# A STUDY ON CHALLENGES FACED BY THE FARMERS IN VEGTABLES MARKET AT THANJAVUR TOWN

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.AJAY

Reg.No. 20PCO5701

Under the guidance of

Dr.R.SWAMINATHAN., M.Com., M.B.A., M.Phil., M.Ed., Ph.D.,

ASSISTANT PROFESSOR



### PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

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Thanjavur-613005

DATE: 31,5, 22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CHALLENENGES FACED BY THE FARMERS IN VEGETABLES MARKETS AT THANJAVUR TOWN", by S.AJAY(Reg. No. 20PCO5701) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2018-2020, is the original work of the candidate.

Signature of the Head of the Department

E.O.D. of Commerce, Eajah Serfoji Govt. College THANJAVUR-613 008 Dr.R SWAM!NATHAN
M.C.M., M.B.A., M.Ed., M.Phil., Ph.D.,
Assistant Professor and Research Adviser
P. Sinature, et. the Guidenmerce
Rajah Serfoji Govt. College (Autonomous)
THANJAVUR - 613 005.

Signature of the External Examiner

31 MAY 2022

Dr. S. PALA Com., MBA, M.Phil, B.Ed., Ph.D.,
Assistant Professor and Research Advisor,
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Kumbakonam-612 002.

2

# A STUDY ON MARKETING STRATEGY OF ARUN ICE CREAMS IN THANJAVUR CITY

Project submitted to

# RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.ARUN JOSEPH KUMAR

Reg.No. 20PCO5702

Under the guidance of

Dr.R.KA WAIAN, M.Com., MBA., M.Phil., Ph.D.,

SSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

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DATE: 26-05-2012

### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON MARKETING STRATEGY OF ARUN ICE CREAMS IN THANJAVUR CITY", by A.ARUN JOSEPH KUMAR (Reg.No. 20PCO5702) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

Eajah Serioji Govt. Gellege THANIAVUR-613 008 Signature of the Guide

Dr.R.KATHAIAN, M.Com., MPA\_M.Phil.Phil Assistant Professor Chairman Research Committee Research Department of Commerce Rejah Serfoji Govt. College(Autonomus) Thanjanar - 813 006

Signature of the External Examiner



Dr. S. PALA! VEL, M.Com, M.B.A. M.Phil.B.Ed, Ph.D.,
Assistant Professor and Research Advisor,
Research Department of Commerce,
Government Arts College (Automorphous),
Kumbakonam-612 002.

# A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL DAIRY PRODUCTS WITH SPECIAL REFERENCE TO THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.ASHOK KUMAR

Reg.No. 20PCO5703

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RAJAH SERFOJI GOVERNMENT COLLEGE

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Thanjavur-613005

DATE: 31.21.24

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL DAIRY PRODUCTS WITH SPECIAL REFERENCE TO THANJAVUR CITY", by A.ASHOK KUMAR (Reg.No. 20PCO5703) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

MI.O.D. of Commerce, lajah Serfoji Govt. Cellege PHANJAVUR-013 006

Dr.R.SWAMINATHAN

M.Com., M.B.A., M.Ed., M.Phil., Ph.D., Assistant Professor and Research Adviser P.G & Research Dept of Commerce Rajah Serfoji Govt. College (Autonomous) **THANJAVUR - 613 005.** 

MAY 2022

COLLEGELAUTONO

Signature of the External Examiner

Dr. S. PALA? VEL, M.Com., M.B.A., M.Phil., B.Ed., Fh.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous),

Kumbakonam-612 002.

# A STUDY ON CUSTOMER SATISFACTION ON AIRTEL NETWORK IN THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.CHINNAPPA RAJA

Reg.No. 20PCO5704

Under the guidance of

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ASSISTANT PROFESSOR



PG AND RES

DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

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THANJAVUR-613005

Dr.S.ADAIKALA CHARLES, M.Com., M.Phil., B.Ed., Ph.D.,

Assistant Professor,

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Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31.5.2L

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION ON AIRTEL NETWORK IN THANJAVUR CITY", by A.CHINNAPPA RAJA (Reg.No. 20PCO5704) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

# O.D of Commerce Rajah Sattoji Gort, College THANIAVUR-613 005

Signature of the External Examiner Thanjavur-613 005.

of the Guide

Dr. S. ADAIKALA CHARLES, Ph. D., Assistant Professor and Research Advisor, PG.& Research Department of Commerce, Rajah Serfoji Govt. College,

Dr. S. PALA! VEL, M.Com., M.B.A., M.Phil., B.Ed., Ph.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autononious), Kumbakonam-612 002.

