

Project Details 2022 - 2023

Program Name: B.B.A - Program Code: U08

S.No	List of Students	Project Title	Place of Work	Duration
1	Thilagavathy.S	A Study On Influencing of Customer Relationship Management [with Special Reference to City Super Market]	City Super Market Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
2	Aabidha. I	A Study On Inventory Control and Profit Maximization in S S Thermo Wagon Industry, Tirupattur	SS Thermo Wagon Industries Tirupattur	1.2.2023 to 11.5.2023 Fifteen Days
3	Abinaya. A Study On Customer Perception and Satisfaction towards Vel Murugan Super Market at Ambur		Vel Murugan Super Market At Ambur	1.2.2023 to 11.5.2023 Fifteen Days
4	Ahbi. K	A Study on Consumer Behaviour towards City Super Market	City Super Market vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
5	Archana	A Study on Model Preference by Consumers Towards Hero Two- Wheelers at Jeeven Motors Limited.	Hero Two- Wheeler In Jeeven Motors Limited.Ambur	1.2.2023 to 11.5.2023 Fifteen Days
6 Ashraf Begam. A		A Study on Preservation Process of Fruits In Jadli India Pvt. Limted	Jadli India Private Limtedandrapre desh	1.2.2023 to 11.5.2023 Fifteen Days
7 Ayman Fathima. K		K Environment on Job Satisfaction		1.2.2023 to 11.5.2023 Fifteen Days

8	Aysheya Thabasum	A Study on Quality Control and Improvement Practices with Special Reference To Jadli	Jadli Foods India Private Limited	1.2.2023 to 11.5.2023
		Foods India Private Limited	Company Andra Pradesh	Fifteen Days
9	Emily Sharmila. H	A Study on Jewellery Buying Preference among Consumer in JCR Jewellery Shop, Vaniyambadi.	JCR Jewellery Shop At Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
10	Fathima Asfiya.	A Study on Awareness of Islamic Banking Products and Service with Special Reference to Janseva Co-operative Credit Society Limited	Islamic Banking Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
11	Gandhimathi. D			1.2.2023 to 11.5.2023 Fifteen Days
12	Harshini	A Study on Factors Affecting the Development Of Primary Agricultural Co-operative Credit Society	Development Of Primary Agricultural Co- Operative Credit Society Vinnamangalam 1.2.2023 11.5.202 Fifteen D	
13	Hidaya. C	A Study On Loan and Advances in Co-Operative Urban Bank	Co-Operative Urban Bank Pernambut	1.2.2023 to 11.5.2023 Fifteen Days
14	Madeeha Fathima. S	A Study on Impact of Production Planning And Control with Special Reference At Maha Cauvery Exports.	Maha Cavery Exports,Chennai	1.2.2023 to 11.5.2023 Fifteen Days
15	Meera	A Study on Attitude and Behaviour of Rural Consumers Towards Jcr at Vaniyambadi	JCR- Jewellery Shop At Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
16	Mohsin Taj.R	A Study on Marketing Strategy Of Maha Cauvery Stainless Steel	Maha Cavery Stainless Steels Chennai	1.2.2023 to 11.5.2023 Fifteen Days

17	Mumina Firdose. N	A Study on Job Satisfaction of Employees at Q-Codes Infotech	Q-codes Infotech Vellore	1.2.2023 to 11.5.2023 Fifteen Days	
18	Nandhini. G	A Study on Health and Safety Measures among Employees	Kethandapatti Co-Operative Limited	1.2.2023 to 11.5.2023 Fifteen Days	
19	Naziya Begum. A	A Study on Effectiveness of Grievances Handling System, White House	White House Chennai	1.2.2023 to 11.5.2023 Fifteen Days	
20	Niha Kouser. M	Leadership Style and Their Impact on Employees Productivity towards Hyse Placement Services Private Limited, Chennai.	Hyse Placement Services Private Limited Chennai	1.2.2023 to 11.5.2023 Fifteen Days	
21	Nirosha	A Study on Leadership Style and its Implications on Workplace Relationship with Special Reference to Naidu Hall	Naidu Hall Ambur	1.2.2023 to 11.5.2023 Fifteen Days	
22	Rameeza. A	A Study On Worklife Balance of Women Employees At Farida Shoes Private Limited	Farida Shoes Private Limited Ambur	1.2.2023 to 11.5.2023 Fifteen Days	
23	Reema Askiya. A Study on Brand Awareness of Consumer Towards Samsung Electronics with Special Reference Darling Showroom a Vaniyambadi		Showroom At Vaniyambadi 11.5.2023		
24	Reshma. M	A Study On Preference And Usage Of Rack Oven In Bakery With Special Reference To SS Thermo Wagon Industries.	SS Thermo Wagon Industries, Tirupattur	1.2.2023 to 11.5.2023 Fifteen Days	
25	Revathi. B	A Study On Customer Brand Preference Towards Mobile Phones In Sathya Agencies	Sathya Agencies Ambur	1.2.2023 to 11.5.2023 Fifteen Days	

