

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.AJAY

Reg.No. 20PC05701

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.

20m 31/5/22

Signature of the Head of the Department

Mr 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.,
Assistant Professor and Research Adviser
PG Research Department of Commerce
Rajah Serfoji Govt. College (Autonomous)
THANJAVUR - 613 005.

Signature of the External Examiner


01/06/22

Dr. S. PALAI 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. 20PC05702

Under the guidance of

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

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

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

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

R. L. - 1

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

J. S. Palai Vel, 01/05/22

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 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,

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 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

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

Signature of the Guide 31/5/2022
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
Rajah Serfoji Govt. College (Autonomous)
THANJAVUR - 613 005.

Signature of the External Examiner



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 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 RESI

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 External Examiner 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 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⁺) 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 & Research Department of Commerce

Rajah Serfoji Government College (Autonomous A⁺)

Thanjavur – 613 005



Post Graduate and Research Department of Commerce

Rajah Serfoji Government College (Autonomous A⁺)

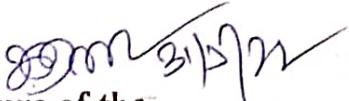
(Affiliated to Bharathidasan University, Tiruchirappalli)

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+), 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




Dr. S. PALAI, 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 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. 20PC05706

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

**M.O.D. of Commerce,
Rajah Serfoji Govt. College
THANJAVUR-613 004**

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.**



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

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.JERALD

Reg .No. 20PCO5707

Under the guidance of

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

DEPARTMENT 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.

2022
31/05/22

Signature of the Head of the Department

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

R. L. -

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

J. S. Palani Vel
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 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.,

INSTANT 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

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

Signature of the External Examiner

Signature of the Guide

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



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 CUSTOMER SATISFACTION 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. 20PC05709

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., PCDCA., 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. 20PCO5709) 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.

300m
31/5/22

Signature of the Head of the Department

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

300m
31/5/22

Signature of the Guide

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

Signature of the External Examiner



J. Venkateswar
31/5/22

D.S. PALI, M.Com., M.Phil., Ed.D., Ph.D.,
Assistant Professor and Research Advisor,
PG & Research Department of Commerce,
Government Arts College (Autonomous),
Thanjavur-613 002.

**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

EH.AARTHY

Reg.No. 20PCO5710

Under the guidance of

Dr.R.P.RAMESH, M.Com., M.Phil., MBA., 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., 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.

2022
31/05/22

Signature of the Head of the Department

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

Signature of the External Examiner

2022
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.

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 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.

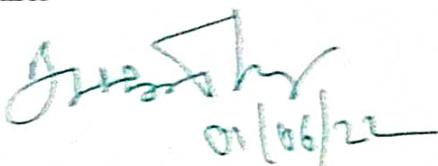

Signature of the Head of the Department

 **I.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 Government College (Autonomous),
Thanjavur-613 005.

Signature of the External Examiner


on [06/22]

D.S.PALAI (M.Com., M.Phil., 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,
PG Research Department of Commerce,
Rajah Serfoji Government College (Autonomous),
Thanjavur-613005.

DATE:

CERTIFICATE

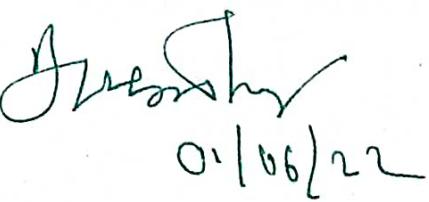
This is to certify that project work has been done under my supervision and guidance. The project work entitled "**A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT IN TAMILNADU STATE TRANSPORT CORPORATION (KUMBAKONAM) LTD., KUMBAKONAM**" by **G. AKILANDESWARI (Reg.No. 20PCO5712)** in partial fulfillments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

for 89m 31/5/22
Signature of the Head of the Department

R. Dharmalingam
Signature of the Guide

M.O.D. of Commerce
Rajah Serfoji C
THAN




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 PROBLEMS FACED & PRIVILEGES ENJOYED BY CAR
LOAN BORROWERS IN THANJAVUR TOWN**

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

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

MASTER OF COMMERCE

Submitted by

P.BHARATHI

Reg.No. 20PCO5713

Under the Guidance of

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



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

MAY-2022

Dr.S.ADAIKALACHARLES, M.Com., M.Phil., B.Ed., Ph.D.,
Assistant Professor,
PG Research Department of Commerce,
Rajah Serfoji Government College (Autonomous),
Thanjavur-613005

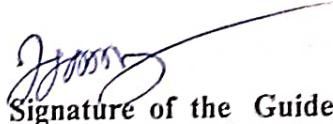
DATE: 31/5/22

CERTIFICATE

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


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


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

Signature of the External Examiner


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 CUSTOMER SATISFACTION TOWARDS TATA SKY IN
THANJAVUR CITY**

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

R.DHIVYA

Reg.No. 20PCO5714

Under the guidance of

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

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

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: 31-05-2022

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.

