

**“A STUDY ON BRAND PREFERENCE OF MOBILE  
PHONES AMONG COLLEGE STUDENTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ABHAY KRISHNA E.T**

**(CCATBCM066)**

Under the guidance of

**Mr. C.L BABY JOHN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON LIQUIDITY AND SOLVENCY WITH SPECIAL  
REFERENCE TO KSE LTD, IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ASHWIL P.S**

**(CCATBCM067)**

Under the supervision of

**Ms. SIJI C. L.**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CUSTOMER INSIGHT TOWARDS UPI, WITH  
SPECIAL REFERENCE TO THRISSUR DISTRICT”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ASWIN SHAJU**

**CCATBCM068**

Under the supervision of

**MR. LIPINRAJ K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“PERCEPTION OF STUDENTS TOWARDS  
ONLINE DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO COLLEGES UNDER CALICUT  
UNIVERSITY”**

Project Report submitted to  
**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*  
**BACHELOR OF COMMERCE**

Submitted by  
**FARHAN CM**  
**(CCATBCM069)**

Under the supervision of  
**Ms. JISHA V.P**



**DEPARTMENT OF COMMERCE**  
**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**  
**UNIVERSITY OF CALICUT**  
**MARCH 2022**

**“A STUDY ON INVESTORS’ PERCEPTION TOWARDS  
INVESTMENT IN STOCK MARKET”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**Jaimon Jaison**

**(Reg. No: CCATBCM070)**

Under the guidance of

**Dr. P.L. GEORGE**



**DEPARTMENT OF  
COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON BRAND PREFERENCE AND BUYING  
BEHAVIOUR OF COLLEGE STUDENTS TOWARDS  
HONDA ACTIVA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ABISHEK.P.G  
(CCATBCM071)**

Under the guidance of

**Ms.Mary Soniya Jacobi**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING  
PLATFORM WITH SPECIAL REFERENCE TO FLIPKART”.**

Project Report submitted to

**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**THOMAS JACOB VIJU**

**CCATBCM072**

Under the supervision of

**Ms. SWATHY CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON FINANCIAL STATEMENT ANALYSIS: WITH SPECIAL  
REFERENCE TO MARUTI SUZUKI INDIA LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**A.S SHARAN**

**(CCATBCM073)**

Under the supervision of

**PROF. K.J JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**“A STUDY ON INVESTORS’ PERCEPTION TOWARDS  
INVESTMENT IN STOCK MARKET”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ABHINAV ANAND THRITHANI**

**(Reg. No: CCATBCM074)**

Under the guidance of

**Dr. P.L. GEORGE**



**DEPARTMENT OF  
COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CONSUMER PERCEPTION TOWARDS REDMI  
MOBILES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANAGHA K BABU**

**CCATBCM075**

Under the supervision of

**Prof. PG THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON ENROLLMENT OF STUDENTS IN  
ADDITIONAL SKILL ACQUISITION ONLINE  
PROGRAMMES DURING COVID”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**AYSHA HAIFA**

**CCATBCM076**

Under the supervision of

**Mr. M S VISHNU**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**“FINANCIAL ANALYSIS OF THALORE  
SERVICE CO-OPERATIVE BANK  
LTD.NO.435”**

**Project Report submitted to  
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

**DEVIKA P.S**

**(CCATBCM077)**

**Under the supervision of**

**Asst. Prof. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON PERCEPTION OF STUDENTS  
TOWARDS ONLINE SHOPPING OF APPARELS  
WITH SPECIAL REFERENCE TO CHRIST  
COLLEGE, IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the  
degree of*

**BACHELOR OF COMMERCE**

Submitted by

**EDWIN SAJ  
(CCATBCM078)**

Under the supervision of

**Ms. JISHA VP**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON COMPETITIVE  
ANALYSIS OF MANJILAS FOOD TECH  
PVT LTD (DOUBLE HORSE), THRISSUR”**

**Project Report submitted to  
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

**GABRIELA JOSE K**

**(CCATBCM079)**

**Under the supervision of**

**Asst. Prof. RAKHLS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“COMPARATIVE ANALYSIS OF TRADITIONAL  
MARKETING AND ONLINE MARKETING WITH  
SPECIAL REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**NIMITHA T S**