### A STUDY ON THE MARKETING OF ULTRA TECH CEMENT IN GANDARVAKOTTAI TALUK

A Project submitted to

Rajah SerfojiGovernment College (Autonomous A+) Thanjavur

Affiliated to Bharathidasan University, Tiruchirappalli
In partial fulfilment of the requirements for the award of the degree of

### MASTER OF COMMERCE

Submitted by

P.DHINESHKUMAR

(Roll.No:20PCO 5705)

Research Guide

Dr. S.ADAIKALACHARLES., M.Com., M.Phil., Ph.D.,

siant Professor

PG & 1 epartment of Commerce

Rajah Sc umant College (Autonomous A+)

Hanjavur - 613 005



Post Graduate and Research Department of Commerce

Rajah Serfoji Government College (Autonomous A<sup>+</sup>)

(Affiliated to Bharathidasan University, Tiruchirappalli)

Thanjavur – 613 005

MAY - 2022

### CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON MARKETING IN ULTRA TECH CEMENT IN GANDARVAKOTTAI TALUK." submitted by P. DHINESHKUMAR(Reg.No: 20PCO 5705) In partial fulfillment of the requirements for the award of the degree of MASTER OF COMMERCE submitted toRAJAHSERFOJI GOVERNMENT COLLEGE (Autonomous A<sup>+</sup>),Thanjavur, affiliated to Bharathidasan University, Tiruchirappalli, during the academic year (2020-2022) is the original work of the candidate.

Signature of the

Head of the Department

R.O.D. of Commerce, Rajah Serfoji Govt. College THANIAVUR-013 008 Signature of the Guide

Dr. S. ADAIKALA CHARLES, Ph. D.,
Assistant Professor and Research Advisor,
PG.& Research Department of Commerce,
Rajah Serfoji Govt. College,
Thanjavur-613 005.

**External Examine** 



Dr. S. PALA: FELW Com MBA MPABEL PAD, Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous), Kumbakonam-612 002.

# A STUDY ON CUSTOMER SATISFACTION TOWARDS COURIER SERVICE IN THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

V.DINESH SURIYA

Reg.No. 20PCO5706

Under the guidance of

Dr.A.GOVINDARAJU, M.Com., M.Phil., Ph.D.,

ASSISTANT PROFESSOR



### PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

### Dr.A.GOVINDARAJU, M.Com., M.Phil., Ph.D.,

Assistant Professor,

PG & Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31 5 22

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS COURIER SERVICE IN THANJAVUR CITY", by V.DINESH SURIYA (Reg.No. 20PCO5706) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

E.O.D. of Commerce, Rajah Serfoji Govt. Cellege THANIAVUR-613 OOK

3 1 MAY 2022

AL COLLEGE LAUTURE

Signature of the External Examiner Rajon Sortoji Govt. College,

Signature of the Guide

Dr.A.GOVINDARAJU, KOREKENLAG Assistant Professor

P. G. & Research Dept. of Commerce,

CK S PALA VEL MCOMMBAMPHEBELPHD. Assistant Professor and Research Advisor. Research Connectment of Commerce. Government 4.05 Codege (Autonomous), Kumbakonam-612 002,

# A STUDY ON CONSUMER SATISFACTION OF DENTAL CARE PRODUCTS IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.JERALD

Reg. No. 20PCO5707

Under the guidance of

Dr.R.KATHALAN, M.Com., MBA., M.Phil., Ph.D.,

NT PROFESSOR



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RAJAH SERFOJI GOVERNMENT COLLEGE

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THANJAVUR-613005

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PG Research Department of Commerce, Rajah Serfoji Government College (Autonomous), Thanjavur-613005

DATE: 26/05/2022

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CONSUMER SATISFACTION OF DENTAL CARE PRODUCTS IN THANJAVUR CITY", by A.JERALD (Reg. No. 20PCO5707) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

R.O.D. of Commerce Rajah Serfoji Govi. College HANIAVUR-613 008 Signature of the Guide

Dr.R.KATHAIAN,M.Com.ASA,M.Phil.Phil Accident Professor Chairman Research Committee Research Department of Commerce Rajeh Seriofi Govt. College (Autonomius) Thanlevur - 613 005

