

# **A STUDY ON YOUNGSTERS PREFERENCE TOWARDS ARTIFICIAL INTELLIGENCE**

A project report submitted to Madurai Kamaraj University in partial  
fulfillment of the requirements for the award of degree of Bachelor of  
Business Administration

SUBMITTED BY

**P.ASHWINIJAIN (2021BB04)**

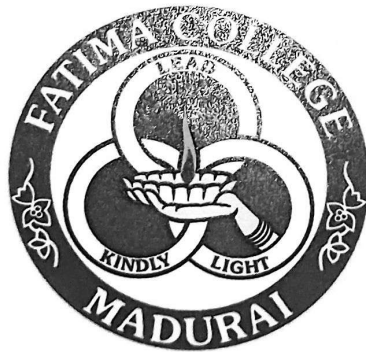
**R.DIVYA (2021BB11)**

UNDER THE GUIDANCE OF

**Mrs.A.ROSARY INFANTA, MBA, MPhil, NET,(PhD)**

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION



**FATIMA COLLEGE (AUTONOMOUS)**

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

**MARY LAND**

**MADURAI-625018**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

**MARY LAND, MADURAI**

**CERTIFICATE**

This is to certify that the project work entitled "**A STUDY ON YOUNGSTERS PREFERENCE TOWARDS ARTIFICIAL INTELLIGENCE**" is an authentic record of group project work carried out by,

P.ASHWINIJAIN (2021BB04)

R.DIVYA (2021BB11)

Has been submitted in partial fulfillment 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: 27.03.2024

Head of Department of BBA,

Faculty Guide,

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

  
27/3/24  
External Examiner

## DECLARATION

We hereby declare that the project entitled "**A STUDY ON YOUNGSTERS PREFERENCE TOWARDS ARTIFICIAL INTELLIGENCE**" 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, MPhil, NET,(Phd) for the Degree of Bachelor of Business Administration

PLACE: Madurai

Signature of the Students

P.ASHWINIJAIN

Ashwinjain

R.DIVYA

Divya R.

**A STUDY ON INFLUENCE OF DIGITAL MARKETING ON  
PURCHASE INTENTION OF GEN Z IN MADURAI CITY**

Project report submitted in partial fulfillment of the requirement for the award  
The degree of Bachelor of Business Administration of Madurai Kamaraj University

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

DEEPIKA. K	(2021BB06)
NANDHITHA R	(2021BB30)
NISHA R	(2021BB31)

**Under the Guidance of**

**Dr. M. MEENACHI, B.E., MHM., M.PHIL., PhD.**

**ASSISTANT PROFESSOR**

Department of Business Administration



Fatima College (Autonomous)

(College with Potential for Excellence)

(Re – Accredited With ‘A++’ grade by NAAC)

Mary Land

Madurai -625 018



## CERTIFICATE

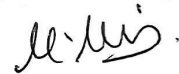
This is certify that the project entitled "A STUDY ON INFLUENCE OF DIGITAL MARKETING ON PURCHASE INTENTION OF GEN Z IN MADURAI CITY" is a bonafide record of work carried out by DEEPIKA.K (2021BB06), NANDHITHA.R (2021BB30), NISHA R (2021BB31). It has been submitted in partial fulfillment of the requirement for the award of the **DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION** of **MADURAI KAMARAJ UNIVERSITY, MADURAI** during the period under my guidance.

Submitted for this vive- voice examination held at Fatima College , Madurai-18

DATE: 27.03.2024



**HEAD OF THE DEPARTMENT**



**PROJECT GUIDE**

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



**EXTERNAL EXAMINAR**

## **DECLARATION**

We hereby declare that this project entitled "A STUDY ON INFLUENCE OF DIGITAL MARKETING ON PURCHASE INTENTION OF GEN Z IN MADURAI CITY" is a project report of the original work done by Deepika.K (2021BB06), Nandhitha R (2021BB30), Nisha R (2021BB31). This project work is submitted to Madurai Kamaraj University in partial fulfillment of the degree of Business Administration.

**Place: Madurai**

**Signature of the candidates**

**Date :** 27.03.2024



K.DEEPIKA (2021BB06)



R.NANDHITHA (2021BB30)



R.NISHA (2021BB31)

**“ IMPACT OF SOCIAL MEDIA ON YOUNGSTERS”-  
A STUDY WITH REFERENCE WITH TO MADURAI STUDY**

A project report submitted to Madurai kamaraj University in partial  
Requirements for the award of Degree of Bachelor of Business Administration

**SUBMITTED BY**

J.DHANUSHREE ( 20221BB07)

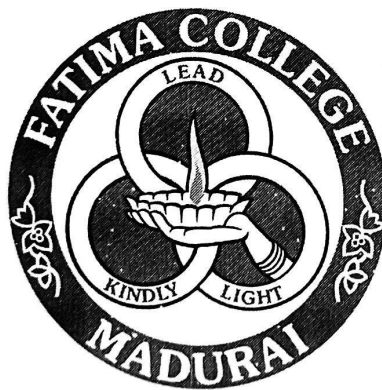
M.HARITHAARANI ( 2021BB14)

G.MUTHUSELVI (2021BB26)

