

“Online Advertising”

A Mini Project Submitted to

DON BOSCO COLLEGE OF ARTS & SCIENCE, KEELA ERAL

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the Requirement for the award degree of

BACHELOR OF COMMERCE

Submitted By

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UNDER THE SUPERVISION OF

Mr.GKARTHIK., M.Com., M.Phil.

Assistant Professor in Department of Commerce



DEPARTMENT OF COMMERCE

DON BOSCO COLLEGE OF ARTS & SCIENCE KEELA ERAL

(Affiliated to Manonmaniam Sundaranar University, Thirunelveli)

APRIL – 2019

Mr.G.KARTHIK,M.Com,M.Phil,
ASSISTANT PROFESSOR IN COMMERCE ,
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DON
KEELA ERAL,
THOOTHUKUDI DIST - 628

908

Certificate

This is to certified that this mini project report titled STUDENT ATTITUDE IN ONLINE ADVERTISING is the bonafide work of the students in partial fulfillment of the requirement for the degree of Bachelor of Commerce in Don Bosco College of arts and science,keelaeral. It is bonafide record of field work carried out by them under my guidance and supervision during the period 2018-2019.

It is further certified that this mini project report has not been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.

signature of the head of the department

Mr.M.PRABHU.,M.Com,B.Ed,M.Phil,MBA,Ph.D

Head of the Department of Commerce,

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Signature of the faculty guide

Mr.G.KARTHIK,M.Com,M.Phil,

Assistant professor in commerce ,

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Keela Eral

PLACE : Keela Eral

DATE : 8/4/2019

EXTERNAL EXAMINERS

1.

2.

9/4/19
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P. V. V. 09/04/19

(P. V. V. V. V.)

DECLARATION

I declare that this Mini project works entitled, "**Online Advertising**"
Submitted to DON BOSCO COLLEGE OF ARTS & SCIENCE KEELA ERAL Affiliated to
Manonmaniam Sundaranar University, Thirunelveli in partial fulfillment of the
requirement for the degree **BACHELOR OF COMMERCE** is record of original work
done under the guidance and supervision of

Mr.G.karthik.,M.Com.,M.Phil., Assistant professor in department of
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original work and fresh work.

Place:Keela Eral

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Date : 8/4/2019.

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S. John ...
J. Maria ...
M. ...
S. ...

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**“A STUDY ON CONSUMER’S ATTITUDE TOWARDS
INATANT COFFEE”**

A Mini Project Submitted To
DON BOSCO COLLEGE OF ARTS & SCIENCE, KEELA ERAL

Affiliated To

MANONMANIAM SUNDAR UNIVERSITY, TIRUNELVELI

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

BACHELAR OF COMMERCE

By

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**UNDER THE SUPERVISION OF
METILDA INDIRA., M.com. M.phil.,**



**DEPARTMENT OF COMMERCE
DON BOSCO COLLEGE OF ARTS AND SCIENCE**

KEELA ERAL

NOVEMBER-2019

Mrs.A.Metilda Indira.M.com,M.phil,
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KEELA ERAL.

CERTIFICATE

This is to certified that entitled "INSTANT COFFEE" being submitted by A.antonyiswarya,k.mahalakshmi,A.stellaruby,m.vinitha students of B.COM degree course of commerce, Don Bosco College of Arts and Science, Affiliated to manonmaniam sundaranar university, tirunelveli, is a bonafied record of work carried out under my guidance and supervision during the period 2019&2020

It further that to the best of my knowledge, this project report of any other part therefore has not been submitted in this university or elsewhere for any other degree or diploma.

Signature of the head of the department
Mr.M.PRABHU,M.COM.,M.Phil.,MBA.(ph.D)
Head of the department of commerce,
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Don Bosco College Of Arts And Science
Keelaeral

Place: keela eral

Date:

EXTERNAL EXAMINERS

1. 24/10/19.
- 2.

DECLARATION

I declare this mini project entitled STUDY ON CONSUMERS'S ATTITUDE TOWARDS INSTANT COFFEE submitted to don Bosco college of arts and science , keela eral affiliated to manonmaniam sundaranar university, tirunelveli in partial fulfillment of the requirement for the degree of **BACHELOR OF COMMERCE** is record of original work done under the guidance and supervision of **Mrs.Mettilda indra., M.com.,M.Phil** department of commerce, Don Bosco college of arts and science , keela eral and it's my original work and fresh work.