Signature of the External Examiner

1200/22 01/06/22

MAY 2022 MAY 2022

Dr. S. PALA: VEL, M.Com, M.B.A. M.Phil. B.Ed, Ph.D.,
Assistant Professor and Research Advisor,
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# A STUDY ON CUSTOMER SATISFACTION TOWARDS OPPO MOBILES WITH SPECIAL REFERENCE TO THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

R.RAJESH KUMAR

Reg.No. 20PCO5708

Under the guidance of

Dr.R.SWAMIN THAN, M.Com., M.B.A., M.Phil., M.ED., Ph.D.,

STANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.SWAMINATHAN, M.Com., M.B.A., M.Phil., M.ED., Ph.D.,

Assistant Professor,

PG and Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31.5.22

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS OPPO MOBILES WITH SPECIAL REFERENCE TO THANJAVUR CITY", by R.RAJESH KUMAR (Reg.No. 20PCO5708) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

E.O.D. of Commerce, Rajah Serfoji Govt. Gellege THANIAVUR-613.005

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Signature of the External Examiner THANJAVUR - 613 005.

Signature of the Guide

Dr.R.SWAMINATHAN
M.Com., M.B.A., M.Ed., M.Phil., Ph.D.,
Assistant Professor and Research Adviser
P.G & Research Dept of Commerce
Rajah Serfoji Govt. College (Autonomous)

3 1 MAY 2022

Dr. S. PALA! VEL, M.Com, M.B.A, M.Phil, B.Ed, Ph.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous), Kumbakonam-612 002.

### A STUDY ON CUSTOMER SATISFACATION ON BOMBAY SWEETS IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

M. SANTHOSH KUMAR

Reg.No. 20PCO5709

Under the guidance of

Dr. R.P. RAMESH, M.Com., M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.,

ASSISTANT PROFESSOR



PGANDA ARCHDEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

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THANJAVUR-613005

Dr. R.P. RAMESH, M.Com., M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.,
Assistant Professor,
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Rajah Serfoji Government College (Autonomous),
Thanjavur-613005.

DATE: 31.5.22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION OF BOMBAY SWEETS IN THANJAVUR CTTY", by M. SANTHOSH KUMAR (Reg. No. 20PCO5709) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Ehzrathidasan University during the academic year 2020-2022, is the original work of the candidate.

I further certify that the Project Report represents independent work on the part of the candidate.

Signature of the Head of the Department

THANIAVUE-613 005

Signature of the Guide

Dr. R.P. RAMESH,
M.Om.M.E.J.M.Phil.PGEOL.Phil.,
Assistant Professor of Commerce,
Pajah Serbij Gort. College (Autonomous),
THANJAYUR-813 005.

Signature of the External Examiner



Co.S. FALL ELECTRICAL MEMBERS FALL.

Advisors Forester and Research Advisor,

Research Comment of Commerce,

Government of Commerce,

Government of Commerce,

FLESCHE CHIM-E12 CE2

### A STUDY OF CUSTOMER PERCEPTION ON SOCIAL MEDIA MARKETING IN THANJAVUR CITY

Project submitted to

# RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

**EH.AARTHY** 

Reg.No. 20PCO5710

Under the guidance of

Dr.R.P.RAMESH. M.Com., M.Phil., MBA., PGDCA., Ph.D.,

INT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.P.RAMESH, M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Assistant Professor,

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 27.05. 22

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY OF CUSTOMER PERCEPTION ON SOCIAL MEDIA MARKETING IN THANJAVUR CITY", by EH.AARTHY (Reg.No. 20PCO5710) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

H.O.D. of Commerce. jah Serfoji Govt. College THANJAVUR-613 005

Signature of the External Examiner NJAVUR-613 005.

MAY 2022

ON COLLEGE LANGO

Signature of the Guide

Dr. R.P. RAMESH. M.Com., M.B.A., M.Phil., FGDCA, Ph.D., Assistant Professor of Commerce, Rajah Serfoji Govt. College (Autonomous),

Dr. S. PALA! VEL, M. Com., M.B.A. M. Phil, S. Ed., Ph.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous),

Kumbakonam-612 002.