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26	Rida Anam. P	A Study On Motivation And	Farida Shoes	1.2.2023 to
20	Total / Illam, 1	Employee Productivity At Farida Shoes Private Limited	Private Limited Ambur	11.5.2023
				Fifteen Days
27	Ruba Kulsoom.	A Study On Employee Retention	Colan Infotech	1.2.2023 to
	P	And Attrition Strategies At Colan Infotech Private Limited	Private Limited Chennai	11.5.2023
				Fifteen Days
28	Saleela	A Study on Recruitment and	Web Shopify	1.2.2023 to
	Mariyam.N	Selection Process with Special Reference to WebShopify	Chennai	11.5.2023 -
29	Sara Saleeth. A	A Study on Quality of Leather	Hijaz Kuroda	1.2.2023 to
		Gloves Production in Hijaz Kuroda Gloves Company	Gloves	11.5.2023
		Private Limited	Company Private Limited Vaniyambadi	Fifteen Days
30	Shafiya Irfath.C	A Study on Impact of Material	Shafiya	1.2.2023 to
		Management in the Productivity of an Organization	Leather's Ambur	11.5.2023
		of all Organization		Fifteen Days
31	Shareekha	A Study an Challenges of	Hyse Software	1.2.2023 to
	Affreen	Corporate /Social Responsibility in MNC at Hyse Placement	Development,C hennai	11.5.2023
		Services Private Ltd.	nemai	Fifteen Days
32	Sharmila.C	A Sudy on Consumer Behaviour	Darling	1.2.2023 to
		Toward LG Electronic Goods in Darling Showroom,	Showroom, Vaniyambadi	11.5.2023
		Vaniyambadi	vaniyambadi	Fifteen Days
33	Shibya Adain.	A Study on Organisational	Hijaz Kuroda	1.2.2023 to
	S.T	Culture and its Impact on Employees Behaviour at Hijaz	Gloves Private Limited. Vaniya	11.5.2023
		Kuroda Gloves Private Limited.	mbadi	Fifteen Days
34	Surya	A Study on Impact of	Sathya Agencies	1.2.2023 to
		Advertisement on Consumer	Ambur	11.5.2023
		Buying Behaviour with Special Reference to Sathya Agencies		Fifteen Days
35	Syed Yusra	A Study on Natural Dyes and its	Annai Dyes And	1.2.2023 to
	Sameen	application with Special	Colours	11.5.2023
1 A A	MAH W	Reference "Annai Dyes and Colours" at Vaniyambadi	Vaniyambadi	Fifteen Days

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36	Tamilselvi	A Study on Tannery Effluent Treatment- Overview at Vanitec Private Limited	Vanitec Private Limited Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
37	Vinodhini. S	A Study on Work Environment on Employees Performance	Kethandapatti Co-Operative Sugar Mill Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
38	Yuthiciga. S	A Study on Employee Welfare and Safety Measures in Naidu Hall With Special Reference to Women Employees	Naidu Hall ,Ambur	1.2.2023 to 11.5.2023 Fifteen Days
39	Zarmain Shadiya. V	A Study on Minimizing Defective Products Through Effective Production Planning and Control at Habeeb Tanning Company	Habeeb Tanning Company Gudiyattam	1.2.2023 to 11.5.2023 Fifteen Days
40	Shobana.K	A Sudy on Labour Welfare Measures and Its Effect on Employees Job Satisfaction with Regarding to Vanitec Private Limited	Vanitec Private Limited Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days