**(CCATBCM080)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON JOB SATISFACTION OF PRIVATE SECTOR  
EMPLOYEES AT WORK FROM HOME BASIS WITH SPECIAL  
REFERENCE TO KARALAM PANCHAYATH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**NIRANJANA K.R**

**CCATBCM081**

Under the supervision of

**Ms. PRASSY VISWABHARAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**“A STUDY ON ATTITUDE OF CUSTOMERS OF ONLINE SHOPPING DURING COVID 19 WITH SPECIAL REFERENCE TO ALOOR GRAMPANCHAYATH”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**SAHAL MOHAMMED V T**

**(CCATBCM082)**

Under the supervision of

**Mr. LIPINRAJ K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON PERCEPTION OF STUDENTS  
TOWARDS ONLINE SHOPPING OF APPARELS  
WITH SPECIAL REFERENCE TO CHRIST  
COLLEGE, IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the  
degree of*

**BACHELOR OF COMMERCE**

Submitted by

**SEBIN SABU  
(CCATBCM083)**

Under the supervision of

**Ms. JISHA VP**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),  
IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON BRAND PREFERENCE AND BUYING  
BEHAVIOUR OF COLLEGE STUDENTS TOWARDS  
HONDA ACTIVA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**THEJASS  
(CCATBCM084)**

Under the guidance of

**Ms.Mary Soniya Jacobi**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CONSUMER BUYING  
BEHAVIOR TOWARDS ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO  
IRINJALAKUDA MUNICIPALITY”**

Project Report submitted to

**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree*

*of* **BACHELOR OF COMMERCE**

Submitted by

**TOMS RICHU FRANCIS**

**(CCATBCM085)**

Under the supervision of

**Ms. KALPA SIVADAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),**

**IRINJALAKUDA MARCH 2022**

**CHRIST COLLEGE (AUTONOMOUS),**

**IRINJALAKUDA CALICUT UNIVERSITY**

**“A STUDY ON THE INFLUENCE OF DIGITAL MARKETING AND  
ADVERTISING OF MEESHO APP AMONG THE CUSTOMERS OF  
THRISSUR MUNICIPALITY”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**AGHIYA GEORLY**

**CCATBCM086**

Under the supervision of

**Ms.SIJI PAUL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**‘A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC  
FOOD PRODUCTS WITH REFERENCE TO ALOOR PANCHAYAT’**

Project Report submitted to  
**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**AJITH P.S**

**(CCATBCM087)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
INSTANT NOODLES”**

Project Report Submitted to

**UNIVERSITY OF CALICUT**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

*Submitted by*

**ALHA KABEER (CCATBCM088)**

Under the supervision of

**Ms. SHINY A. O.**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON FINANCIAL PERFORMANCE OF KSE  
LTD IRINJALAKKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**AMEESHA NAZAR**

**(CCATBCM089)**

Under the supervision of

**Ms. SMITHA ANTONY M**

**(Assistant Professor)**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**MARCH 2022**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING DURING COVID-19 ”.**

Project Report submitted to

**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANAGHA C S**

**CCATBCM090**

Under the supervision of

**MS.TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**“A STUDY ON CONSUMERS BUYING  
BEHAVIOR TOWARDS ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO  
IRINJALAKUDA MUNICIPALITY, THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the  
degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANEESA SALEEM**

**(CCATBCM091)**

Under the supervision of

**Ms.KALPA SIVADAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON JOB SATISFACTION OF PRIVATE SECTOR  
EMPLOYEES AT WORK FROM HOME BASIS WITH SPECIAL  
REFERENCE TO KARALAM PANCHAYATH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANJOHN BAIJU**

**CCATBCM092**

Under the supervision of

**Ms. PRASSY VISWABHARAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON LIQUIDITY AND SOLVENCY WITH SPECIAL  
REFERENCE TO KSE LTD, IRINJALAKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANJU GOPINATHAN**