# A STUDY ON CUSTOMER PREFERENCE OF SOFT DRINK USER IN THANJAVUR CITY

Project Submitted to

# RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005 (REACCEREDITED WITH 'A' GRADE BY NACC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.ABITHA

Reg.No. 20PCO5711

Under the guidance of

Dr.R.P.RAMESH, M.Com., M.Phil., MBA., M.Sc., PGDCA., Ph.D.,
ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE (Autonomous)
THANJAVUR-613005

Dr.R.P.RAMESH, M.Com., M.Phil., MBA., M.Sc., PGDCA., Ph.D.,

Assistant Professor.

PG & Research Department of Commerce, Rajah Serfoji Government College (Autonomous), Thanjavur-613005.

> DATE: 2015/W

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitle "A STUDY ON CONSUMER PREFERENCE OF SOFT DRINK USERS AT THSANJAVUR CITY", by A.ABITHA (20PCO5711) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the BHARATHIDASAN UNIVERSITY during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

ILO.D. of Commerce,

Light Serion Gove. Gollege
THANKINVER-913 008

Separature of the Guide

Dr.A.P. RAMEDH

Line Maria Maria

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1 1000

Signature of the External Examiner

31 HW 300

On S. PALA: (FL. M.Com. W.S.R. M.Phil., S.Ed., Ph.D., Analistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous), Kumbelkonem-\$12.002.

# A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT IN TAMILNADU STATE TRANSPORT CORPORATION (KUMBAKONAM) LTD., KUMBAKONAM.

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

**MASTER OF COMMERCE** 

Submitted by

G. AKILANDESWARI

Reg.No. 20PCO5712

Under the guidance of

Dr.R.DHARMALINGAM, M.Com., MBA., M.Phil., Ph.D.,

STANT PROFESSOR



# PG AND RESEARCH DEPARTMENT OF COMMERCE RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS) THANJAVUR-613005

Dr.R.DHARMALINGAM, M.Com., MBA., M.Phil., Ph.D.,

Assistant Professor,

PG Research Department of Commerce, Rajah Serfoji Government College (Autonomous), Thanjavur-613005.

DATE:

### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT IN TAMILNADU STATE TRANSPORT CORPORATION (KUMBAKONAM) LTD., KUMBAKONAM" by G. AKILANDESWARI (Reg.No. 20PCO5712) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

Signature of the Guide



Dr. S. PALA: VEL, M.Com, M.B.A., M.Phil., B.Ed., Ph.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous), Kumbakonam-612 002.

### A STUDY ON THE PROBLEMS FACED & PRIVILEGES ENJOYED BY CAR LOAN BORROWERS IN THANJAVUR TOWN

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfilment of the requirements for the award of the degree of

### MASTER OF COMMERCE

Submitted by

P.BHARATHI

Reg.No. 20PCO5713

Under the Guidance of

Dr.S.ADAIKALACHARLES, M.Com., M.Phil., B.Ed., Ph.D.,
Assistant Professor, Department of Commerce



PG AND RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE
(AUTONOMOUS)
THANJAVUR-613005
MAY-2022

Dr.S.ADAIKALACHARLES, M.Com., M.Phil., B.Ed., Ph.D.,

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PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31/5/21

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON THE PROBLEMS FACED & PRIVILEGES ENJOYED BY CAR LOAN BORROWERS IN THANJAVUR TOWN", by P.BHARATHI (Reg.No. 20PCO5713) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the BHARATHIDASAN UNIVERSITY during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

HO.D. of Commerce, Rajah Serioji Govt. Gollege THANIAVUR-613 005 Signature of the Guide

Dr. S. ADAIKALA CHARLES, Ph. D., Assistant Professor and Research Advisor, PG.& Research Department of Commerce, Rajah Serfoji Govt. College, Thanjavur-613 005.

Signature of the External Examiner

Dr. S. PALA: VEL. M.Com, M.B.A. M.Phil, B.Ed., Ph.D., Assistant Professor and Research Advisor, Research Department of Commerce, Government Arts College (Autonomous), Kumbakonam-612 002.

# A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA SKY IN THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

R.DHIVYA

Reg.No. 20PCO5714

Under the guidance of

Dr.A.GOVINDARAJU, M.Com., M.Phil., Ph.D.,

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.A.GOVINDARAJU., M.Com., M.Phil., Ph.D.,

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PG Research Department of Commerce,

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Thanjavur-613005

DATE: 31-05-2022

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA SKY IN THANJAVUR CITY "", by R.DHIVYA (Reg.No. 20PCO5713 ) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

[ O.D. of Commerce. Rajah Serfoji Govi. College THANJAVUR-613 005.

rg of the Guide Assistant Profess. P. G. & Research Dept. of Corresponding Rajah Serfoji Govt. College, THANJAVUR-5.