THIRUVALLUVAR UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

DEGREE COURSE CBCS PATTERN

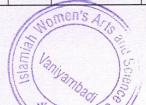
(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

s.NO.		Study Components		ins.			Maximum Marks			
S.NO.	Part	Course T	itle	hrs /week	Credit	Title of the Paper	CIA	Uni. Exam	Total	
		SEMES	TER I							
1.	1	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100	
2.	- 11	English (CE)	Paper-1	6	4	Communicative English I	25	75	100	
3.	111	Core Theory	Paper-1	5	3	Principles of Management	25	75	100	
4.	III	Core Theory	Paper-2	5	3	Business Mathematics & Statistics I	25	75	100	
5.	111	ALLIED -1	Paper-1	6	3	(to choose any 1 out of 3) A. Business Organization B. Principles of Insurance C. Business Ethics	25	75	100	
6.	III	PE	Paper-1	6	3	Professional English I	25	75	100	
7.	IV	Environmental Studies			25	75	100			
				36	22		175	525	700	
		SEMES	TER II				CIA	Uni. Exam	Total	
8.	l	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100	
9.	- 11	English (CE)	Paper-2	4	4	Communicative English I	25	75	100	
10.	111	Core Theory	Paper-3	5	3	Business Environment	25	75	100	
11.	111	Core Theory	Paper-4	5	3	Business Mathematics & Statistics II	25	75	100	
12.	111	ALLIED-1	Paper-2	6	5	(to choose any 1 out of 3) A. Customer Relationship Management B. Principles of Banking System C. Fundamentals of Computer	25	75	100	
13.	III	PE	Paper-2	6	3	Professional English II	25	75	100	
14.	IV	Value Education		2	2	Value Education		75	100	
15.	IV	Soft Skill 2 1 Soft Skill		Soft Skill	25	75	100			
				36	25		200	600	800	



	SEMESTER III		CIA	Uni. Exam	Total				
16.	III	Core Theory	Paper-5	5	4	Production and Materials Management	25	75	100
17.	111	Core Theory	Paper-6	5	4	Financial Accounting	25	75	100
18.	111	Core Theory	Paper-7	5	4	Human Resource Management	25	75	100
19.	III	Core Theory	Paper-8	4	4	Managerial Economics	25	75	100
20.	111	ALLIED-2	Paper-3	6	3	(to choose any 1 out of 3) A. Office Management B. Service Marketing C. Tourism Management		75	100
21.	IV	Skill based Subject	Paper-1	3	2	Business Communication	25	75	100
22.	IV	Non-major elective	Paper-1	2	2 .	Management Concepts	25	75	100
				30	23		175	525	700
								Uni.	
		SEMES	TER IV				CIA	Exam	Total
23.	III	Core Theory	Paper-9	5	4	Organizational Behavior		75	100
24.	III	Core Theory	Paper-10	5	4	Taxation		75	100
25.	III	Core Theory	Papr-11	5	4	Management Accounting		75	100
26.	III	Core Theory	Paper 12	4	4	Operations Research		75	100
27.	111	ALLIED-2	Paper-4	6	5	(to choose any 1 out of 3) A. Retail Management B. Project Management C. Hotel Management		75	100
28.	IV	NMSDC : Digital Skills for Employability	Paper-2	2	2	Office Fundamentals		75	100
29.	IV	Non-major elective	Paper-2	2	2	Training and Development	25	75	100
				30	25		175	525	700
								11:	
		SEMES	TER V				CIA	Uni. Exam	Tota
30.	111	Core Theory	Paper-13	6	4	Marketing Management	25	75	100
31.	III	Core Theory	Paper-14	6	4	Business Law		75	100
32.	111	Core Theory	Paper-15	5	4	Research Methodology	25	75	100
33.	III	Core Theory	Paper-16	5	4	Computer Application in Business	25	75	100
34.	111	Elective	Paper-1	5	3	(To choose any 1 out of 3) A. Industrial Relations and Labour Laws B. Reward Management C. Change Management		75	100
35.	IV	Skill based	Paper-3	3	2	E-Business	25	75	100



		Subject							
				30	21		150	450	600
		SEMES	TER VI				CIA	Uni. Exam	Total
36.	III	Core Theory	Paper-17	6	5	Strategic Management	25	75	100
37.	III	Core Theory	Paper-18	6	5	International Business	25	75	100
38.	111	Core	Paper-19	6	5	Individual Project *Viva-Voce ** Project Report	25*	75**	100
39.	III	Elective	Paper-2	5	3	(to choose any 1 out of 3) A. Financial Management B. Financial Services C. Investment Management	25	75	100
40.	III	Elective	Paper-3	5	3	(to choose any 1 out of 3) A. Marketing Research B. Rural Marketing Management C. Advertising and Sales Management	25	75	100
41.	III	NMSDC: Digital Banking and Audit Essentials for Employability	Paper-4	2	2	Fintech Course	25	75	100
42.	٧	Extension Activities	37.	0	1	Extension Activities	100	0	100
		Total		30	24		150	450	700
					140				4200