**UNDER THE GUIDANCE OF**

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

**DEPARTMENT OF BUSINESS ADMINISTRATION**



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

**MARY LAND**

**MADURAI-625018**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE ( AUTONOMOUS )**

**MARY LAND , MADURAI.**

**CERTIFICATE**

This is to certify that the project work entitled “ **IMPACT OF SOCIAL MEDIA ON YOUNGSTERS**” A STUDY WITH REFERENCE WITH TO MADURAI STUDY is an authentic record of group project work carried out by,

J.DHANUSHREE ( 20221BB07)

M.HARITHAARANI ( 2021BB14)

G.MUTHUSELVI (2021BB26)

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

Submitted for viva examination held on: 27.3.24

*J. L. S.*

Head of Department

Head

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

*D. Ramkumar*  
27/3/24

EXTERNAL EXAMINER

*S. L. Kumari*

Faculty Guide

## DECLARATION

We hereby declare that the project title entitle " **IMPACT OF SOCIAL MEDIA ON YOUNGSTERS**" A STUDY WITH REFERENCE WITH TO MADURAI STUDY is a original work which does not form part of the award of any other degree or diploma. It is an authentic record of original work pursued under the guidance of **Mrs.S.L.KUMARI , M.COM.,B.ED.,MBA.,M.PHIL.,PH.D** for the Degree of Bachelor of Business Administration.

*J. Dhana Shree*  
J.DHANUSHREE

*M. Harithaarani*  
M.HARITHAARANI

*G. Muthuselvi*  
G.MUTHUSELVI

Signature of the Students

PLACE: MADURAI

DATE: 27.3.24



**“A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD  
DELIVERY APPS”**

A project report submitted to Madurai kamaraj University in partial  
Requirements for the award of Degree of Bachelor of Business Administration

SUBMITTED BY

<b>K.DHIVYA PRABHA</b>	<b>(2021BB08)</b>
<b>RAJASHREE</b>	<b>(2021BB39)</b>
<b>V.SWATHI</b>	<b>(2021BB53)</b>

UNDER THE GUIDANCE OF

**Ms.F.GNANADEEPAM,M.B.A.,M.COM.,M.PHIL.,SET.**  
ASSISTANT PROFESSOR  
DEPARTMENT OF BUSINESS ADMINISTRATION



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

**MARY LAND**  
**MADURAI-625018**

**MARCH 2024**



## CERTIFICATE

This is to certify that the project work entitled “ A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD DELIVERY APPS” is an authentic record of group project work carried out by,

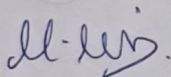
**K.DHIVYA PRABHA** (2021BB08)

**RAJASHREE** (2021BB39)

**V.SWATHI** (2021BB53)

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 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: 27.03.2024 .



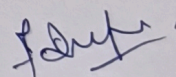
Head of Department of BBA

Head

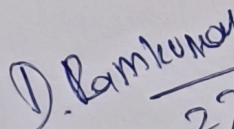
Department of Business Administration

Fatima College (Autonomous)

Madurai-18



Faculty Guide



External examiner

27/3/24



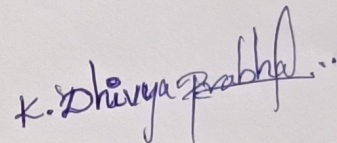
## DECLARATION

We hereby declare that the project title entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD DELIVERY APPS" 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. Degree of Bachelor of Business Administration.

PLACE: Madurai

DATE: 27.03.2024.

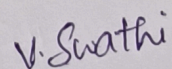
Signature of the Students



K.DHIVYA PRABHA



RAJASHREE



V.SWATHI



# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETICS**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of degree of Bachelor of Business Administration

SUBMITTED BY

**M.DIVYA BHARATHI (2021BB09)**

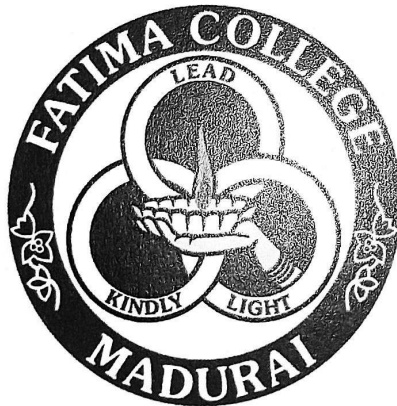
**S.H.JAVITHA HASMATH (2021BB17)**

**S.NITHYA SRI (2021BB32)**

UNDER THE GUIDANCE OF

**Mrs. A. ROSARY INFANTA, MBA, MPhil, NET (Phd)**  
ASSISTANT PROFESSOR

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

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

**MARY LAND**

**MADURAI – 625 018**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

**MARY LAND, MADURAI**

**CERTIFICATE**

This is to certify that the project work entitled “ **A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETICS**” is an authentic record of group project work carried out by,

M.DIVYA BHARATHI (2021BB09)

S.H.JAVITHA HASMATH (2021BB17)

S.NITHYA SRI (2021BB32)

Has been submitted in partial fulfillment 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 : 27.03.2024




Head of the Department



Faculty Guide,

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

  
27/3/24  
External Examiner

## DECLARATION

We hereby declare that the project entitled " A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETICS" 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 A. ROSARY INFANTA, MBA, MPhil, NET (Phd)for the Degree of Bachelor of Business Administration

PLACE: Madurai

Signature of the Students

M. DIVYA BHARATHI

M. Divya Bharathi

S.H.JAVITHA HASMATH

SH. Javitha Hasmath.