Signature of the External Examiner

### A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS).THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

P.DIVYA

Reg.No. 20PCO5715

let the guidance of

ES, M.Com., M.Phil., Ph.D.,

ASSISTANT PROFESSOR



# PG AND RESEARCH DEPARTMENT OF COMMERCE RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.S.ADAIKALA CHARLES, M.Com., M.Phil, Ph.D.,

Assistant Professor.

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31.5.22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN THANJAVUR CITY", by P.DIVYA (Reg.No. 20PCO5715) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

Rajah Serioji Govt. Gollege

PG.& Research Department of Commerce,
Rajah Serfoji Govt. College,

THAN JAVUR-613 005. Signature of the External Examin Fran javur-613 005.

01/06/22

Dr. S. ADAIKALA CHARLES, Ph. D.,

Assistant Professor and Research Advisor,

2

# CUSTOMER BEHAVIOUR AND PREFERENCE TOWARDS USING WATER PURIFIERS IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

### S.ELAKKIYA REG.NO.20PCO5716

Under the guidance of

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ASSISTANT PROFESSOR



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DATE: 31.5.22

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "CONSUMER BEHAVIOUR AND PREFERENCE TOWARDS USING WATER PURIFIERS IN THANJAVUR CITY" submitted by S.ELAKKIYA (Reg.No. 20PCO5716) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

Signature of the Guide

HO.D. of Commerce.

Pajah Serioji Govt. Cellege
THANJAVUR-643 008

Dr. R.RAJASEKARAN,
M.Com., M.Phil., MBA, B.Ed., Ph.D.,
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PG & Research Department of Commerce,
Rajah Serfoji Govt. College (Autonomous),
THANJAVUR-613 005.

Signature of the External Examiner

Dr S mill . The Com. MBA MPM and PhD.
Ass.

G. . Numbakonam-612 002.

3 1 MAY 2022

2

# A STUDY ON CUSTOMER PREFERENCE FOR MIXI AND GRINDER IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

M. GAYATHRI

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Thanjavur-613005

DATE: 31, 5,24

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER PREFERENCE FOR MIXI AND GRINDER IN THANJAVUR CITY", by M. GAYATHRI (Reg.No. 20PCO5717) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

R.O.D. of Commerce. lajah Serioji Govt. College THANIAVUR-613 008

Signature of the Guide

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ASSISTANT PROFESSOR. PG & Research Department of Commerce, Rajah Serfoji Govt. College (Autonomous),

Signature of the External Examine HANJAVUR-613 005.

3 1 MAY 2022 COLLEGELAUTO

CUS OTEL PAD.

# A STUDY ON CUSTOMER SATISFACTION IN SANGAM HOTEL AT THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

**S.ISWARYA** 

Reg.No. 20PCO5718

Under the guidance of

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Thanjavur-613005.

DATE: 31.5.2L

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER SATISFACTION IN SANGAM HOTEL AT THANJAVUR CITY", by S.ISWARYA(Reg.No. 20PCO5718) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

Signature of theGuide

R Sharmalingam

R.O.D. of Commerce Rajah Serfoji Govt. College THANIAVUR-612 (MB

Signature of the External Examiner



## A STUDY ON CUSTOMER SATISFACTION OF REDMI PHONES THANJAVUR

Project submitted to

RAJAH SERFOJI GOVT. COLLEAGE (AUTONOMOUS), THANJAVUR- 613005

In partial fulfillment of the requirement

For the award of the Degree of

MASTER OF COMMERCE

Submitted by

M.KASTHURI

Reg. No: 20PCO5719

Under the Guidance of

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Assistance Professor



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#### Dr.V.BUVANESWARAN,

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Thanjavur-613 005

DATE: 28/05/22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled" A STUDY ON CUSTOMER SATISFACTION OF REDMI PHONES THANJAVUR", by M.KASTHURI (Reg.No.20PCO5719) in partial fulfillments of the award of the award of the degree of MASTER OF COMMERCE to Bharathidasan University during the academic year 2021-2022, is my original work.

Signature of the Head of the Department

E O.D. of Commerce

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Signature of the G

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Signature of the External Examnier

MAY 2055

Dr. J. KANNAN,

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P.G. & Research Programment of Commerce
M.R. Govt. Arts Conego: crgudi - 614 001.