Place: keelaeral

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K. Mahalakshmi

A. Stella Ruby.

M. Vinietha

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**A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUTS AND ITS
PERCEPTION AMONG WOMEN**

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

By

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Under the Guidance and Supervision of
Dr.T.PONCEELIA,M.Com., M.Phil., M.ED., Ph.D.,



DEPARTMENT OF COMMERCE

DON BOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL

JAN - 2022

December - 2021

Mrs. DR.T. PONCEELIA , M.Com., M.Phil., M.Ed., Ph.D.,

Assistant professor

Department of commerce,

Don Bosco college of Arts and science, Keela Eral

CERTIFICATE

This is certificate that this Mini project report titled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUTS AND ITS PERCEPTION AMONG WOMEN**” is the bonafide work of the students in partial Fulfillment of the requirement for the degree of bachelor of commerce in Don Bosco College of Arts and Science, Keela Eral. It is bonafide record or field carried out by them under my guidance and supervision during the period 2021-2022.

It is further certificate that this Mini project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.

Signature of the Head of the Department

Mr. M. PRABHU, M.Com., M.Com(F&C),

B.Ed., M.Phil., MBA., Ph.D.,

Assistant Professor & HOD Department

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Signature of the supervisor

DR.T. PONCEELIA, M.Com., M.Phil.,

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Commerce,

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Keela Eral.

Place:

Date:

External Examiners

DECLARATION

We hereby declare that the project entitled “ **A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUCTS AND ITS PERCEPTION AMONG WOMEN**” submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place;

Signature of the candidate

Date:

ACKNOWLEDGEMENT

We express my sincere thanks to the **Secretary and Principal** for providing necessary facilities in Department and Library for my research work.

We deliver It is a rare privilege to do research under the supervision of my guide and head. Department of Commerce **Mr. M.Prabhu M.Com., B.Ed., M.Phil., MBA., (Ph.D)** who are my sources of inspiration, first and foremost person to be bestowed with gratitude

It is our duty to thank my **Respondents** for their patience and response to undertake the research work without interruption

CHAPTERIZATION

CHAPTER	TITLE	PAGE NO
I	Introduction	1
II	Profile of the study	10
III	Analysis and interpretation	19
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Annexure-1	Questionnaire	63

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUTS AND ITS
PERCEPTION AMONG WOMEN**

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

By

20192041301221	KANAGARATHI. K
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DEPARTMENT OF COMMERCE

DON BOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL

JAN - 2022

December - 2021

Mrs. DR.T. PONCEELIA , M.Com., M.Phil., M.Ed., Ph.D.,

Assistant professor

Department of commerce,

Don Bosco college of Arts and science, Keela Eral

CERTIFICATE

This is certificate that this Mini project report titled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUTS AND ITS PERCEPTION AMONG WOMEN**” is the bonafide work of the students in partial Fulfillment of the requirement for the degree of bachelor of commerce in Don Bosco College of Arts and Science, Keela Eral. It is bonafide record or field carried out by them under my guidance and supervision during the period 2021-2022.

It is further certificate that this Mini project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.

Signature of the Head of the Department

Mr. M. PRABHU, M.Com., M.Com(F&C),

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Keela Eral.

Place:

Date:

External Examiners

DECLARATION

We hereby declare that the project entitled “ **A STUDY ON CONSUMER BEHAVIOUR TOWARDS LAKME PRODUCTS AND ITS PERCEPTION AMONG WOMEN**” submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place;

Signature of the candidate

Date:

ACKNOWLEDGEMENT

We express my sincere thanks to the **Secretary and Principal** for providing necessary facilities in Department and Library for my research work.

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Annexure-1	Questionnaire	63

A STUDY ON USAGE OF INSTANT COOKING FOOD PRODUCTS AT KOVILPATTI TOWN

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

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KEELA ERAL

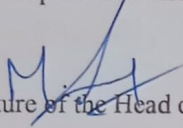
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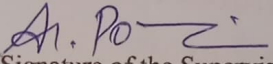
CERTIFICATE

This is certificate that this Mini Project report titled "**A STUDY ON USAGE OF INSTANT COOKING FOOD PRODUCTS AT KOVILPATTI TOWN**" is the bonafide work of the students in partial fulfillment of the requirement for the degree of **Bachelor of Commerce** in **Don Bosco College of Arts and Science, Keela Eral**. It is bonafide record or field carried out by them under my guidance and supervision during the period 2020.-2021

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.