2022/31/5/22

Signature of the Head of the Department

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

Signature of the Guide

Dr.A.GOVINDARAJU
Assistant Professor
P. G. & Research Dept. of Commerce,
Rajah Serfoji Govt. College,
THANJAVUR-5.

Signature of the External Examiner

J. D. Sathy
01/06/22



A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO SIM IN THANJAVUR CITY

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

P.DIVYA

Reg. No. 20PC05715

for the guidance of

B.S., M.A., M.Sc., M.Com., M.Phil., Ph.D.,

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SEREJIL GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

MAY-2022

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

Assistant Professor,

PG Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31.5.22

CERTIFICATE

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

Signature of the Head of the Department

H.O.D. of Commerce
Rajah Serfoji Govt. College
THANJAVUR-613 009.
Signature

Signature of the External Examiner 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,
Examining Panjavur-613 005.



Anthony
01/06/22

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.ELAKKIYA

REG.NO.20PC05716

Under the guidance of

Dr.R.RAJASEKARAN, M.Com.,MBA.M.Phil.,B.Ed.,PhD.

ASSISTANT PROFESSOR

PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

MAY-2022

Dr.R.RAJASEKARAN, M.Com.,MBA.M.Phil.,M.B.A.,B.Ed.,PhD.
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 "**CONSUMER BEHAVIOUR AND PREFERENCE TOWARDS USING WATER PURIFIERS IN THANJAVUR CITY**" submitted by **S.ELAKKIYA** (Reg.No. 20PCO5716) in partial fulfillments of the award of the degree of **MASTER OF COMMERCE** to the Bharathidasan University during the academic year 2021-2022, is the original work of the candidate.

Signature of the Head of the Department

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

Signature of the Guide

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

Signature of the External Examiner

Dr. S. ELAKKIYA, M.Com.,MBA,M.Phil.,Ph.D.
Assistant Professor and Research Advisor,
ASSISTANT PROFESSOR,
Rajah Serfoji Govt. College (Autonomous),
Government of Tamil Nadu
Kumbakonam-612 002.



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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

M. GAYATHRI

Reg.No. 20PCO5717

Under the guidance of

Dr.R.RAJASEKARAN M.Com., M.Phil., MBA., B.Ed., Ph.D.,

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,

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 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.

31/5/22

Signature of the Head of the Department

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

Signature of the External Examiner

Rajeshwari

Signature of the Guide

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



S. J. Kannan
M.Com, M.Phil, PGDCA, CLIB, D.TED, Ph.D.
Asst. Professor & Head
PG & Research Department of Commerce
Rajah Serfoji Govt. College, Thanjavur - 613 005.

**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

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

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613 005

MAY-2022

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

DATE: 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

R.Dharmalingam

Signature of the Guide

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

Dr.V.BUVANESWARAN

Assistant Professor



PG & RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)

THANJAVUR - 613 005

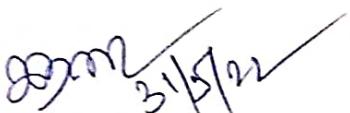
MAY- 2022

Dr.V.BUVANESWARAN,
Assistance Professor,
PG Research department of commerce,
Rajah Serfoji Govt.college (autonomous),
Thanjavur-613 005

DATE: 28/05/22

CERTIFICATE

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


Signature of the Head of the Department

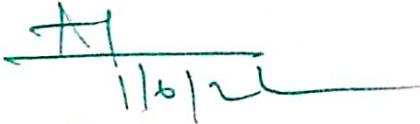
M.O.D. of Commerce
Rajah Serfoji Govt. College
THANJAVUR-613 005


Signature of the Guide


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

Signature of the External Examiner




Dr. J. KANNAN,
M.C.S., M.Com., M.B.A., M.Phil., PGDCA, CLIS, D.T.Ed., Ph.D.,
Asst. Professor & Head
P.G. & Research Department of Commerce
M.R. Govt. Arts College, Virudhunagar - 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

Reg.No. 20PCO5720

Under the guidance of

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

ASSISTANT PROFESSOR



PG AND RESEARCH 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 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

for 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.