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages	2	4	8	100	200
Part II	Communicative English	2	4	8	100	200
Part III	Allied (Odd Semester)	2	3	6	100	200
	Allied (Even Semester)	2	5	10	100	200
	Electives	3	3	9	100	300
	Core	18	(3-5)	70	100	1800
Professional	Professional English	2	3	6	100	- 200
	Compulsory Project (Group/Individual Project)	1	5	5	100	100
Part IV	Environmental Science	1	2 .	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others /NME	2	2	4	100	200
	Skill Based	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
MOM	n's Arts Total	2		140	UI.	4200



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON INFLUENCING OF CUSTOMER RELATIONSHIP MANAGEMENT WITH SPCIAL REFERENCE TO CITY SUPER MARKET!"is a bonafide record done by S,THILAGAVATHI(31217U08072) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. K. INDRA wom., M Phil., PGDCA., B.Ed. SET., PH.D.

Signature of the Guide and Supervision Islamiah Women's Arts And Science College #10 Brass Road New Town, Vanivambadi

Signature of the HOD

Dr. K. INDRA, M Com., M. Phil. PGDCA BEJ SET, Ph.D.

Research Supervisor

Head & Dept. of Business Administration

Submitted for viva-voice examination held on . 11.05:202 30 Breass Road New Town, Vanivan badi Islamiah Women's Arts And Science College

Internal Hyan

M Com. M Phil. PGDCA BEd SET, Ph.D. Research Supervisor Head & Dept. of Business Administration Islamiah Women's Arts And Science College #10 Brass Road New Town, Vanivambadi

> ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE VANIYAMBADI.

Dr.G.DEEPALAKSHMI. M.B.A., M.M.M., M.Phil., Ph.D.,

Assistant Professor & Head, Department of Business Administration har Kesari Jain College for Women ambadi-635 731, Vir. Dt.



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled A STUDY ON INVENTORY CONTROL AND PROFIT MAXIMIZATION IN S S THERMO WAGON INDUSTRY, TIRUPATTUR is a bonafide record done by AABIDHA .I (31220U08001) in partial fulfillment of the award of the degree of Business Administration where the guidance and supervision of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

Signature of the Guide and Supervision

Signatur Month de HOD

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D. Research Supervisor

Head & Dept. of Business Administration Islamiah Women's Arts And Science College

10 B rass Road New Town, Vanivambadi ?

Submitted for viva-voice examination held on...11:05:2023

Internal Examiner

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D Research Supervisor

Head & Dept. of Business Administration
Islamiah Women's Arts And Science College
10 B.:ass Road, New Town, Vanivambadi 2

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AND SCIENCE COLLEGE
VANIYAMBADI

External Examiner

Dr.G.DEEPALAKSHMI,
M.B.A.,M.M.M.M.Phil.,Ph.D.,
Assistant Professor & Head,
Department of Business Administration
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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWORDS VELMURUGAN SUPERMARKET AT AMBUR is a bonafide record done by A. ABINAYA (31220U08002) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of

M. NITHYA., MBA., M. phill SET

Signature of the Guide and Supervision

Dr. K. INDRA.

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D.

Research Supervisor

Head & Dept. of Business Administration

Submitted for viva-voice examination held on. Islamiah Women's Assa Science College # 10 B. Lass Road New Town, Vanivampagi

Research Supervisor

Head & Dept. of Business Administration Islamiah Women's Arts And Science College

10 B . AS RIVER TOWN, Vanivambadi

M.B.A. M.M.M. M.Phil Ph.D Assistant/Professor & Head. Departme Administration Marudh PRINCIPALIN College for Women SLAMIAH WOMEN'S ARTS 31, VIr. Dt. AND SCIENCE - LLGE VANIYAWBADI.



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS CITY SUPER MARKET" is a bonafide record done by K.AHBI (31220U08003) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S. PRAMILA, MBA, M.Com, M.Phil.

S. Pramila

Signature of the Guide and Supervision

Signat

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D. Research Supervisor

Head & Dept. of Business Administration

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Internal Examin

Dr. K. INDRA.

