

**A STUDY ON CHALLENGES FACED BY THE FARMERS IN  
VEGETABLES 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**

**MAY-2022**

Dr.R.SWAMINATHAN.,M.Com.,M.B.A.,M.Phil.,M.Ed.,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 CHALLENGES 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

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

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

Signature of the External Examiner

  
01/06/22



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 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. HAIAN, M.Com., MBA., M.Phil., Ph.D.,**

**ASSISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**



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

Assistant Professor,

PG and Research Department of Commerce,

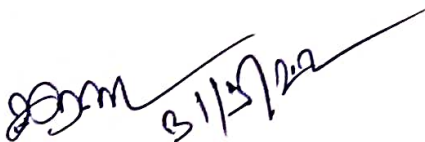
Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

**DATE: 26-05-2022**

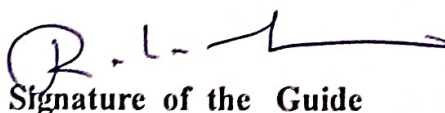
**CERTIFICATE**

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON 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

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



Signature of the Guide

**Dr.R.KATHAIAN, M.Com., MBA., M.Phil., Ph.D.**  
**Assistant Professor**  
**Chairman Research Committee**  
**Research Department of Commerce**  
**Rajah Serfoji Govt. College(Autonomous)**  
**Thanjavur - 613 005**

Signature of the External Examiner



**Dr. S. PALANI VELU, M.Com., MBA., 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 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

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**

**MAY-2022**

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

*[Signature]*  
for H.O.D. of Commerce,  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

Signature of the Guide 30/5/2022

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  
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THANJAVUR - 613 005.

Signature of the External Examiner



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01/06/22  
Dr. S. PALANI VEL, M.Com., M.B.A., M.Phil., B.Ed., Ph.D.,  
Assistant Professor and Research Advisor,  
Research Department of Commerce,  
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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

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



**PG AND RESIDENTIAL DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**  
**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**



**Dr.S.ADAIKALA CHARLES, M.Com., M.Phil.,B.Ed., 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 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

H O.D. of Commerce  
Rajah Serfoji 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,  
Rajah Serfoji Govt. College,

Signature of the External Examiner Thanjavur-613 005.



Signature of the External Examiner  
Dr. S. PALAI 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 MARKETING OF  
ULTRA TECH CEMENT IN GANDARVAKOTTAI TALUK**

A Project submitted to  
**Rajah Serfoji Government College (Autonomous A<sup>+</sup>) 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.,**

**Assistant Professor**

**PG & R Department of Commerce**

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

**Thanjavur – 613 005**



**Post Graduate and Research Department of Commerce**  
**Rajah Serfoji Government College (Autonomous A<sup>+</sup>)**  
**(Affiliated to Bharathidasan University, Tiruchirappalli)**

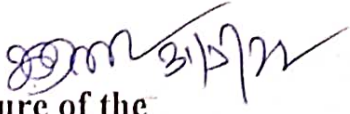
**Thanjavur – 613 005**

**MAY - 2022**




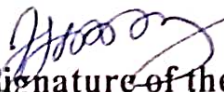
## CERTIFICATE

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 to RAJAH SERFOJI 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

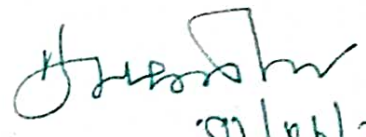
 H.O.D. of Commerce,  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

  
Signature of the Guide

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

External Examine



  
01/06/22

Dr. S. PALANI VELU, M.Com, MBA, M.Phil, B.Ed, Ph.D.,  
Assistant Professor and Research Advisor,  
Research Department of Commerce,  
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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**

**MAY-2022**

**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

**H.O.D. of Commerce,**  
**Rajah Serfoji Govt. College**  
**THANJAVUR-613 005**

Signature of the External Examiner

Signature of the Guide

**Dr.A.GOVINDARAJU, M.Com., M.Phil., Ph.D.**  
**Assistant Professor**  
**P. G. & Research Dept. of Commerce,**  
**Rajah Serfoji Govt. College,**  
**THANJAVUR-5.**



Signature of the Research Advisor

**Dr. S. PALANI VELU, M.Com., MBA, M.Phil., B.Ed., Ph.D.**  
**Assistant Professor and Research Advisor,**  
**Research Department of Commerce,**  
**Government Arts College (Autonomous),**  
**Kumarakonam-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.,**

**ASSISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**



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 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]*  
31/5/22

Signature of the Head of the Department

*[Signature]*  
**H.O.D. of Commerce**  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

*[Signature]*

Signature of the Guide

**Dr.R.KATHAIAN, M.Com., MBA., M.Phil., Ph.D.**  
Assistant Professor  
Chairman Research Committee  
Research Department of Commerce  
Rajah Serfoji Govt. College (Autonomous)  
Thanjavur - 613 005

Signature of the External Examiner

*[Signature]*  
01/06/22



**Dr. S. PALANI VELU, 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 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.SWAMINATHAN, M.Com., M.B.A.,M.Phil.,M.ED., Ph.D.,**

**ISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**

**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

*[Signature]*  
H.O.D. of Commerce,  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

Signature of the Guide

*[Signature]*  
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.

Signature of the External Examiner



*[Signature]*  
01/06/22

Dr. S. PALANI VELU, M.Com., M.B.A., M.Phil., B.Ed., Ph.D.,  
Assistant Professor and Research Advisor,  
Research Department of Commerce,  
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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**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**

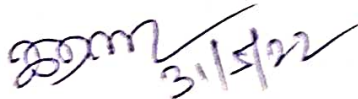
Dr. R.P. RAMESH, M.Com., M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.,  
Assistant Professor,  
PG & Research Department of Commerce,  
Rajah Serfoji Government College (Autonomous),  
Thanjavur-613005.

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 CUSTOMER SATISFACTION OF BOMBAY SWEETS IN THANJAVUR CITY", by M. SANTHOSH KUMAR (Reg. No. 20PC05709) 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.

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



Signature of the Head of the Department

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



Signature of the Guide

Dr. 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.

Signature of the External Examiner





Dr. S. PALE, M.Com., M.B.A., M.Phil., Ph.D.,  
Assistant Professor and Research Advisor,  
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Government Arts College (Autonomous),  
Mamandur-612 002.

**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

**E.H.AARTHY**

Reg.No. 20PCO5710

Under the guidance of

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

**ASST PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**



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,**  
**Rajah Serfoji Govt. College**  
**THANJAVUR-613 005**

Signature of the External Examiner

Signature of the Guide

  
**Dr. 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.**



  
01/06/22

**Dr. S. PALANI 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 PREFERENCE OF SOFT DRINK USER IN THANJAVUR CITY**

Project Submitted to

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

**(REACCREDITED 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**

**MAY-2022**

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:

30/5/22

### 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 (20PC05711) 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


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

Signature of the Guide

  
Dr.R.P. RAMESH  
M.Com., M.Phil., MBA., M.Sc., PGDCA., Ph.D.,  
Assistant Professor and Research Advisor,  
PG & Research Department of Commerce,  
Rajah Serfoji Govt. College (Autonomous),  
Thanjavur - 613 005.

Signature of the External Examiner



  
01/06/22

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



**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.,**

**ASSISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**

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

**Assistant Professor,**

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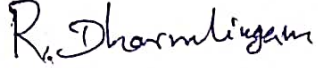
Thanjavur-613005.

**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

**H.O.D. of Commerce**  
**Rajah Serfoji C. V. O. S.**  
**THANJAVUR**



  
01/06/22

**Dr. S. PALA: VEL, M.Com.,M.B.A.,M.Phil.,B.Ed.,Ph.D.,**  
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**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**

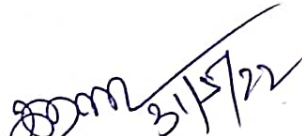



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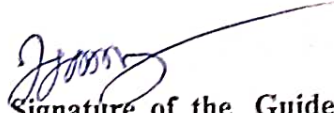
DATE: 31/5/22

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "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

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Signature of the External Examiner

  
01/06/22

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**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

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**RAJAH SERFOJI GOVERNMENT COLLEGE**

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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

*31/5/22*  
H.O.D. of Commerce,  
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THANJAVUR-5.

Signature of the External Examiner



*01/06/22*



**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

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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 CUSTOMER SATISFACTION TOWARDS JIO SIM IN THANJAVUR CITY", by P.DIVYA (Reg.No. 20PC05715) 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

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

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**REG.NO.20PC05716**

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**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

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DATE: 31.5.22

**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

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**MASTER OF COMMERCE**

Submitted by

**M. GAYATHRI**

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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 "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.