Signature of the External Examiner

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



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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfilment of the degree of

MASTER OF COMMERCE

Submitted by

J.MARIA KAROLIN INFANTA

Reg. No : 20PCO5721

Under the Guidance of

Dr.V.BUVANESWARAN,

Assistant Professor



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

MAY-2022

DR.V.BUVANESHWARAN,
Assistant professor,
PG Research Department of commerce,
Rajah serfoji government college (Autonomous),
Thanjavur-613005

CERTIFICATE

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 External Examiner

Signature of the Guide

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

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

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.MEENAKSHI

REG.NO.20PCO5722

Under the guidance of

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

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.,PhD.
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 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

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

R. L. —

Signature of the Guide

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

Signature of the External Examiner



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

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

K.MITHRA

Reg.No. 20PCO5723

Under the guidance of

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

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

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 CUSTOMER PERCEPTION TOWARDS DABUR AMLA HAIR OIL WITH SPECIAL REFERENCE TO THANJAVUR CITY", by K.MITHRA (Reg.No. 20PC05723) 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. H.O.D. of Commerce
Rajah Serfoji Govt. College,
THANJAVUR-613 005

Signature of the Guide
Dr.R.KATHAIAN, M.Com., MBA., M.Ph.D.,
Asst. Professor & Head
Chairman, Research Committee
Research Deptt.
Rajah Serfoji Govt. College (AUTONOMOUS)
Thanjavur - 613 005

Signature of the External Examiner

Dr. J. KANNAN,
M.C.S., M.Com., M.B.A., M.Phil., PGDCA, CLIS., D.T.Ed., Ph.D.,
Asst. Professor & Head
PG & Research Department of Commerce
M.R. Govt. Arts College, Mannargudi - 614 001.



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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

R.NILA.

Reg.No. 20PC05724

Under the guidance

Dr. BUVANESWARAN

Assistant Professor



PG AND UG DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

MAY-2022

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

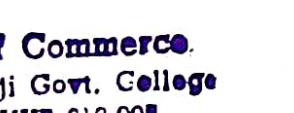
Date : 28/05/2022

CERTIFICATE

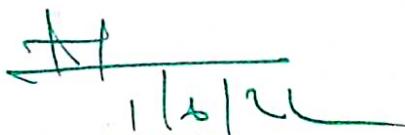
This is to certify that project work has been done under my supervision and guidance. The project work entitled "**A STUDY ON DEALERS SATISFACTION OF AAVIN MILK WITH SPECIAL REFERENCE TO THANJAVUR CITY**" by **R. NILA (Reg. No.20PCO5724)** in partial fulfillments of the award of the degree of MASTER 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

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


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



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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

P.PRABA

Reg.No. 20PCO5725

Under the guidance of

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

ASSISTANT PROFESSOR



PG AND RESEARCH DEPARTMENT OF COMMERCE

RAJAH SERFOJI GOVERNMENT COLLEGE

(AUTONOMOUS)

THANJAVUR-613005

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: 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

M.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. J. KANNAN,
MCS M.Com M.B.A M.Phil.PGDCA,CLIS,D.T.Ed,Ph.D.,
Asst. Professor & Head
PG Research Department of Commerce
Govt. Arts College, Mannargudi - 614 001.

P.PRABA

Reg.No. 20PCO5725



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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

A.RAMYA

Reg.No. 20PCO5726

Under the guidance of

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

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: 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.

31/5/22

Signature of the Head of the Department

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

R. I. A

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



J. Kannan

Dr. J. KANNAN,
M.C.S, M.Com., M.B.A., M.Phil., PGDCA, CLIS., D.T.Ed., Ph.D.,
Asst. Professor & Head
PG & Research Department of Commerce
M. Govt. Arts College, Mannargudi - 614 001.

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

Project submitted to

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

(REACCREDITED WITH 'A' GRADE BY NAAC)

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF COMMERCE

Submitted by

S.RAMYA

Reg.No. 20PCO5727

Under the guidance of

Dr.R.RAJASEKARAN, M.Com., M.Phil.,MBA.,B.Ed.,Ph.D.,

ASSISTANT PROFESSOR OF COMMERCE



TEACHING 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 of Commerce,
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 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.

31/5/22

Signature of the Head of the Department

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

Rajashanmoo

Signature of the Guide

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

Signature of the External Examiner

J. Kannan

Dr. J. KANNAN,
M.C.S, M.Com, M.B.A, M.Phil, PGDCA, CLIS, D.T.Ed, Ph.D.,
Asst. Professor & Head
PG & Research Department of Commerce
M.R. Govt. Arts College, Mannargudi - 614 001.