S.NITHYA SRI

S-Nithya Sri

# **A STUDY ON PUBLIC PERCEPTION ABOUT ORGANIC FOODS 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**

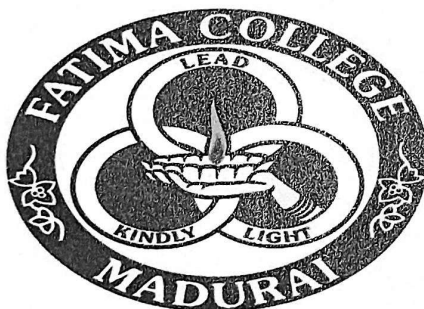
**KIRUTHIKKAA M (2021BB20)**

**SANTHIYA R (2021BB47)**

**YUVA SHREE K (2021BB60)**

**Under the Guidance**

**DR. M. MEENACHI, BE., M.H.M., M.Phil., Ph.D.,**



Department of Business Administration

Fatima College (Autonomous)

(College With Potential for Excellence)

(Re – Accredited With ‘A++’ grade by NAAC)

Mary Land

Madurai -625 018

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

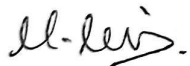
### **CERTIFICATE**

This is to certify that the project entitled "A STUDY ON PUBLIC PERCEPTION ABOUT ORGANIC FOODS IN MADURAI CITY" submitted by **M.Kiruthikkaa (2021BB20), R.Santhiya (2021BB47), K.Yuva shree (2021BB60)**, 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: **27. 03. 2024**

Place: Madurai

Date: **27. 03. 2024**



**(M. MEENACHI)**


Head of the Department



**(M. MEENACHI)**

**FACULTY Guide**

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

  
27/3/24  
External Examiner

## DECLARATION

We hereby declare that the project work entitled "A STUDY ON PUBLIC PERCEPTION ABOUT ORGANIC FOODS IN MADURAI CITY" is a project report of the original work done by M. Kiruthikaa (2021BB20), R. Santhiya (2021BB47), K. Yuva Shree (2021BB60). This project work is submitted to Madurai Kamaraj University in partial fulfilment of the Degree of Bachelor of Business Administration.

Place: Madurai

Date: 27.03.2024

Signature of the candidates



M.KIRUTHIKAA (2021BB20)



R.SANTHIYA (2021BB47)



K.YUVA SHREE (2021BB60)

# **A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC TWO-WHEELER 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

**O. KRISHNA (2021BB21)**

**B. SWETHA (2021BB54)**

**R. VARSHINI (2021BB67)**

UNDER THE GUIDANCE OF

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

**ASSISTANT PROFESSOR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE ( AUTONOMOUS)**

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

**MARYLAND**

**MADURAI – 625 018**

**TAMILNADU**

**MARCH 2024**



## DECLARATION

We hereby declare that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC TWO-WHEELER 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 : 27/03/2024

Signature of the students

O. Krishna .

O. krishna (2021BB21)

B. Swetha . R

B. Swetha (2021BB54)

R. Varshini

R. Varshini ( 2021BB67)



DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARY LAND, MADURAI

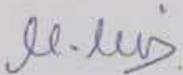
CERTIFICATE

This is certify that the project work entitled 'A STUDY ON CUSTOMER PREFERENCE TOWARDS ELECTRIC TWO-WHEELER IN MADURAI CITY' is an authentic of group work project work carried out by,

O. KRISHNA	2021BB21
B. SWETHA	2021BB54
R. VARSHINI	2021BB67

It has been submitted in partial fulfilment 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 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: 27/03/2024



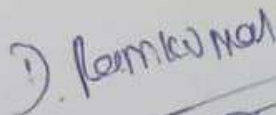
Head of the Department of BBA



Faculty Guide

Head

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



27/3/24

External Examiner

**“CUSTOMER SATISFACTION” A STUDY WITH REFERENCE TO  
PATANJALI PRODUCTS IN MADURAI CITY - WITH SPECIAL  
REFERENCE TO PATANJALI WHOLE WHEAT CHAKKI FRESH ATTA,  
PATANJALI DANT KANTI NATURAL TOOTHPASTE, PATANJALI  
SAUNDARYA ALOE VERA GEL**

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**

**MEGHNA RAJEEV (2021BB25)**

**HARINI PRIYA .M (2021BB63)**

**SUHASHINI .S (2021BB70)**

**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**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

**MARYLAND, MADURAI**

**CERTIFICATE**

This is to certify that the project work entitle "CUSTOMER SATISFACION" - A STUDY WITH REFERENCE OF PATANJALI PRODUCTS IN MADURAI CITY- WITH SPECIAL REFERENCE TO PATANJALI WHOLE WHEAT CHAKKI FRESH ATTA, PATANJALI DANT KANTI NATURAL TOOTHPASTE, PATANJALI SAUNDARYA ALOE VERA GEL - is an authentic record of group project work carried out by,

**MEGHNA RAJEEV (2021BB25)**

**HARINI PRIYA .M (2021BB63)**

**SUHASHINI .S (2021BB70)**

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

SUBMITTED FOR VIVA EXAMINATION HELD ON: 27.03.2024



Head Of The Department

Head

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



Faculty guide

  
27/4/24  
EXTERNAL EXAMINER

## DECLARATION

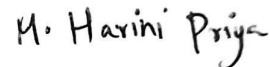
We hereby declare that the project titled "CUSTOMER SATISFACION - A STUDY WITH REFERENCE OF PATANJALI PRODUCTS IN MADURAI CITY - WITH SPECIAL REFERENCE TO PATANJALI WHOLE WHEAT CHAKKI FRESH ATTA, PATANJALI DANT KANTI NATURAL TOOTHPASTE, PATANJALI SAUNDARYA ALOE VERA GEL" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of S.L.KUMARI M.Com, M.PHIL, MBA, Ph.D, for the degree of Bachelor of Business Administration.