Signature of the Head of the Department

Mr. M. PRABHU,
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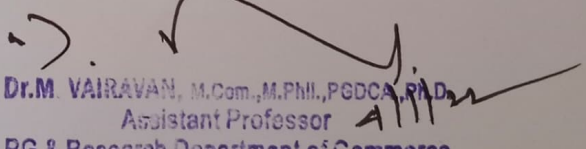

Signature of the Supervisor

Mrs.A.PONMANI
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Assistant Professor
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Place: *Keela Eral*

Date: *04/01/2022*

External Examiners


Dr.M. VAIRAVAN, M.Com., M.Phil., PGDCA, Ph.D.
Assistant Professor
PG & Research Department of Commerce
G. Venkataswamy Naidu College
Kovilpatti - 628 502.

DECLARATION

We hereby declare that the project entitled "A STUDY ON USAGE OF INSTANT COOKING FOOD PRODUCTS AT KOVILPATTI TOWN" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place: Kocla Erad
Date: 04, 01, 2022

Signature of the Candidate

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K. Pandi Priya
K. Saradha

**“A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION
TOWARDS E-WALLET IN THOOTHUKUDI”**

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted By

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Under the Guidance and Supervision of

Ms. S.EBZIBA, M.Com., M.Phil.,(Ph.D).



DEPARTMENT OF COMMERCE

DONBOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL

DECEMBER– 2021

Ms. S.EBZIBA, M.Com., M.Phil.,(Ph.D).

Assistant Professor

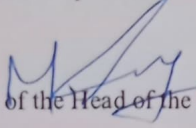
Department of Commerce,

Don Bosco College of Arts and Science, Keela Eral .

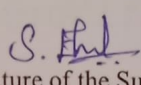
CERTIFICATE

This is certificate that this Mini Project report titled “A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS E-WALLET IN THOOTHUKUDI” is the bonafide work of the students in partial fulfillment of the requirement for the degree of Bachelor of Commerce in Don Bosco College of Arts and Science, Keela Eral. It is bonafide record or field carried out by them under my guidance and supervision during the period 2021.-2022

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.


Signature of the Head of the Department

Mr. M. PRABHU,
M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D),
Assistant Professor & HOD,
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Don Bosco College of Arts and Science,
Keela Eral .

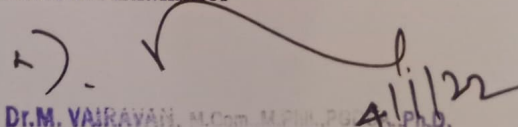

Signature of the Supervisor

Ms.S.EBZIBA,
M.Com., M.Phil., (Ph.D).
Assistant Professor,
Department of Commerce
Don Bosco College of Arts and Science,
Keela Eral .

Place: keela Eral

Date: 04/01/2022

External Examiner


Dr.M. VAIRAVAN, M.Com. M.Phil., PG., Ph.D.
Assistant Professor
PG & Research Department of Commerce
G. Venkataswamy Naidu College
Kovilpatil - 628 502.

DECLARATION

We hereby declare that the project entitled "A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS E-WALLET IN THOOTHUKUDI" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Signature of the Candidates

Place: Keela Eral

Date: 04/01/2022

J. AROCKIA JEYA SUDHA

M. BHUVANESWARI

R. GOPIKA ISWARYA

M. GOWRI

M. SANGARA GOMATHI

ACKNOWLEDGEMENT

We express our sincere thanks to our Rector & Secretary **Rev. Fr. Dr. S. VICTOR ANTONY RAJ SDB, B.Sc., S.T.L., Ph.D** and our principal **Rev.Fr.Dr.A. S. JOSEPH CHARLES MCA., NET, SET, Ph.D** for providing necessary facilities in the department and library for my research work.

It is my real pleasure to extend my thanks to the Head of the department **Mr. M. PRABHU, M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D)** for his encouragement and guidance.

We deliver it is a rare privilege to do research under the supervision of my guide **Ms. S.EBZIBA, M.COM., M.Phil.,(Ph.D)** who is our sources of inspiration. First and foremost person to be best owed with gratitude.

Finally, it is our duty to thank my respondents for their patience and response to undertake the research work without interruption.