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D. Research Supervisor

Head & Dept. of Business Administration Islamiah Women's Arts And Science College # 10 Brass Road New Town, Vanivambadi

ISLAMIAH WOMEN'S ARTS AND SCIENCE CULLEGE VANIYAMBADI.

External Examiner

Dr.G.DEEPALAKSHMI. M.B.A., M.M.M. M.Phil., Ph.D.,

Assistant Professor & Head. Department of Business Administration Marudhar Kesari Jain College for Women Vaniyambadi-635 731, VIr. Dt.

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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON MODEL PREFERENCE BY CONSUMERS TOWARDS HERO TWO-WHERE RS IN JEEVEN MOTORS LIMITED" is a bonafide record done by ARCHANA (31220U08005) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,

U. Sliga Smith Signature of the Guide and Supervision

Research Supervisor Head & Dept. of Business Administration Islamiah Women's Arts And Science College

10 B.cass Road New Town, Vanivambadi ?

Submitted for viva-voice examination held on 11,05.2023

Nomen

Internal I

M Com., M. Phil., PGDCA, B Ed., SET., Ph.D

Research Supervisor Head & Dept. of Business Administration slamiah Women's Arts And Science College 10 Broass Road, New Town, Vanivambadi, 7

ISLAMAH WOMEN'S ARTS AND SCIENCE COLLEGE VANIYAMBADI.

Dr.G.DEEPALAKSHMI, M.B.A.,M.M.M.,M.Phil.,Ph.D., Assistant Professor & Head Department of Business Administration Marudhar Kesari Jain College for Wood



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON PRESERVATION PROCESS OF FRUITS IN JADLI INDIA PVT. is a bonafide record done by A. ASHRAF LIMITED" (30220U08006)in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D MBA.,

Signature of the Guide and Supervision

Dr. K. INDRA. M Com., M Phil., PGDCA, B Ed., SET., Ph.D.

Research Supervisor

Head & Dept. of Business Administration Submitted for viva-voice examination held on ... !!! . 05 .. 2 @ An Women's Arts And Science Colle # 10 B. cass Road New Town, Vanivambadi

Internal Examiner

Wome

Dr. K. INDRA, M Com., M.Phil., PGDCA, B Ed., SET., Ph.D Research Supervisor Head & Dept. of Business Administration Islamiah Women's Arts And Science College

10 B cass Road New Town, Vanivambadi ?

ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE VANIYAMBADI.

Dr.G.DEEPALAKSHMI, M.B.A.,M.M.M.,M.Phil.,Ph.D., Assistant Professor & Head,

Department of Business Administration Marudhar Kesari Jain College for Women Vaniyambadi-635 731, Vlr. Dt.



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

BONAFIDE CERTIFICATE

This is to certify that the project work titled "A STUDY ON IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION" is a bonafide record done by AYMAN FATHIMA. K (31220U08008) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

Signature of the Guide and Supervisic

Signature of the HOD

Dr. K. INDRA,

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D. Research Supervisor

Head & Dept. of Business Administration

Submitted for viva-voice examination held on. Slslamiah Wemen's Arts And Science College Submitted for viva-voice examination held on. Slslamiah Wemen's Arts And Science College

Internal Examiner

Nomen's

Dr. K. INDRA, N.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.

Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College AMIAH WOMEN'S ARTS

10 B.: ass Road New Town, Vanivambadi AND SCIENCE COLLEGE

VANIYAMBADI.

External Examiner

Dr. G. DEEPALAKSHMI, M.B.A., M.M.M., M. Phil., Ph.D., Assistant Professor & Head, Department of Business Administration Marudhar Kesari Jain College for Women Vaniyambadi-635 731, Vir. Di



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON QUALITY CONTROL AND IMPROVEMENT PRACTICES REFERENCE TO JADLI FOODS INDIA PRIVATE LIMITED" bonafide record done by AYSHEYA THABASUM (31220U08009) in partial fulfillment of the award of the degree of Business Administration under the .NITHYA supervision guidance

MBA MPHILS.E.T

uide and Supervision

Signature of the HOD

M Com., M. Phil., PGDCA, B Ed., SET., Ph.D.

Research Supervisor

Head & Dept. of Business Administration

Submitted for viva-voice examination held on..... Islamiah Women's Arts And Science College
New Town, Vanivambadi 2

Internal Examine

men's A

Dr. K. INDRA, M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D.

