON YOUNGSTERS' PERCEPTION TOWARDS
DIGITAL WALLET USAGE IN MADURAI CITY.**

A project report submitted in partial fulfillment of the requirement for the award of
the Degree of Master of Commerce with Computer Applications

SUBMITTED BY

M. MONISHA

(2022MAB13)

Under the Guidance of

Mrs. M. FANNY, M.COM., M.Phil., D.FOM., NET, SET, (Ph.D)

Assistant Professor

Department of Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with "A++" Grade by NAAC (IV Cycle)

Mary Land, Madurai - 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "AN EMPIRICAL STUDY ON YOUNGSTERS' PERCEPTION TOWARDS DIGITAL WALLET USAGE IN MADURAI CITY" is a bonafide record of the project work done by, M.MONISHA (2022MAB13). In partial fulfillment of the requirement for the award of Master of Commerce with Computer Application degree, in bonafide record of the work under the guidance of **Mrs. M. FANNY, M.COM., M.Phil., D.FOM., NET, SET, (Ph.D)**, Assistant Professor, Department of Commerce (SF) during the year 2023-2024.

Head of the Department

P. Sankaralingam

Internal Examiner

Fanny M

External Examiner

21/3/2024

Submitted viva-voce held on 21.03.2024

DECLARATION

I, here by state that the project for the Degree of Master of Commerce with Computer Application at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled "AN EMPIRICAL STUDY ON YOUNGSTERS' PERCEPTION TOWARDS DIGITAL WALLET USAGE IN MADURAI CITY." is our original work and no part has been submitted for the award of any similar titles.

NAME

M. MONISHA (2022MAB13)

SIGNATURE

M. Monisha .

Place : Madurai

Date : 21. 03. 2024

ACKNOWLEDGEMENT

First and foremost, I would like to thank Lord Almighty for blessing me with physical and mental strength for doing this project. I consider it as a privilege to express a few words of gratitude and respect to all those who guided and inspired us in completion of this project.

I wish to acknowledge our sincere gratitude to our Principal **REV. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., Ph.D** for having extended all facilities in the college towards the completion of our course.

I extend my gratitude to **Dr. P. SAKUNTHALA, M.Com., M.Phil., PGDCA., Ph.D** Head of the Department of Commerce with Computer Applications and Commerce(SF), Fatima College for her encourage us to complete the project work in successful manner.

I owe my special thanks to our Guide **Mrs. M. FANNY, M.Com., M.Phil., D.FOM., NET, SET, (Ph.D)**, for her continued magnificent support to present with an appealing get up.

Last but not the least; I thank my family members, friends and classmates for their advice and adjustments throughout the completion of this project.

THE RESORT MANAGEMENT SYSTEM

A project report submitted in partial fulfilment of the requirement
for the award of the degree of **MASTER OF COMMERCE WITH
COMPUTER APPLICATIONS** for the Degree of MADURAI KAMARAJ
UNIVERSITY.

Submitted by,

G.SHOBITHA (2022MAB26)

Under the guidance of

Mrs. N. Muthulakshmi MCA., M.Phil., NET.,

Department of

Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with “A++” Grade by NAAC (4th cycle)

Mary Land, Madurai 625018.

APRIL - 2024

BONAFIDE CERTIFICATE

This is to certify that the project entitled "THE RESORT MANAGEMENT SYSTEM" is a bonafide record of the project work done by, G.SHOBITHA (2022MAB26). In partial fulfillment of the requirements for the award of Master of Commerce with Computer Applications degree, in bonafide record of the work under the guidance of Mrs. N. Muthulakshmi MCA., M.Phil., NET., Department of Commerce with Computer Applications during the year 2023-2024.

Head of the Department

P. Sakthi

Internal Examiner

N. R. H. H.

Submitted viva-voce held on 21.3.2024

P. R. H. H.
External Examiner

DECLARATION

I, hereby state that the project for the Degree of Master of Commerce with Computer Applications on "THE RESORT MANAGEMENT SYSTEM" is our original work and no part of this project has been submitted for the award of any other similar titles.

Name

G.SHOBITHA 2022MAB26

Signature

G. Shobitha

Place: Madurai

Date: 21.3.2024

ACKNOWLEDGEMENT

First and foremost I thank Lord Almighty for his abundant blessings which he showered on throughout the preparation of this project, without him my work could not have been a success.

I wish to acknowledge our sincere gratitude to our Principal **Rev. Dr. Sr. G. CELINE SAHAYA MARY, MBA, FDP., PhD** for having extended all facilities in the college towards the completion of our course.

I extend our gratitude to **Dr. P. Sakunthala, M.Com., M.Phil.,PGDCA.,PhD** Head & Assistant Professor ,Department of Commerce with Computer Applications, Fatima college for her encouragement throughout the preparation of this project.

I owe our special thanks to of **Mrs. N. Muthulakshmi MCA., M.Phil., NET.,** for her inspiring guidance and kind encouragement during the preparation till the completion of this research.

Finally I express my heartfelt appreciation to our family members for their abundant support throughout this study.