PLACE: MADURAI

DATE : 27.03.2024



MEGHNA RAJEEEV (2021BB25)



HARINI PRIYA .M (2021BB63)



SUHASHINI .S (2021BB70)

Signature of the Students

**“A STUDY ON YOUNG GENERATION AWARENESS TOWARDS  
HEALTHY LIFESTYLE”**

A project report submitted to Madurai kamaraj University in partial Requirements  
for the award of Degree of Bachelor of Business Administration

**SUBMITTED BY**

**S.NANDHANA (2021BB29)**

**K. RAJESWARI (2021BB40)**

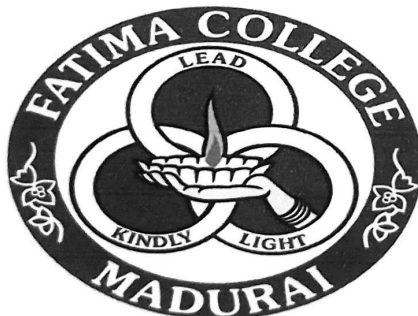
**P. SAUMIYA (2021BB66)**

**UNDER THE GUIDANCE OF**

**Mrs. A. ROSARY INFANTA , MBA, MPhil., NET, (Phd)**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

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

**MARY LAND**

**MADURAI-625018**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE (AUTONOMOUS)**

**MARY LAND, MADURAI**

**CERTIFICATE**

This is to certify that the project work entitled "ASTUDY ON YOUNG GENERATION AWARENESS TOWARDS HEALTHY LIFESTYLE" is an authentic record of group project work carried out by,

**S. NANDHANA (2021BB29)**

**K. RAJESWARI (2021BB40)**

**P. SAUMIYA (2021BB66)**

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

Submitted for viva examination held on: 27.03.2024

  
Head of Department of BBA

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

  
Faculty Guide

  
27/3/24  
External Examiner

## DECLARATION

We hereby declare that the project title entitled "A STUDY ON YOUNG GENERATION AWARENESS TOWARDS HEALTHY LIFESTYLE" 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, MPhil., NET,(Phd) for the Degree of Bachelor of Business Administration.

PLACE: Madurai

Signature of the Students

*Nandhana S*

S. NANDHANA(2021BB29)

*K. Rajeswari*

K. RAJESWARI(2021BB40)

*P. Saumiya*

P. SAUMIYA (2021BB66)



**“CUSTOMER SATISFACTION”: A STUDY WITH REFERENCE TO  
FOGG PERFUME IN MADURAI CITY.**

Project report submitted in partial fulfillment of the requirement for the award of  
the degree of Bachelor of Business Administration of Madurai Kamaraj university.

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

S.NITHYASHREE	(2021BB33)
B.SAMUQTHA	(2021BB45)
R.SUBASHREE	(2021BB50)

**Under the Guidance of**

**S.L.KUMARI, M.COM., B.ED.,MBA.,M.PHIL.,PH.D.,**  
Department of Business Administration



Fatima College (Autonomous)Madurai,  
Re-accredited with “A++” Grade by NAAC (cycle IV)  
Madurai -625018.Tamil Nadu

March-2024



## CERTIFICATE

This is certify that the project **CUSTOMER SATISFACTION - "A STUDY WITH REFERENCE TO FOGG PERFUME IN MADURAI CITY"** at Madurai is a Bonafide record of work carried by

S.NITHYASHREE (2021BB33)

B. SAMUQTHA (2021BB45)

R. SUBASHREE (2021BB50)

It has been submitted in partial fulfillment of the requirement for the award of the **DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION OF MADURAI KAMARAJ UNIVERSITY**, during the period from the December 2023 to March 2024 under my guidance.

SUBMITTED FOR VIVA EXAMINATION HELD ON: 27/03/2024

*M. Jeyaraj*

**HEAD OF THE DEPARTMENT**

Head  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-13

*S. L. Kumari*

Faculty Guide

*D. Ram Kumar*

*27/3/24*

External Examiner

## DECLARATION

We hereby declare that the project work entitled **CUSTOMER SATISFACTION - "A STUDY WITH REFERENCE TO FOGG PERFUME IN MADURAI CITY"** is a project report of the original work done by S. Nithyashree (2021bb33), B. Samuqtha (2021bb45), R. Subashree (2021bb50). This project work is submitted to Madurai Kamaraj University in partial fulfillment of the degree of Business Administration.