Research Supervisor Head & Dept. of Business Administration Islamiah Women's Arts And Science College #10 Brass Road New Town, Vanivambadi ?

ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE VANIYAMBADI.

External Examiner

Dr.G.DEEPALAKSHMI. M.B.A., M.M.M. M. Phil., Ph.D.,

Assistant Professor & Head. Department of Business Administration Marudhar Kesari Jain College for Women Vaniyambadi-635 731, VIr. Dt.



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DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON JEWELLERY BUYING PREFERENCE AMONG CONSUMER IN JCR JEWELLERY SHOP" VANIYAMBADI is a bonafide record done by H.EMILY SHARMILA(31220U08010) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of MS.S. PRAMILA M.B.A, M.PHIL.M.COM

S. Pramila.
Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA, M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D.

Research Supervisor
Head & Dept. of Business Administration

Islamiah Women's Arts And Science College

Submitted for viva-voice examination held on. 1.1./.0.

Internal Examiner

PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.

Dr. K. INDRA,

M Com., M.Phil., PGDCA, B Ed., SET., Ph.D

Research Supervisor

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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "ASTUDY ON AWARENESS OF ISLAMIC BANKING PRODUCTS AND SERVICE WITH SPECIAL REFERENCE TO JANSEVA CO-OPERATIVE CREDIT SOCIETY LIMITED" is a bonafide record don FATHIMA ASFIYA (31220U08011) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,

Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,

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Assistant Professor & Head, Department of Business Administration Marudhar Kesari Jain College for Women Vaniyambadi-635 731, VIr. Di



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BONAFIDE CERTIFICATE

This is certify that the project work titled 'A STUDY ON THE EFFECTIVE PROMO'TONAL STRATEGY INFLUENCING CUSTOMER FOR THE PRODUCTS'FOR VEL MURUGAN SUPER MARKET is a bonafide record done by D.GANDHIMATHI(31220U08012)in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Ms. D.ARCHANA, MBA

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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

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This is certify that the project work titled "A STUDY ON LOAN

AND ADVANCES IN CO OPERATIVE URBAN BANK is a bonafiderecord done by HIDAYA .C(31220U08014) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs .D.NITHYA, M.B.A., M.Phil SET.

Signature of the Guide and Supervision

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External Examiner

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This is certify that the project work titled"A STUDY ON IMPACT OF PRODUCTION PLANNING AND CONTROL REFERENCE AT MAHA CAUVERY EXPORTS" is a bonafide record done by S. MADEEHA FATHIMA(31220U08016) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr.M. Sadiya sarvath., M.Com(CA)., M.Phil., Ph.D.,

Ul. Signasmath Signature of the Guide and Supervision

Dr. K. INDRA. M Com., M.Phil., PGDCA, B Ed., SET., Ph.D.

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ISLAMIAH WOMEN'S ARTS

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DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

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This is certified that the project work titled "A STUDY ON ATTITUDE AND BEHAVIOUR OF RURAL CONSUMERS TOWARDS JCR AT VANIYAMBADI" is a bonafide record done by MEERA (31220U08017) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D MBA.,

Signature of the Guide and Super on

Signature of the HOD

Dr. K. INDRA,
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Research Supervisor

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This is certify that the project work titled "A STUDY ON MARKETING STRATEGY OF MAHA CAUVERY STAINLESS STEEL" is a bonafide record done by MOHSIN TAJ.R (31220U08018) in partial fulfilment of the award of the degree of Business Administration under the guidance and supervision of Dr.K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

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NIBA MMA MENLEND Assistant Professor & Head

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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

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This is certify that the project work titled"A STUDY ON JOB OF EMPLOYEES AT QCODES INFOTECH"is a bonafide SATISFATION record done by MUMINA FIRDOSE.N (31220U08019) in partial fulfillment of the award of the degree of Business iministration under the guidance and supervision of Mrs.D.NITHYA, M.B.A., M.Phil, SET.

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Research Supervisor Head & Dept. of Business Administration

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Dr.G.DEEPALAKSHMI, M.B.A.,M.M.M.,M.Phil.,Ph.D.,

Assistant Professor & Head, Department of Business Administration

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This is certify that the project work titled "A STUDY ON HEALTH AND SAFETY MEASURES AMONG EMPLOYEES is a bonafide record done by G. NANDHINI(31219U08021) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S. PRAMILA., MBA, M.COM., M.Phil.