**(CCATBCM093)**

Under the supervision of

**Ms. SIJI C. L.**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS DEBIT  
CARDS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANSIYA P S**

**(CCATBCM094)**

Under the supervision of

**Ms. Divya Pious**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“COMPARATIVE ANALYSIS OF TRADITIONAL  
MARKETING AND ONLINE MARKETING WITH  
SPECIAL REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARDHRA DOMANSON**

**(CCATBCM095)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON ONLINE BUYING  
BEHAVIOUR FOR MANJILAS FOOD TECH  
PVT LTD (DOUBLE HORSE),THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARDRA A.K**

**(CCATBCM096)**

Under the supervision of

**Ms. RAKHI S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON IMPACT OF ADVERTISING ON SALE OF  
MOBILE PHONE”**

Project Report submitted to

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARDRA K P**

**(CCATBCM097)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**“A STUDY ON JOB SATISFACTION AMONG SCHOOL  
TEACHERS WITH REGARDS TO ONLINE TEACHING ”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARYA K.U**

**CCATBCM098**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON IMPACT OF COMPARATIVE  
ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR”**

Project Report submitted to

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARYA J PELLISSERY (CCATBCM099)**

Under the supervision of

**Ms. JISHA C L**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON ATTITUDE OF CUSTOMERS OF ONLINE SHOPPING DURING COVID 19 WITH SPECIAL REFERENCE TO ALOOR GRAMPANCHAYATH”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ASMI K S**

**(CCATBCM100)**

Under the supervision of

**Mr. LIPINRAJ K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CONSUMER PREFERENCE TOWARDS BSNL  
BROADBAND CONNECTIVITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**BENEDICT C. W**

**CCATBCM101**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING  
PLATFORM WITH SPECIAL REFERENCE TO FLIPKART”.**

Project Report submitted to

**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**EDWIN BABU**

**CCATBCM102**

Under the supervision of

**Ms. SWATHY CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON CONSUMER PREFERENCE AND  
PERCEPTION TOWARDS KPL SHUDHI COCONUT OIL  
WITH REFERENCE TO KPL OIL MILLS (P) LTD”**

Project Report submitted to

**CHRIST COLLEGE(AUTONOMOUS),IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**HASSAN FARIS S**

**(CCATBCM103)**

Under the supervision of

**Ms. Mary Soniya Jacobi**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS),IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“FINANCIAL ANALYSIS OF THALORE  
SERVICE CO-OPERATIVE BANK  
LTD.NO.435”**

**Project Report submitted to  
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

**Submitted by**

**HENRIC TOBY**

**(CCATBCM104)**

**Under the supervision of**

**Asst. Prof. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON FINANCIAL STATEMENT ANALYSIS: WITH SPECIAL  
REFERENCE TO MARUTI SUZUKI INDIA LTD”**

Project Report submitted to

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*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**HRIDIK P.J**

**(CCATBCM105)**

Under the supervision of

**PROF. K.J JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**“A STUDY ON BRAND PREFERENCE OF MOBILE  
PHONES AMONG COLLEGE STUDENTS”**

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*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**INDRAJITH T.H**

**(CCATBCM106)**

Under the guidance of

**Mr. C.L BABY JOHN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON THE INFLUENCE OF DIGITAL MARKETING AND  
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Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**JEEON C AUGUSTINE**

**CCATBCM107**

Under the supervision of

**Ms.SIJI PAUL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**‘A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC  
FOOD PRODUCTS WITH REFERENCE TO ALOOR PANCHAYAT’**

Project Report submitted to  
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*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**JISWIN FRANCIS**

**(CCATBCM108)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
INSTANT NOODLES”**

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**BACHELOR OF COMMERCE**

*Submitted by*

**JITHU M R (CCATBCM109)**

Under the supervision of

**Ms. SHINY A. O.**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON FINANCIAL PERFORMANCE OF KSE  
LTD IRINJALAKKUDA”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**JOE PAUL TONY**

**(CCATBCM110)**

Under the supervision of

**Ms. SMITHA ANTONY M**

**(Assistant Professor)**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CONSUMER PERCEPTION TOWARDS REDMI  
MOBILES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**KISHORE PJ**