Place: Madurai

Date: 27/03/2024

  
S.NITHYASHREE (2021BB33)

  
B.SAMUQTHA (2021BB45)

  
R.SUBASHREE (2021BB50)

Signature of the students

**“A STUDY ON IMPACT OF SERVICE RENDERED BY JIO  
AMONG CUSTOMERS”**

A project report submitted to Madurai kamaraj University in partial Requirements for the award  
of Degree of Bachelor of Business Administration

**SUBMITTED BY**

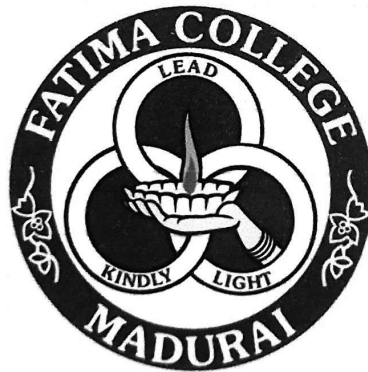
M.PANDI MEENA (2021BB35)

E.THILAGAVATHI (2021BB56)

B.YAZHINI (2021BB59)

**UNDER THE GUIDANCE OF**

**Mrs. A. ROSARY INFANTA , MBA, MPhil., NET, (Ph.d.,)**  
**(ASSISTANT PROFESSOR OF THE DEPARTMENT)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**  
**(COLLEGE WITH POTENTIAL FOR EXCELLENCE)**  
**(RE-ACCREDITED WITH 'A'++ GRADE BY NAAC(CYCLEIV))**  
**MARY LAND**  
**MADURAI-625018**

**MARCH 2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE(AUTONOMOUS)**

**MARYLAND,MADURAI.**

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON IMPACT OF SERVICE RENDERED BY JIO AMONG CUSTOMERS" is an authentic record of group project work carried out by,

**M.PANDI MEENA**

**(2021BB35)**

**E.THILAGAVATHI**

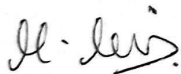
**(2021BB56)**

**B.YAZHINI**

**(2021BB59)**

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

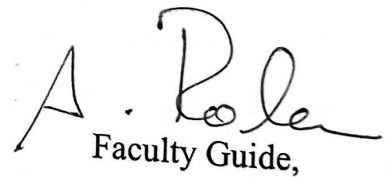
Submitted for viva examination held on: 27.03.2024



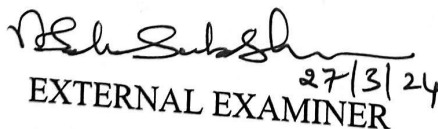
Head Of The Department,

Head

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



Faculty Guide,



27/3/24  
EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project title entitled "A STUDY ON IMPACT OF SERVICE RENDERED BY JIO AMONG CUSTOMERS" 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, MPhil., NET,(Phd.,) for the Degree of Bachelor of Business Administration.

PLACE: Madurai

Signature of the Students

*M. Pandimeena*

M.PANDI MEENA

*E. Thilagavathi*

E.THILAGAVATHI

*B. Yazhini*

B.YAZHINI

**“ CUSTOMER SATISFACTION” A STUDY WITH REFERENCE  
TO AIRTEL SERVICES IN MADURAI CITY**

A project report submitted to Madurai kamaraj University in partial Requirements  
for the award of Degree of Bachelor of Business Administration  
**SUBMITTED BY**

S.V. ARTHI (2021BB61)

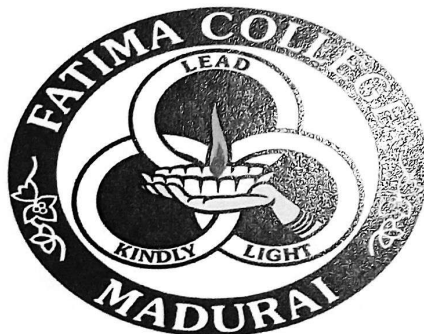
K. PABITHA (2021BB34)

M. SRI DHARSHINI (2021BB49)

**UNDER THE GUIDANCE OF**

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

**DEPARTMENT OF BUSINESS ADMINISTRATION**



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

**MARY LAND  
MADURAI-625018**

**MARCH 2024**

**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 SERVICES IN MADURAI CITY is an authentic record of group project work carried out by,

**S.V. ARTHI**

**(2021BB61)**

**K. PABITHA**


**(2021BB34)**

**M. SRI DHARSHINI**

**(2021BB49)**

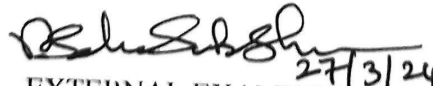
Has been submitted in partial fulfilment of the requirement for the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION in Fatima College, is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not formed the basis for the award of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

Submitted for viva examination held on: 27.03.2024.

  
Head of the Department

  
Faculty Guide

Head:  
Department of Business Administration  
Fatima College (Autonomous)  
Madurai-48.

  
27/3/24  
EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project title entitled "CUSTOMER SATISFACTION" A STUDY WITH REFERENCE TO AIRTEL SERVICES IN MADURAI CITY is a original work which does not form part Of the award of any other degree or diploma. It is an authentic record of original work pursued under the guidance of S.L.KUMARI, M.COM., B.ED., MBA., M.PHIL., PH.D., for the Degree of Bachelor of Business Administration.

PLACE : MADURAI

DATE : 27 -03 - 2024



S.V. ARTHI



K. PABITHA



M. SRI DHARSHINI

Signature of the students



# **A STUDY ON IMPACT OF DIGITAL MARKETING ON ENTREPRENEURS IN MADURAI CITY**

Project report submitted in partial fulfilment of the requirement for the award  
The degree of Bachelor of Administration of Madurai Kamaraj University.