S. Pramila Signature of the Guide and Supervision

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This is to certify that the project work titled "A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING SYSTEM WHITE HOUSE" is a bonafide record done by NAZIYA BEGUM.A(31220U08022) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M. Com(CA)., M. Phil., Ph.D.,

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This is certify that the project work titled "LEADERSHIP STYLE AND THEIR IMPACT ON EMPLOYEES PRODUCTIVITY" TOWARDS HYSE PLACEMENT SERVICES PRIVATE LIMITED CHENNAI" is onafide record done by M. NIHA KOUSER.M (31220U08023) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D.MBA.,

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BONAFIDE CERTIFICATE

This is certify that the project work titled"A STUDY ON LEADERSHIP **IMPLECATIONE** STYLE AND ITS ON WORKPLACE RELATIONSHIP WITH SPECIAL REFERENCE TO NAIDU HALL"is a bonafide record done byNIROSHA (31220U08024)in partial fulfillment of the award of the degree of Business Administration under the guidanceand supervisionoftoDr.K. Indra, M.Com, M.Phil., Md., PGDCA, SET., Ph.D.,

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with B grade A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON WORKLIFE BALANCE OF WOMEN EMPLOYEES AT FARIDA SHOES PRIVATE LIMITED" is a bonafide record done by RAMEEZA.A (31220U08025) in partial fulfilment of the award of the degree of Business Administration under the guidance and supervision of Mrs.D.NITHYA, M.B.A., M.Phil.SET.

Signature of the Guide and Supervision.

Signature of the HOD

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External Examiner

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON BRAND AWARENESS OF CONSUMER TOWARDS SAMSUNG ELECTRONICS SPECIAL REFERENCE DARLING WITH **SHOWROOM** VANIYAMBADI " is a bonafied record done by REEMA ASKIYA .A (31220U08026) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S. PRAMILA, MBA., M. Phil., M.com.

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Signature of the Guide and Supervision Arts and s

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This is certify that the project work titled "A STUDY ON PREFERENCE AND USAGE OF RACK OVEN IN BAKERY WITH SPECIAL REFERENCE TO SS THERMO WAGON INDUSTRIES" is a bonafide record done by M.RESHMA (31220U 27) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A SUDY ON CUSTOMER BRAND PREFERENCE TOWARDS MOBILE PHONES IN SATHYA AGENCIES" is a bonafide record done by B. REVATHI (31220U08028) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Ms. D Archans MBA

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VANIYAMBADI.

External Examiner

Dr.G.DEEPALAKSHMI, M.B.A.,M.M.M.M.Phil.,Ph.D., Assistant Professor & Head, Department of Business Administration Marudhar Kesari day Vaniyambada & Basari



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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON EMPLOYEE PRODUCTIVITY AT MOTIVATION AND bonafide record LIMITED" PRIVATE is a SHOES RIDA ANAM.P(31220U08029) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of to Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

Signature of the Guide and Supervision

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M Com., M.Phil., PGDCA, B Ed., SET., Ph.D

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Head & Dept. of Business Administration Islamiah Women's Arts And Science College

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Research Supervisor Head & Dept. of Business Administration Islamiah Women's Arts And Science College # 10 Birass Road New Town, Vanivambadi &

ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE VANIYAMBADI.

Dr.G.DEEPALAKSHMI MBAMMWM. Phi Phi

Assistant Professor & Head Marudhar Kesari Jaur Coilege for Women Vaniyambadi 635 731, Vir. Dt.



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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON EMPLOYEE RETENTIONAND ATTRITION STRATEGIES AT COLAN INFOTECH PRIVATE LIMITED" is a bonafide record done by RUBA KULSOOM P.(31220U08030) in partial fulfillment of the degree of Business Administration under the guidance and supervision of Mrs.D.Nithiya, M.B.A M.PHIL .SET

Signature of the Guide and Supervision

Signature of the Dr. K. INDRA

M Com., M Phil., PGDCA, B Ed., SET., Ph.D. Research Supervisor Head & Dept. of Business Administration

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mitted for viva-voice examination held on. 11:05:2023

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Research Supervisor

Head & Dept. of Business Administration Islamiah Women's Arts And Scient

10 Brass Road New Town,

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Dr.G.DEEPALAKSHMI, MEA, M.M.M. MITHLPhD.