## A STUDY ON CONSUMER PERCEPTION TOWARDS FAIRNESS CREAM IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

K.KAYALVIZHI

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ASSISTANT PROFESSOR



PG AND RESEARCE DEPARTMENT OF COMMERCE

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Thanjavur-613005

DATE: 31)5/2

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS FAIRNESS CREAM IN THANJAVUR CITY", by K.KAYALVIZHI (Reg.No. 20PCO5720) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

M.O.D. of Commerce, Enjah Serioji Govt. College THANJAVUR-613 005 Signature of the Guide

Dr. S. ADAIKALA CHARLES, Ph. D.,
Assistant Professor and Research Advisor,
PG.& Research Department of Commerce,
Research Department College

Signature of the External Examiner Thanlavur-613 005.

Dr. J. KANNAN.

M.C.S.,M.Com., M.B.A.,M.Phil.,PGDCA CLIS.,D.T.Ed.,Ph.D.

Asst. Professor & Head P.G. & Research Department of Commerce M.R. Govl. Arts College, Mannargudi - 614 001,



# A STUDY ON THE EFFINCIENCY OF DISTRIBUTION ON CADBURY'S CHOCULATE IN THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005

(REACCREDITED WITH 'A'GRADE BY NAAC)

In partial fulfilment of the degree of

MASTER OF COMMERCE

Submitted by

J.MARIA KAROLIN INFANTA

Reg. No: 20PCO5721

Under the Guidance of

Dr. V. BUVANESWARAN,

Assistance Professor



PG & RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE (AUTTONOMUS)
THANJAVUR-613005
MAY-2022

#### DR.V.BUVANESHWARAN.

Assistant professor.

PG Research Department of commerce,

Rajah serfoji government college (Autonomous),

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### **CERTIFICATE**

This is to certify that this dissertation has been done under my supervision and guidance. The project entitled "A STUDY ON THE EFFINCIENCY OF DISTRIBUTION ON CADBURY'S CHOCULATE IN THANJAVUR CITY" by J.MARIA KAROLIN INFANTA (Reg. No.20PCO5721) in partial fulfilment of the requirement for the award of Master of Commerce to Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of Department

OLLER OF EXAMINA 2022 Signature o

Dr. V. BUVANESWARAN M.Com., M.B.A., M.Phil., B.G.L., PGDCA., Ph.D., Assistant Professor and Research Adviser P.G. & Research Dept. of Commerce Rajah Serfoji Govt. College (Autonomous) THANJAVUR - 613 005.

COLLEGELAUTONO Signature of the External Examiner

M.C.S., M. Com., M.B.A., M. Phil., PGDCA, CLIS., D.T.Ed., Ph.D., Asst. Professor & Head

P.G. & Research Department of Commerce

M.R. Govi. Arts College, Mannargudi - 614 001.

## A STUDY ON CUSTOMER PREFERENCE TOWARDS NIPPON PAINTS WITH SPECIAL REFERENCE TO THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.MEENAKSHI REG.NO.20PCO5722

Under the guidance of

Dr.R.KATHAIAN M.Com., MBA.M.Phil., PhD.

**TPROFESSOR** 



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.KATHAIAN M.Com., MBA.M.Phil., PhD.

Assistant Professor, PG Research Department of Commerce, Rajah Serfoji Government College (Autonomous), Thanjavur-613005

DATE: 3/15/22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS NIPPON PAINTS WITH SPECIAL REFERENCE TO THANJAVUR CITY", by S.MEENAKSHI (Reg.No. 20PCO5722) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

3171

Signature of the Head of the Department

Capab Sarton Gove. Gollege THAN JAVUR-613 005 Signature of the Guide

Dr.R.KATHAJAN, M.Com. J.BA, M.Phi. Phi.
Assistant Professor
Chairman Research Committee
Research Department of Commerce
Rejan Seriel Lovit Cologs (Autonomus)

Signature of the External Examiner

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M.C.S.,M.Com.,M.B.A.,M.Phil.,PGDCA,CUS.,D.T.Ed.,Ph.D.,

Asst. Professor & Head
P.G. & Research Department of Commerce
M.R. Goyl, Arts College, Mannargudi - 614 001.