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **SUBMITTED BY**

AAISHA NIHAD S. (2021BB01)

NAGA MUHILINI T. (2021BB27)

SHEETAL PATEL D. (2021BB68)

### **Under the Guidance of**

**Dr. M.MEENACHI, B.E, M.H.M., M.Phil., Ph.D.**

**ASSISTANT PROFESSOR**

Department of Business Administration



Fatima College (Autonomous)

(College with Potential for Excellence)

(Re – Accredited With 'A++' grade by NAAC)

Mary Land

Madurai -625 018

## DECLARATION

We hereby declare that the project entitled “ A STUDY ON IMPACT OF DIGITAL MARKETING ON ENTREPRENEURS IN MADURAI CITY ” is a project report of the original work done by Aaisha Nihad S.(2021BB01),Naga Muhilini T.(2021BB27) ,Sheetal Patel .D (2021BB68) This project work is submitted to Madurai Kamaraj University in partial fulfillment of the degree of Business Administration.

**Place:** Madurai

**Date :** 27.03.2024

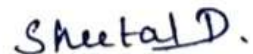
**Signature of the candidates**



Aaisha Nihad S. (2021BB01)



Naga Muhilini T. (2021BB27)



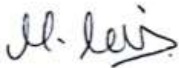
Sheetal Patel D. (2021BB68)

## CERTIFICATE

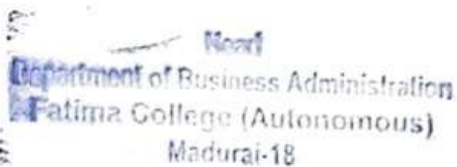
This is certify that the project entitled "A STUDY ON IMPACT OF DIGITAL MARKETING ON ENTREPRENEURS IN MADURAI CITY" at Madurai is a bonafide record of work carried out by Aaisha Nihad S. (2021BB01) , Naga Muhilini T. (2021BB27) Sheetal Patel D. (2021BB68). It has been submitted in partial fulfillment of the requirement for the award of the **DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION** of **MADURAI KAMARAJ UNIVERSITY, MADURAI** during the period under my guidance.

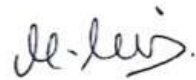
Submitted for this vive- voice examination held at Fatima College , Madurai-18

DATE: 27.03.2024



HEAD OF THE DEPARTMENT

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



PROJECT GUIDE

  
27/3/24  
EXTERNAL EXAMINAR



**A STUDY ON CUSTOMER SATISFACATION TOWARDS E-BANKING  
SERVICE WITH SPECIAL REFERENCE TO MADURAI CITY**

A project report submitted to Madurai University in partial fulfillment of the  
requirements for the award of degree of Bachelor of  
Business Administration

**SUBMITTED BY**

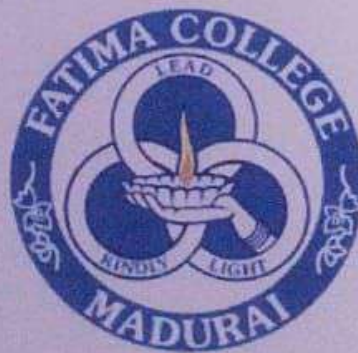
<b>A. ANANCIA JANET</b>	<b>(2021BB02)</b>
<b>N. ASHAPARVEEN</b>	<b>(2021BB03)</b>
<b>J. SANTHIYA</b>	<b>(2021BB69)</b>

UNDER THE GUIDANCE OF

**Ms. F. GNANADEEPAM, M.B.A, M.Com, M.Phil, SET**

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION



**Fatima College (Autonomous)**

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

**Maryland, Madurai – 625 018, Tamil Nadu**

**MARCH 2024**



DEPARTMENT OF BUSINESS ADMINISTRATION  
FATIMA COLLEGE (AUTONOMOUS)

MARY LAND, MADURAI

CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICE WITH SPECIAL REFERENCE TO MADURAI CITY" is an authentic group project work carried out by,

A. ANANCIA JANET (2021BB02)

N. ASHAPARVEEN (2021BB03)

J. SANTHIYA (2021BB69)

It 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 guidance. 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 this viva examination held on: 27.03.2024

Head of Department of BBA,

Faculty Guide,

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

  
27/3/24  
External Examiner

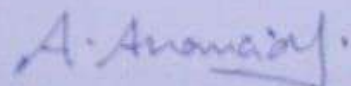
## DECLARATION

We hereby declare that the project entitled "A STUDY ON CUSTOMER SATISFACATION TOWARDS E-BANKING SERVICE 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 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: 27 03 2024

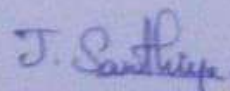
Signature of the students



A. ANANCIA JANET (2021BB02)



N. ASHAPARVEEN(2021BB03)



J. SANTHIYA (2021BB69)



# **A STUDY ON CUSTOMER SATISFACTION TOWARDS BOUTIQUE**

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

**N.AYSARA NAGININ (2021BB05)**

**P.MADHUMITHA (2021BB23)**

**M.SHALINI (2021BB48)**

UNDER THE GUIDANCE OF

**Mrs.ABINAYA.R,Mcom,B.Ed,NET.**

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION



**FATIMA COLLEGE (AUTONOMOUS)**

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

**MARY LAND**

**MADURAI-625018**

**MARCH 2024**

## DECLARATION

We hereby declare that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BOUTIQUE" 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,Mcom,B.Ed,NET for the Degree of Bachelor of Business Administration.