Place: Keela Eral

Date: 04/01/2022

-RESEARCH TEAM

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**“ CUSTOMER’S SATISFACTION TOWARDS FECG PRODUCTION
ETTAYAPURAM TALUK”**

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

By

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Under the Guidance and Supervision of



Mr.M.PRABHU,M.Com., M.Phil.,(Ph.D).

**DEPARTMENT OF COMMERCE
DON BOSCO COLLEGE OF ARTS AND SCIENCE**

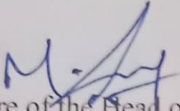
KEELA ERAL

NOVEMBER – 2021

CERTIFICATE

This is certificate that this Mini Project report titled "CUSTOMER'S SATISFACTION TOWARDS FECG PRODUCTION ETTAYAPURAM TALUK" is the bonafide work of the students in partial fulfillment of the requirement for the degree of Bachelor of Commerce in Don Bosco College of Arts and Science, Keela Eral. It is bonafide record or field carried out by them under my guidance and supervision during the period 2021-2022.

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.



Signature of the Head of the Department

Mr. M. PRABHU,

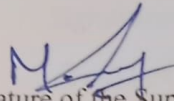
M.Com.,(F&C),B.Ed.,M.Phil.,MBA.,(Ph.D).

Assistant Professor & HOD Department
of Commerce,

Don Bosco College of Arts and Science,
Keela Eral .

Place :

Date :



Signature of the Supervisor

Mr.M.Prabhu

M.Com.,(F&C),B.Ed.,M.Phil.,MBA.,(Ph.D).

Assistant Professor

Department of Commerce,

Don Bosco College of Arts and Science,
Keela Eral.

External Examination



4/1/22

Dr. M. VAIRAVAN, M.Com.,M.Phil.,PGDCA.,Ph.D.

Assistant Professor

PG & Research Department of Commerce

G. Venkataswamy Naidu College

Kovilpatti - 628 502.

DECLARATION

We hereby declare that the project entitled "CUSTOMER'S SATISFACTION TOWARDS FECG PRODUCTION ETTAYAPURAL TALUK" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place: Keela eral

Date: 4/1/2022

Signature of the Candidate

A. Abdul kaboov

A. Ajith Kumar

G. Akash

A. Antony

A. Antony Siluval mahesh

ELECTRONIC BANKING - AN OVERVIEW

A Mini Project report submitted to MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

By

G.PRAMILA JOY - 15151270

Under the Guidance and Supervision of

M.PRABHU, M.Com., M.Com (F&C), B.Ed., M.Phil., MBA.,(Ph.D).,



DEPARTMENT OF COMMERCE

DONBOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL

MARCH - 2021

Mr. M. PRABHU, M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D).,

Assistant Professor & HOD

Department of Commerce,

Don Bosco College of Arts and Science,

KeelaEral.

CERTIFICATE

This is certificate that this Mini Project report titled "**ELECTRONIC BANKING – AN OVERVIEW**" is the bonafide work of the students in partial fulfillment of the requirement for the degree of **Bachelor of Commerce** in **Don Bosco College of Arts and Science, KeelaEral**. It is bonafide record or field carried out by them under my guidance and supervision during the period 2020-2021.

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Signature of the Head of the Department

Mr. M. PRABHU,

M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D).,

Assistant Professor & HOD

Department of Commerce,

Don Bosco College of Arts and Science,

KeelaEral .

Signature of the Supervisor

Mr. M. PRABHU,

M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D).,

Assistant Professor & HOD

Department of Commerce,

Don Bosco College of Arts and Science,

KeelaEral .

Place:

External Examiners

Date:

DECLARATION

We hereby declare that the project entitled titled "**ELECTRONIC BANKING – AN OVERVIEW**" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similititles.

G. Pramila Joy.
Signature of the
Candidate

Place: *Keelazhal.*

Date:

A STUDY ON STANDARD OF LIVING OF FISHERMEN AT THOOTHUKUDI

Project report submitted to **MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI** in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

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Under the Guidance and Supervision of

T. MANUEL INFANY, M.Com., MBA, NET



DEPARTMENT OF COMMERCE

DONBOSCO COLLEGE OF ARTS AND SCIENCE

KEELA ERAL

MARCH – 2021

Ms. T. MANUEL INFANY, M.Com., MBA, NET

Assistant Professor

Department of Commerce,

Don Bosco College of Arts and Science,

Keela Eral .