71

# A STUDY ON CUSTOMER PERCEPTION TOWARDS DABUR AMLA HAIR OIL WITH SPECIAL REFERENCE TO THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

K.MITHRA

Reg.No. 20PCO5723

Under the guidance of

Dr.R.KATHAIAN, M.Com., MBA., M.Phil., Ph.D.,

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.KATHAIAN, M.Com., MBA., M.Phil., Ph.D.,

Assistant Professor,

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 26.05.2022

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS DABUR AMLA HAIR OIL WITH SPECIAL REFERENCE TO THANJAVUR CITY", by K.MITHRA (Reg.No. 20PCO5723) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

2000 31/5/22

Signature of the Head of the Department

Robb. of Commerce, Rejah Serioji Govt. Gollege, THANJAVUR-013 005

Signature of the External Examiner Relah Seriol Govi. Com

Signature of the Guide

One Chelinasi Husta

Rejah Serioli Govi. Cuavisquitonomi Rejah Serioli Govi. - 613 005

Dr. J. KANNAN,

M.C.S., M. Com., M.B.A., M. Phil., PGDCA, CLIS., D.T.Ed., Ph.D.,

Asst. Professor & Head

P.G. & Research Department of Commerce

M.R. Govl. Arts College, Mannargudi - 614 001.



## A STUDY ON DEALERS SATISFACATION OF AAVIN MILK WITH SPECIAL REFERENCE TO THANJAVUR CITY

Project submitted to

RAJAH SERFOJI GOVT. COLLEGE (AUTONOMOUS), THANJAVUR-613005

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

R.NILA.

Reg.No. 20PCO5724

Under the guidance

Dr. BUVANESWARAN

Assistant Professor



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H DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr. BUVANESWARAN,

Assistant Professor.

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

Date: 28/05/2022

#### **CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON DEALERS SATISFACATION OF AAVIN MILK WITH SPECIAL REFERENCE TO THANJAVUR CITY by R. NILA (Reg. No.20PCO5724) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2018-2020, is the original work of the candidate.

Signature of the Head of the Department

R.O.D. of Commerce.

Rajah Serioji Govt. Gellege

THANIAVUR-613 008

Signature of the External Examiner

Signature of the Cuide
Dr. V. BUANESWARAN
M.Com, M.B.A. M.P.B.I., B.G.L. P.O.C.A., Ph.D.,
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P.G. & Research Dept. of Commerce
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Dr. J. KANNAN,

M.C.S., M.Com., M.B.A. M. Phil., PGDCA, CLIS., D.T.Ed., Ph.D.,

Asst. Professor & Head PG & Research Department of Commerce M.R. Govt. Arts College, Mannargudi - 614 001.

## A STUDY ON IMPACT OF SOCIAL MEDIA AMONG STUDENTS IN RAJAH SERFOJI GOVT. COLLEGE, THANJAVUR

Project submitted to

# RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

P.PRABA

Reg.No. 20PCO5725

Under the guidance of

Dr.R.P.RAMESH.

M.Phil., MBA., M.Sc., PGDCA., Ph.D.,

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.P.RAMESH, M.Com., M.Phil., MBA., M.Sc., PGDCA., Ph.D., Assistant Professor, PG Research Department of Commerce. Rajah Serfoji Government College (Autonomous), Thanjavur-613005

DATE: 31.5.22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON IMPACT OF SOCIAL MEDIA AMONG STUDENTS IN RAJAH SERFOJI GOVT. COLLEGE, THANJAVUR", by P.PRABA (Reg.No. 20PCO5725) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

I.O.D. of Commerce. Rajah Serfoji Govi. Cellege THAN JAVUR-613 005

Signature of the Guide

DF. R.P. RAMESH M.Com.,M.B.A.,M.Phil.,PGDCA,Ph.D., Assistant Professor of Commerce, Rajah Serfoji Govt. College (Autonomous). THANJAVUR-613 005.

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Signature of the External Examiner

Dr. J. KANNAN,

MCS MCom MBA MPhil PGDCA, CLIS, D.T.Ed., Ph.D., Aust, Professor & Head

nesesrch Department of Commerce d. Arts College, Mannargudi - 614 001.

P.PRABA

Reg.No. 20PCO5725

### A STUDY ON MARKETING MIX STRATEGY OF BATA FOOTWEAR COMPANY IN THANJAVUR CITY

Project submitted to

## RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.RAMYA

Reg.No. 20PCO5726

Under the guidance of

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# PG AND RESEARCH DEPARTMENT OF COMMERCE RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

Dr.R.KATHAIAN, M.Com., MBA., M.Phil., Ph.D.