**CCATBCM111**

Under the supervision of

**Prof. PG THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON ONLINE BUYING BEHAVIOR  
FOR MANJILAS FOOD TECH PVT LTD  
(DOUBLE HORSE), THRISSUR”**

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*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**LAKSHMIPRIYA.K.M**

**(CCATBCM112)**

Under the supervision of

**Asst.Prof.RAKHLS**



**DEPARTMENT OF COMMERCE  
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
UNIVERSITY OF CALICUT  
MARCH 2022**

**“PERCEPTION OF STUDENTS TOWARDS  
ONLINE DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO COLLEGES UNDER CALICUT  
UNIVERSITY”**

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*In partial fulfillment of the requirement for the award of the degree of*  
**BACHELOR OF COMMERCE**

Submitted by  
**MARIYA MOL N.P**  
**(CCATBCM113)**

Under the supervision of  
**Ms. JISHA V.P**



**DEPARTMENT OF COMMERCE  
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
UNIVERSITY OF CALICUT  
MARCH 2022**



**“THE EFFECT OF INSTITUTIONAL TRAINING ON  
EMPLOYEE DEVELOPMENT”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**NALANDA M.M**

**CCATBCM114**

Under the supervision of

**MR. FRANCIS BASTIAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON IMPACT OF ADVERTISING ON SALE OF  
MOBILE PHONE”**

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**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by  
**NASRIN VJ**

**(CCATBCM115)**

Under the supervision of

**Ms. VIJAYA E S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS DEBIT  
CARDS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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**BACHELOR OF COMMERCE**

Submitted by

**NEERAJ E V**

**(CCATBCM116)**

Under the supervision of

**Ms. Divya Pious**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON JOB SATISFACTION AMONG SCHOOL  
TEACHERS WITH REGARDS TO ONLINE TEACHING ”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**PARVANA BABURAJ**

**CCATBCM117**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON ENROLMENT OF STUDENTS IN ADDITIONAL  
SKILL ACQUISITION ONLINE PROGRAMMES DURING  
COVID”.**

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**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**PRANAV.K.S**

**CCATBCM118**

Under the supervision of

**Mr. M S VISHNU**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“THE EFFECT OF INSTITUTIONAL TRAINING ON  
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Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ROHAN PAUL**

**CCATBCM119**

Under the supervision of

**MR. FRANCIS BASTIAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

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**“A STUDY ON IMPACT OF COMPARATIVE  
ADVERTISEMENT ON CONSUMER BUYING  
BEHAVIOUR”**

Project Report submitted to

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**SHABNA SHAMSUDHEEN (CCATBCM120)**

Under the supervision of

**Ms. JISHA C L**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

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**“A STUDY ON CONSUMER PREFERENCE TOWARDS BSNL  
BROADBAND CONNECTIVITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**SHAUN BOBY**

**CCATBCM121**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**



**“A STUDY ON CUSTOMER INSIGHT TOWARDS UPI, WITH  
SPECIAL REFERENCE TO THRISSUR DISTRICT”.**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**TINTO POULOSE**

**CCATBCM122**

Under the supervision of

**MR. LIPINRAJ K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING DURING COVID-19”.**

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**UNIVERSITY OF CALICUT**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**VAISAKH N S**

**CCATBCM123**

Under the supervision of

**MS.TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**

**“A STUDY ON CONSUMER PREFERENCE AND  
PERCEPTION TOWARDS KPL SHUDHI COCONUT OIL  
WITH REFERENCE TO KPL OIL MILLS (P) LTD”**

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**CHRIST COLLEGE(AUTONOMOUS),IRINJALAKUDA**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**VISHNU SANIL  
(CCATBCM124)**

Under the supervision of

**Ms. Mary Soniya Jacobi**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS),IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2022**

**“A STUDY ON LIQUIDITY AND SOLVENCY WITH SPECIAL  
REFERENCE TO KSE LTD, IRIJALAKUDA”**

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**UNIVERSITY OF CALICUT**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**VISWANATH K.R**

**(CCATBCM125)**

Under the supervision of

**Ms. SIJI C. L.**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2022**