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

Project submitted to

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

In partial fulfillment of the requirements

For award of the degree of

MASTER OF COMMERCE

Submitted by

P. SINDHUJA

Reg. No : 20PC05728

Under the Guidance of

Dr.V.BUVANESWARAN,

Assistant Professor



PG & RESEARCH DEPARTMENT OF COMMERCE

**RAJAH SERFOJI GOVERNMENT COLLEGE
(AUTONOMOUS)**

THANJAVUR-613 005

MAY-2022

Dr. V. BUVANESWARAN,
Assistant Professor,
Department of commerce,
Rajah Serfoji Government College (Autonomous),
Thanjavur - 613005.

DATE : 28/05/2022

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 PUNNIYAMOORTHI PILLAI DEPARTMENT STORE IN THANJAVUR** by **P. SINDHUJA Reg.No-20PCO5728** in partial fulfillment to the requirement for the Award for MASTER OF COMMERCE to the BHARATHIDASAN UNIVERSITY during academic Year 2021-2022 is the original work of the candidate.

OMV
Signature of the Guide

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

SDS 23/5/22
Signature of the Head of Department

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

Signature of the External Examiner



J. Kannan
Dr. J. KANNAN,
MCS, M.Com., M.B.A., M.Phil., PGDCA, CLIS, D.T.Ed., Ph.D.,
Asst. Professor & Head
PG & Research Department of Commerce
MR. Govt Arts College, Mannargudi - 614 001.

**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

Reg.No. 20PCO5729

Under the guidance of

Dr.C.PALANICHIAMY, M.Com., M.Phil., Ph.D.,

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

DATE: 31.05.2022

CERTIFICATE

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

Dr. C. PALANICHAMY
M.O.D. of Commerce
Rajah Serfoji Govt. College
THANJAVUR-613 005

Signature of the Guide

Dr.C.PALANICHAMY, M.Com., M.Phil., Ph.D.,
Assistant Professor,
P.G. & Research Department of Commerce,
Raja Serfoji Govt. College (Autonomous)
Thanjavur - 613 005. Cell: 8443842275

Signature of the External Examiner



Dr. J. KANNAN,
MCSS, MCom, MA in PSC, OUS, DTE &
Ass't. Professor & Head
PG & Research Department of Commerce
Raja Serfoji Govt. College (Autonomous)
Thanjavur - 613 005. Cell: 8443842275
M.R. Govt Arts College, Thanjavur - 613 001

**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

Dr.R.SWAMY THAN, 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: 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

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

25/05/2022

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
Rajah Serfoji Govt. College (Autonomous)
THANJAVUR - 613 005.

Signature of the External Examiner

Dr. J. KANNAN,
M.C.S, M.Com, M.B.A, M.Phil, PGDCA, CLIS, D.T.Ed, Ph.D.,
Asst. Prof. & Head
PG & Research Dept of Commerce
M.R. Govt Arts College, Nagapudi - 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

Dr.R RAJA E KALAI, M.Com., M.Phil., MBA., B.Ed., Ph.D.,

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,

PG & Research Department of Commerce,

Rajah Serfoji Government College (Autonomous),

Thanjavur-613005

DATE: 31.5.22

CERTIFICATE

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

DRM ✓
31/5/22

Signature of the Head of the Department

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

DR. R. RAJASEKARAN

ASSISTANT PROFESSOR,
PG & Research Department of Commerce,
Rajah Serfoji Govt. College (Autonomous),
THANJAVUR-613 005.

Signature of the External Examiner



ii

Dr. J. KANNAN,
M.C.S, M.Com, M.B.A, M.Phil., PGDCA, CLIS, D.T.Ed., Ph.D.,
Asst. Professor & Head
PG & Research Department of Commerce
M.R. Govt. Arts College, Mannargudi - 614 001.

**A STUDY ON 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

Reg.No. 20PCO5733

Under the guidance of

Dr. C. PALANICHAMY, M.Com.,M.Phil., Ph.D.,

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

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.

30/05/2022

Signature of the Head of the Department

30/05/2022

Signature of the Guide

Dr. C. PALANICHAMY, M.Com., M.Phil., Ph.D.,
Assistant Professor,
P.G. & Research Department of Commerce,
Raja Serfoji Govt. College (Autonomous)
Thanjavur - 613 005. Cell: 9443942275

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

Signature of the External Examiner



Dr. J. KANNAN,
M.C.S, M.Com, M.B.A, M.Phil, P.G.D.C.A, CLIS, D.T.Ed., Ph.D.,
Asst. Professor & Head
P.G. & Research Department of Commerce
M.K. Govt. Arts College, Mannargudi - 614 001.