PLACE: Madurai  
DATE: 27.03.2024

Signature of the Students

Aysara  
N.AYSARA NAGININ

madhi  
P.MADHUMITHA

Shalini  
M.SHALINI



**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 BOUTIQUE" is an authentic record of group project work carried out by

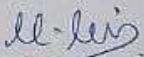
**N.AYSARA NAGININ (2021BB05)**

**P.MADHUMITHA (2021BB23)**


**M.SHALINI (2021BB48)**


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: 27.03.2024

  
Head of the Department of BBA,

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

  
Faculty Guide,

  
External Examiner 27/3/24

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC PRODUCTS  
WITH SPECIAL REFERENCE TO MADURAI**

Project report submitted in partial fulfillment of the requirement for the award of  
The degree of Bachelor of Business Administration of Madurai Kamaraj University

**SUBMITTED BY**

<b>K. GOPIKA</b>	<b>(2021BB12)</b>
<b>G. JAISHIVALINI</b>	<b>(2021BB15)</b>
<b>P. UMA PRIYA</b>	<b>(2021BB57)</b>

Under the Guidance of

**MS. F. GNANADEEPAM, MBA., M.COM., M.Phil., SET.**

**ASSISTANT PROFESSOR**



Department of Business Administration

Fatima College (Autonomous)

(College With Potential for Excellence)

(Re – Accredited With 'A++' grade by NAAC)

Mary Land

Madurai – 625 018



FATIMA COLLEGE (Autonomous)

This is certify that the project "A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC PRODUCTS WITH SPECIAL REFERENCE TO MADURAI" is an authentic record of group project work carried out by

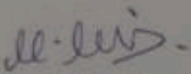
K.GOPIKA (2021BB12)

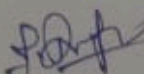
G.JAISHIVALINI (2021BB15)

P.UMA PRIYA (2021BB57)

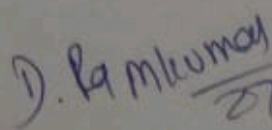
has been submitted in partial fulfilment of the requirement for the award of Degree of BACHELOR OF BUSINESS ADMINISTRATION in Fatima College, is an original work carried out by them under my guidance. To the best of my knowledge the report is original and has not formed the basis for the award of any 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 : 27-03-2024

  
Head of the Department

  
Faculty Guide

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

  
27/3/24  
EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC PRODUCTS WITH SPECIAL REFERENCE TO 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, MBA, M.Com., M.Phil., SET for the degree of Bachelor of Business Administration.

Place: Madurai

Signature of the candidates

Date : 27.03.2024

K. Gopika .

K.Gopika (2021BB12)

G. Jaishivalini

G.Jaishivalini (2021BB15)

P. Uma Priya .

P.Uma Priya (2021BB57)

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY**

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

**K.LAVANYA (2021BB22)**

**S.SUJAA (2021BB52)**

UNDER THE GUIDANCE OF

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

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION



**FATIMA COLLEGE ( AUTONOMOUS)**

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

**MARYLAND**

**MADURAI – 625 018**

**TAMILNADU**

**MARCH 2024**

## ACKNOWLEDGEMENT

First and foremost , we thank and praise the almighty for his guidance and protection throughout the course of our study .

It is a great pleasure to acknowledge our sincere thanks to **Dr.Sr.G.CELINE SAHAYA MARY**, Principal and **Dr.M.MEENACHI** vice-principal, Fatima College and Madurai.

We convey our heartfelt thanks to our beloved Head of the Department of BBA, **Dr.M.Meenachi ,B.E, M.H.M .M.Phil., SLET.,Ph.D** for her constant support ,cooperation and timely direction for completing this project.

With a deep senses of gratitude, we convey our sincere thanks to, project Faculty guide **Mrs.ABINAYA. R. Mcom, B.Ed, NET**, Department of BBA , for her unfailing guidance , encouragement and motivation to carry out this study successfully.

Finally, it would be unfair on our part not to mention and acknowledge our family and friends who provided as unwavering support and patience during the course of our project.



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FATIMA COLLEGE ( AUTONOMOUS)**

**MARY LAND, MADURAI**

**CERTIFICATE**

This is certify that the project work entitled 'A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY' in an authentic record of group project work carried out by,

**K.LAVANYA (2021BB22)**

**S.SUJAA (2021BB52)**

Has been submitted in partial fulfillment 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: 27.03.2024

**Head of the Department of BBA,**

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

**Faculty guide,**

**External Examiner**

27/3/24


## DECLARATION

We hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY" 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 : 27/03/2024

Signature of the students

  
K.LAVANYA

  
S.SUJAA



# **A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED CARS IN MADURAI CITY**

Project report submitted in partial fulfillment of the requirement for the award

The degree of Bachelor of Business Administration Of Madurai Kamaraj University

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **SUBMITTED BY**

NAGANANTHITHAA.S (2021BB28)

ROOBINI.K (2021BB44)

PARAMESWARI.G (2021BB36)

**Under the Guidance of**

**Dr. M.MEENACHI, B.E, M.H. M., M.Phil., SLET.,Ph.D.**

**ASSISTANT PROFESSOR**

Department Of Business Administration



**Fatima College (Autonomous)**

**(College with Potential for Excellence)**

**(Re – Accredited With 'A++' grade by NAAC)**

**Mary Land**

**Madurai -625 018**

## CERTIFICATE

This is certify that the project entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED CARS IN MADURAI CITY" at Madurai is a bonafide record of work carried out by

NAGANANTHITHAA . S (2021BB28)

ROOBINI.K. (2021BB44)

PARAMESWARI.G. (2021BB36)

It has been submitted in partial fulfillment of the requirement for the award of the **DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION of MADURAI KAMARAJ UNIVERSITY, MADURAI** during the period under my guidance.