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Signature of the Head of the Department

*[Signature]* H.O.D. of Commerce.  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

Signature of the External Examiner

*[Signature]*

Signature of the Guide

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Dr. J. KANNIAN,  
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Asst. Professor & Head  
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**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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**ASSISTANT PROFESSOR**



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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 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

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

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Signature of the External Examiner



**A STUDY ON CUSTOMER SATISFACTION OF REDMI PHONES  
THANJAVUR**

Project submitted to

**RAJAH SERFOJI GOVT. COLLEGE (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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**MAY- 2022**



**Dr.V.BUVANESWARAN,**

Assistance Professor,

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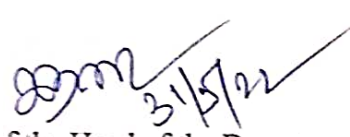
Thanjavur-613 005

DATE: 28/05/22

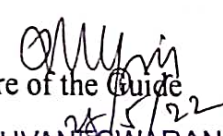
### CERTIFICATE

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 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

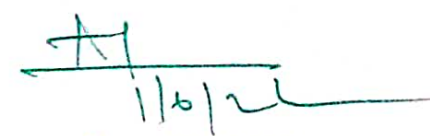
  
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Dr. V. BUVANESWARAN  
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Assistant Professor and Research Adviser  
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Dr. J. KANNAN,  
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Asst. Professor & Head  
P.G. & Research Department of Commerce  
M.R. Govt. Arts College, Tiruvidyuthi - 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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Under the guidance of

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**(AUTONOMOUS)**

**THANJAVUR-613005**

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

Assistant Professor,

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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 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

*[Signature]*  
H.O.D. of Commerce,  
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Signature of the Guide

*[Signature]*  
Dr. S. ADAIKALA CHARLES, Ph. D.,  
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Dr. J. KANNAN,  
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**A STUDY ON THE EFFICIENCY OF DISTRIBUTION ON  
CADBURY'S CHOCOLATE 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

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**Assistance Professor**



**PG & RESEARCH DEPARTMENT OF COMMERCE  
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Assistant professor,

PG Research Department of commerce,

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Thanjavur-613005

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This is to certify that this dissertation has been done under my supervision and guidance. The project entitled "A STUDY ON THE EFFICIENCY OF DISTRIBUTION ON CADBURY'S CHOCOLATE 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



Signature of the Guide

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P.G. & Research Dept. of Commerce  
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Signature of the External Examiner

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**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.20PC05722**

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**Asst PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**



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Rajah Serfoji Government College (Autonomous),  
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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 "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.

31/5/22

Signature of the Head of the Department

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

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**MAY-2022**

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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.

Signature of the Head of the Department


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



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE  
(AUTONOMOUS)**

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**MAY-2022**

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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

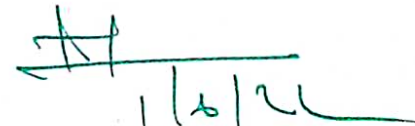
  
H.O.D. of Commerce,  
Rajah Serfoji Govt. College  
THANJAVUR-613 005

Signature of the External Examiner

Signature of the Guide  
Dr. V. BUVANESWARAN

M.Com., M.B.A., M.Phil., B.G.L., PGDCA, Ph.D.,  
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Dr. J. KANNAN,  
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**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**

**MAY-2022**



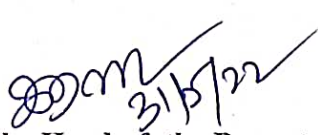
Dr.R.P.RAMESH, M.Com., M.Phil., MBA., M.Sc., PGDCA., Ph.D.,  
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Thanjavur-613005

DATE: 31.5.22

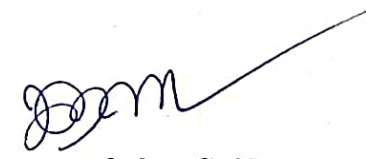
### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON 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.

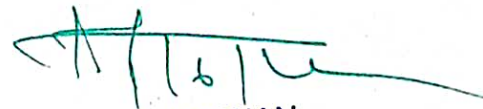
Signature of the Head of the Department

  
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Dr. R.P. RAMESH,  
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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**

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

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 "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.



Signature of the Head of the Department

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**Rajah Serfoji Govt. College**  
**THANJAVUR-613 005**

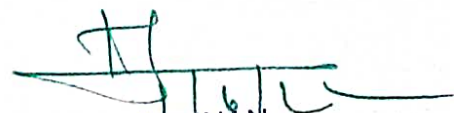


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**A STUDY ON ADVERTISING STRATEGY OF SAMSUNG MOBILES IN  
THANJAVUR CITY**

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

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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 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.