Assistant Professor,

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31,5,22

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON MARKETING MIX STRATEGY OF BATA FOOTWEAR COMPANY IN THANJAVUR CITY", by A.RAMYA (Reg.No. 20PCO5726) in partial fulfillments of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Dew 3/13/2

Signature of the Head of the Department

Rajah Serioji Govi. College THANJAVUR-618 008

COLLICE LANGONOR

Signature of the Guide

Signature of the Guide

Dr.R.KATHALAN, M.Com., M.D.A., M.Phil., Phil.
Absletent Professor

Chairman Research Committee
Firesearch Department of Commerce
Rajan Serfoji Govt, College (Autonomus)

Thanlavur - 613 005

NEW OF EXAMPLE Signature of the External Examiner

Dr. J. KANNAN,

M.C.S. M.Com., M.B.A. M.Phil., PGDCA, CLIS., D.T.Ed., Ph.D.,

Asst. Professor & Head

Asst. Professor & Head
PG & Research Department of Commerce
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M. Arts College, Mannargudi - 614 001.

### A STUDY ON ADVERTISING STRATEGY OF SAMSUNG MOBILES IN THANJAVUR CITY

Project submitted to

## RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS),THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

**MASTER OF COMMERCE** 

Submitted by

S.RAMYA

Reg.No. 20PCO5727

Under the guidance of

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RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

MAY-2022

DR.R.RAJASEKARAN,M.COM.,M.Phil.,MBA.,B.Ed.,Ph.D.,

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PG & Research Department of Commerce, Rajah Serfoji Government College (Autonomous), Thanjavur-613005.

DATE: 31.5.21

#### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON ADVERTISING STRATEGY OF SAMSUNG MOBILES IN THANJAVUR CITY", by S.RAMYA (Reg.No. 20PCO5727) in partial fulfillment of the award of the degree of MASTER OF COMMERCE to the Bharathidasan University during the academic year 2020-2022, is the original work of the candidate.

Signature of the Head of the Department

Rajah Serioji Govt. Gellege THANJAVUR-613 005. Signature of the Guide

Dr. R.RAJASEKARAN,
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ASSISTANT PROFESSOR,
PG & Research Department of Commerce,
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THANJAVUR-613 005.

Signature of the External Examiner

Dr. J. KANNAN,

M.C.S.,M.Com, M.B.A.,M.Phil.PGDCA, CLIS, D.TEd, Ph.D., Asst. Professor & Head P.G. & Research Department of Commerce M.R. Govt. Arts College, Mannargudi - 614 001.

BEAUTONIER OF EXAMINATIONS AS A SERVICE CONTROLLED CONT

# A STUDY ON CUSTOMER SATISFACTION OF PUNNIYAMOORTHI PILLAI DEPARTMENT STORE IN THANJAVUR

Project submitted to

## RAJAH SERFOJI GOVT. COLLEGE (AUTONOMOUS) THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For award of the degree of

MASTER OF COMMERCE

Submitted by

P. SINDHUJA

Reg. No: 20PCO5728

Under the Guidance of

Dr.V.BUVANESWARAN,

**Assistant Professor** 



PG & RESEARCH DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE

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#### CERTIFICATE

This is to certify that this dissertation has been done under my supervision and guidance. The dissertation entitled. A STUDY ON CUSTOMER SATISFACTION OF PUNNIYAMOORTHI PILLAI DEPARTMENT STORE IN THANJAVUR by P. SINDHUJA Reg. No-20PCO5728 in partial fulfillment to the requirement for the Award for MASTER OF COMMERCE to the BHARATHIDASAN UNIVERSITY during academic Year 2021-2022 is the original work of the candidate.

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### A STUDY ON CONSUMER SATISFACATION TOWARDS HIMALAYA PRODUCTS IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005 (RE-ACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the requirements

MASTER OF COMMERCE

Submitted by

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Reg.No. 20PCO5729

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### A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN THANJAVUR CITY

Project submitted to

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## A STUDY ON MARKETING POWER ON TOUGH CONSUMER IN ROYAL ENFIELD IN THANJAVUR

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### A STUDY ON CONSUMER SATISFACTION TOWARDS TOOTHPASTE IN THANJAVUR CITY

Project submitted to

### RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS), THANJAVUR-613005 (REACCREDITED WITH 'A' GRADE BY NAAC)

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