Submitted for this vive- voice examination held at Fatima College , Madurai-18

DATE: 27.03.2024.



HEAD OF THE DEPARTMENT



PROJECT GUIDE

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

  
27/3/24  
EXTERNAL EXAMINER

## DECLARATION

We hereby declare that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED CARS IN MADURAI CITY" is a project report of the original work done by S.Nagananthithaa (2021BB28), K. Roobini (2021BB44) , G.Parameswari (2021BB36) .This project work is submitted to Madurai Kamaraj University in partial fulfillment of the degree of Business Administration.

Place: Madurai

Signature of the candidates

Date : 27.03.2024

S.Nagananthithaa.  
S.Nagananthithaa(2021BB28)

K. Roobini  
K. Roobini. (2021BB44)

G. Parameswari  
G. Parameswari (2021BB36)

# **A STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORMS IN MADURAI CITY**

Project report submitted in partial fulfilment of the requirement for the award the degree of  
Bachelor of Business Administration of Madurai Kamaraj University

## **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**V. PON ANANYA 2021BB37**

**B. SANTHIYA 2021BB46**

**D. SHALINI 2021BB71**

**UNDER THE GUIDANCE OF**

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

**ASSISTANT PROFESSOR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**Fatima College (Autonomous)**

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

**Maryland, Madurai – 625 018, Tamil Nadu**

**March 2024**

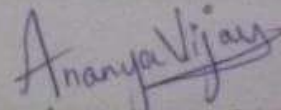
## DECLARATION

We hereby declare that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORMS IN MADURAI CITY" is a project report of the original work done by V. PON ANANYA (2021BB37), B. SANTHIYA (2021BB46), D. SHALINI (2021BB71). it is an authentic record of our original work pursued under the guidance of Mrs. ABINAYA.R, M.com, B.Ed, NET. This project work is submitted to Madurai Kamaraj University in partial fulfilment of the degree of Business Administration

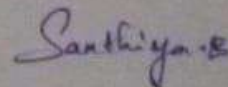
Place: Madurai.

Date: 27/03/2024

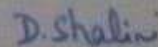
Signature of the students



V. Pon Ananya 2021BB36



B. Santhiya 2021BB46



D. Shalini 2021BB71



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

**CERTIFICATE**

This is certify that the project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORMS IN MADURAI CITY" is an authentic of group work project work carried out by,

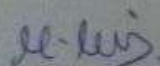
V. PON ANANYA 2021BB37


B. SANTHIYA 2021BB46

D. SHALINI 2021BB71

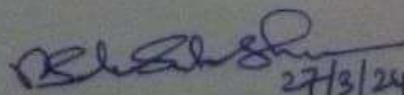
It has been submitted in partial fulfilment of the requirement for the award of the **DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION** in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not formed the basis for the 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 this viva examination held on: 27/03/2024

  
Head Of the Department of BBA,

  
Faculty Guide,

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

  
27/3/24  
External Examination

# **A STUDY ON CUSTOMER PREFERENCE TOWARDS DIGITAL LEARNING 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

<b>S.RAAGHAVI</b>	<b>(2021BB38)</b>
<b>K. RAMYA</b>	<b>(2021BB41)</b>
<b>R.HARINI</b>	<b>(2021BB64)</b>

UNDER THE GUIDANCE OF

**Ms. F. GNANADEEPAM , M.B.A.,M.Com.,M.Phil.,SET.**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**FATIMA COLLEGE (AUTONOMOUS)**

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

**MARY LAND**

**MADURAI-625018**

**MARCH 2024**

## DECLARATION

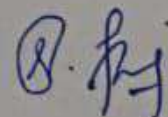
We hereby declare that the project entitled "A STUDY ON CUSTOMERS PREFERENCE TOWARDS DIGITAL LEARNING IN MADURAI CITY" is our original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Ms.F.GNANADEEPAM, MBA, M.Com., M.Phil,SET for the Degree of Bachelor of Business Administration.

PLACE: Madurai

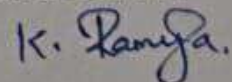
DATE: 27.03.2024

Signature of the Students

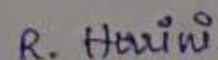
S.RAAGHAVI



K.RAMYA



R.HARINI





DEPARTMENT OF BUSINESS ADMINISTRATION

FATIMA COLLEGE (AUTONOMOUS)

MARY LAND, MADURAI

CERTIFICATE

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

S.RAAGHAVI (2021BB38)

K.RAMYA (2021BB41)

R. HARINI (2021BB64)

has been submitted in partial fulfillment 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 guidance. 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: 27.03.2024

Head of Department of BBA,

Faculty Guide,

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

  
27/3/24  
External Examiner