CERTIFICATE

This is certificate that this Mini Project report titled "**A STUDY ON STANDARD OF LIVING OF FISHERMEN AT THOOTHUKUDI**" is the bonafide work of the students in partial fulfillment of the requirement for the degree of **Bachelor of Commerce** in **Don Bosco College of Arts and Science, Keela Eral**. It is bonafide record or field carried out by them under my guidance and supervision during the period 2019-2020.

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.

Signature of the Head of the Department

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Date:

External Examiners

DECLARATION

We hereby declare that the project entitled titled "A STUDY ON STANDARD OF LIVING OF FISHERMEN AT THOOTHUKUDI" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place: *Keela Eral*

Date: *30/3/21*

Signature of the Candidate

ASTUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS
TELEVISION IN THOOTHUKUDI CITY

A Mini Project report submitted to
MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI

in partial fulfillment of the requirements for the award of the
degree of

BACHELOR OF COMMERCE

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CERTIFICATE

This is to certified that entitle A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS TELEVISION IN THOOTHUKUDI CITY being submitted P.SHIFONIA, M.RAJADEVI, M.RATHIKA, S.RUBINI E.SARANYA by students of B.COM degree course of commerce, Don Bosco College of Arts and Science, Affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a bonafied record of work carried out under my guidance and super- -vision during the period 2020 - 2021

is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.

Signature of the Head of the Department

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M. Shifonia .T /30/3/21

DECLARATION

We hereby declare that the project entitled titled "A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS TELEVISION IN THOOTHUKUDI CITY submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

P. S. Jy

M. Rajadevi

M. Rathika

Rubini S

F. Satyanji

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Date: 30/3/2021

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**"SUSTAINABILITY OF WOMEN ENTREPRENEURS IN TAILORING BUSINESS
WITH REFERENCE TO THOOTHUKUDI"**

A Mini Project report submitted to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted By

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DEPARTMENT OF COMMERCE

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DECEMBER- 2021

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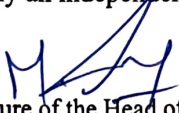
Department of Commerce,

Don Bosco College of Arts and Science, Keela Eral .

CERTIFICATE

This is certificate that this Mini Project report titled **“Sustainability of Women Entrepreneurs in Tailoring Business with reference to Thoothukudi”** is the bonafide work of the students in partial fulfillment of the requirement for the degree of **Bachelor of Commerce** in **Don Bosco College of Arts and Science, Keela Eral**. It is bonafide record or field carried out by them under my guidance and supervision during the period 2021.-2022

It is further certified that this Mini Project report has been submitted in this university or elsewhere for any other degree to the best of my knowledge. This project report represents entirely an independent work on the part of the candidate.



Signature of the Head of the Department

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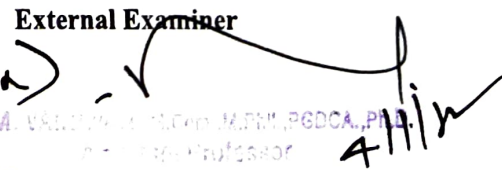
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External Examiner



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DECLARATION

We hereby declare that the project entitled "Sustainability of Women Entrepreneurs In Tailoring Business with reference to Thoothukudi" submitted for the award of the degree of Bachelor of Commerce is our original work and no part of project has been submitted for the award of any degree, Diploma and fellowship or other similar titles.

Place: Keela Eral

Date: 4/1/2022

Signature of the Candidates

In Witness Whereof

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M. Megalini

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ACKNOWLEDGEMENT

We express our sincere thanks to our Rector & Secretary **Rev. Fr. Dr. S. VICTOR ANTONY RAJ SDB, B.Sc., S.T.L., Ph.D** and our principal **Rev.Fr.Dr.A. S. JOSEPH CHARLES MCA., NET, SET, Ph.D** for providing necessary facilities in the department and library for my research work.

It is my real pleasure to extend my thanks to the Head of the department **Mr. M. PRABHU, M.Com., M.Com (F&C), B.Ed., M.Phil., MBA., (Ph.D)** for his encouragement and guidance.

We deliver it is a rare privilege to do research under the supervision of my guide **Ms. S.EBZIBA, M.COM., M.Phil.,(Ph.D)** who is our sources of inspiration. First and foremost person to be best owed with gratitude.

Finally, it is our duty to thank my respondents for their patience and response to undertake the research work without interruption.

Place: Keela Eral

Date: 4/1/2022

-RESEARCH TEAM

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