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**Signature of the Head of the Department**

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**Dr. R.RAJASEKARAN,**  
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**A STUDY ON CUSTOMER SATISFACTION OF PUNNIYAMOORTH  
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 : 20PC05728**

Under the Guidance of

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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613 005**

**MAY-2022**



**Dr. V. BUVANESWARAN,**

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Thanjavur - 613005.

DATE :- 23/05/2022

### 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 PUNNIYAMOORTHY 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.

Signature of the Guide

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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

**M. SOWMIYA**

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DATE: 31.05.2022

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This is to certify that project work has been done under my supervision and guidance. The project work entitled "A STUDY ON CONSUMER SATISFACATION TOWARDS HIMALAYA PRODUCTS IN THANJAVUR CITY", by M. SOWMIYA (Reg.No. 20PCO5729) 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

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Rajah Serfoji Govt. College  
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**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE  
SHOPPING 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

**N.SUDHA**

Reg.No. 20PCO5731

Under the guidance of

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**ASSISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY-2022**

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Assistant Professor,

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Thanjavur-613005

DATE: 25.5.22

### CERTIFICATE

This is to certify that project work has been done under my supervision and guidance . The project work entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN THANJAVUR CITY" , by N.SUDHA (Reg.No. 20PCO5731 ) 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]*  
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Signature of the Guide

*[Signature]* 25/05/2022  
Dr.R.SWAMINATHAN  
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Signature of the External Examiner



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Dr. J. KANNAN,  
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Asst. Professor & Head  
PG & Research Department of Commerce  
M.R. Govt. Arts College, Kargudi - 614 001.



**A STUDY ON MARKETING POWER ON TOUGH CONSUMER IN  
ROYAL ENFIELD 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 the award of the degree of

**MASTER OF COMMERCE**

Submitted by

**S.THENMOZHI**

Reg.No. 20PCO5732

Under the guidance of

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**ASSISTANT PROFESSOR**



**PG AND 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.,

Assistant Professor,

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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 MARKETING POWER ON TOUGH CONSUMER IN ROYAL ENFIELD IN THANJAVUR" , by S.THENMOZHI (Reg.No. 20PCO5732 ) 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

*Dr. R. Rajasekaran*  
31/5/22  
H.O.D. of Commerce  
Rajah Serfoji Govt. College  
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Signature of the External Examiner

Signature of the Guide

*Dr. R. Rajasekaran*  
Dr. R.RAJASEKARAN,  
M.Com., M.Phil., MBA., B.Ed., Ph.D.,  
ASSISTANT PROFESSOR,  
PG & Research Department of Commerce,  
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*Dr. J. Kannan*  
Dr. J. KANNAN,  
M.C.S., M.Com., M.B.A., M.Phil., PGDCA, CLIS, D.Ted., Ph.D.,  
Asst. Professor & Head  
PG & Research Department of Commerce  
M.R. Govt. Arts College, Mannargudi - 614 001.

# **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)**

In partial fulfillment of the requirements

For the award of the degree of

**MASTER OF COMMERCE**

Submitted by

**K. VEERAMMAL**

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Under the guidance of

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**ASSISTANT PROFESSOR**



**PG AND RESEARCH DEPARTMENT OF COMMERCE.**

**RAJAH SERFOJI GOVERNMENT COLLEGE**

**(AUTONOMOUS)**

**THANJAVUR-613005**

**MAY - 2022**

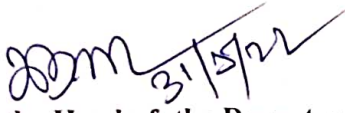



Dr. C. PALANICHAMY, M.Com., M.Phil., Ph.D.,  
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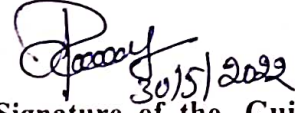
DATE: 30-05-2022

### 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 TOWARDS TOOTHPASTE IN THANJAVUR CITY", by K. VEERAMMAL (Reg.No. 20PCO5733) 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

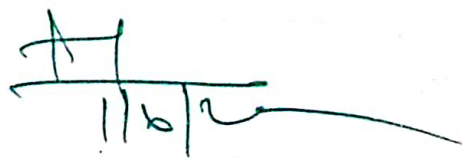
  
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