Assistant Professor & Head Department of Business Administration



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2023

BONAFIDE CERTIFICATE

This is to certify that the project work titled "A STUDY ON RECRUITMENT SELECTION **PROCESS** AND WITH SPECIAL REFERENCE WEBSHOPIFY" is a bonafide record done by N. SALEELA MARIYAM (31220U08031) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Pramila. S MBA, M. Phil. M. Com.

S. Pramila.

Signature of the Guide and Supervision

Dr. K. INDRA.

M. Com., M. Phil., PGDCA, B.Ed., SET., Ph.D. Research Supervisor

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DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON QUALITY OF LEATHER GLOVES PRODUCTION IN HIJAZ KURODA GLOVES COMPANY PRIVATE LIMITED" is a bonafide record done by A. SARA SALEETH (31220U08032) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,

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BONAFIDE CERTIFICATE

This is cerstify that the project work titled "A STUDY ON IMPACT OF MATERIAL MANAGEMENT IN THE PRODUCTIVITY OF AN by done bonafide record **ORGANIZATION**" is a IRFATH.C(31220U08033) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA. D., MBA.,

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This is certify that the project work titled "A STUDY ON challenges of corporate ocial responsibility in MNC AT Hyse placent services PRIVATE LIMITED" is a onafide record done by shareekha affreen (31220U08034) in partial fulfillment of the award f the degree of Business Administration under the guidance and supervision of Under the uidance of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON CONSUMER BEHAVIOUR TOWARD LG ELECRONIC GOODS IN DARLIND SHOWROOM, VANIYAMBADI" is a benefice record done by C.SHARMILA in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of MS. NITHYA MBA., M.Phil, SET.,

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MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEES BEHAVIOUR AT HIJAZ KURODA GLOVES PRIVATE LIMITED" is a bonafied record done by SHIBYA ADAIN ST (31220U08036) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S.PRAMILA, MBA., M. Phil., M.com.

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This is certify that the project work titled "A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERRENCE TO SATHYA AGENCIES "is a bonafide record done by SURYA (31220 U08037) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr.M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.

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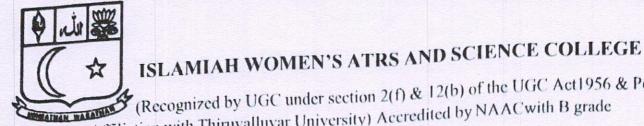
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This is certify that the project work titled "A STUDY ON NATURAL DYES ANNAI REFERENCE SPECIAL AND ITS APPLICATION WH DYES & COLOURS AT VANIYAMBADI" is a bonafied record done by SYED YUSRA SAMEEN (31220U08038) in partial fulfillment of the award of the degree of Business Administration under the midance and supervision of Mrs. ARCHANA.D, MBA.,

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This is certify that the project work titled "A STUDY ON TANNERY EFFLUENT TREATMENT-OVERVIEW AT VANITEC PRIVATE LIMITED" is a bonafide record done by TAMILSELVI (31220U08039) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. K. Indra, M.Com. M.Phil, B.Ed., PGDCA, SET., Ph.D..

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This is certify that the project work titled "A STUDY ONWORK ENVORONMENT ON EMPLOYEES PERFORMANCE'S a bonafide record done by VINODHINI.S (31220U08040) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs.

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MAY-2023

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This is certify that the project work titled "A STUDY ON EMPLOYEE WELFARE AND SAFTY MEASURES IN NAIDU HALL WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES" is a bonafide record done by S.YUTHICIGA in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs.S.PRAMILA, MBA, M.phil.M.COM.

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON THROUGH EFFECTIVE MINIMIZING DEFECTIVE PRODUCTS PRODUCTION PLANNING AND CONTROL AT HABEEB TANNING COMPANY" is a bonafide record done by V. ZARMAIN SHADIYA (31220U08042) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,

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Submitted for viva-voice examination held on. !! 05 2023

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10 B. sass Road New Town, Vanivambadi

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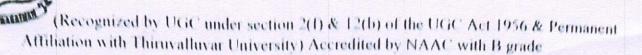
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This is certify that the project work titled "A STUDY ON LABOUR WELFARE MEASURESAN ITS EFFECT ON EMPLOYEES JOB SATISFACTIONWITH REGARDING TO VANITEC PRIVATE LIMITED" is a bonafide record done by SHOBANA.K (32320U08050) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D, MBA.,

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