

**“A STUDY ON CUSTOMER PERCEPTION
TOWARDS APPLE MOBILE”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

FARHAN SHAJAHAN

(CCAUBBAR32)

Under the supervision of

Prof. C.L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS APPLE MOBILE**” is a bonafide record of project done by **FARHAN SHAJAHAN**, Reg. No. CCAUBBAR32, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L BABY JOHN

Co-ordinator

Prof C.L BABY JOHN

Project Guide

DECLARATION

I, FARHAN SHAJAHAN, hereby declare that the project work entitled “A STUDY ON CUSTOMER PERCEPTION TOWARDS APPLE MOBILE” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof C.L BABY JOHN, co-ordinator, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

FARHAN
SHAJAHAN

Date:

CCAUBBAR32

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in-Charge, Christ college Irinjalakuda for providing various facilities.

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Substantial financial investment in infrastructural sector in Kerala is the contribution of NRI's. Financial investment from NRIs is to be utilized in such a way as to help the development of not only individuals but the state and nation also. Construction and modification of palatial Houses have a demonstration effect in our society. After 90's there were lot of attractive

Investment everyone knows that NRIs are really the Stone Kerala's economy. A platform in India to channelize the remittance of NRIs to the productive sectors which provides double sided benefits i.e., for both NRI's and the country. However, the recent Trends in NRIs investment behavior shows that the investment is more confined to the Traditional sectors such as real estate, business, gold etc. This makes the study more relevant in the socio-economic condition of Kerala. A major chunk of NRI population of India is Keralites who contributes around 25% of the economic output of the state thereby participating the growth process of Kerala economy. The Gulf countries altogether had a Keralites population of more than 2.5 million. In 2015 remittance from NRIs crossed an all-time high of INR 1, 00,000 Crores.

Radical changes have been recorded in Kerala's socio- economic Situation for the last 5 decades of which large scale migration to Middle East taken place. In the State of 32 million, one out of six employed Keralites, or around 30 lakh people from the state, work abroad mainly in Persian Gulf. The result of a migration that started with the Kerala gulf Boom, when Malayalee's began migrating to the GCC countries for lively hood in 1970s. The Areas where the impact of remittance is the main subject of investigation of this project. The Main areas of investigation covers- investing behavior of NRIs, factors affecting their investment, socio-economic impact of NRI's investment in Kerala State.

1.2 STATEMENT OF THE PROBLEM

The present topic is mainly selected to analyze the investment habit of NRI's in Kerala with reference to Thrissur district. Remittances from NRI's are the foundation stones Of the Kerala economy. The quantum of remittances that flowed into Kerala is almost three Times the money that flowed into Maharashtra, four times the inflow into Tamil Nadu and Almost 10 times the inflow into Gujarat in the form of NRIs remittance. All these states have efficiently used these remittances to build a strong, growing economy, why is it that the mass NRIs remittance into Kerala has not channelized into productive investments in the state? To answer these above research question three research objectives are set in.

1.3 OBJECTIVES

1. To analyze the common in investment habits of NRI's in Kerala.
2. To assess the level of satisfaction of NRI investors in Kerala with regard to them in investment.
3. To analyze the factors affecting NRI investment.

1.4 SCOPE OF THE STUDY

The study focuses on the NRI's in Kerala on the various investments in India done by them and to analyze the common investment habits of the NRI's. The number of Nonresident Indians and their quantum of remittances in the Kerala state have been increasing at a remarkable rate.

1.5 METHODOLOGY

The project on the topic, —investment habit of NRI's in Kerala with reference to Thrissur district. It has been prepared and compiled using data collected from

various sources, basically primary sources and secondary sources of data have been utilized to effectively prepare and analyze the study. The sample size is limited to of 40 number of NRI investors selected from various villages of Thrissur district.

PRIMARY DATA:

Primary data relating the study are collected directly from the people who invest in the insurance. Questionnaire containing queries for the study were distributed among randomly selected 40 respondents.

SECONDARY DATA:

The secondary data relating to the study were collected from published books, magazines and websites.

1.6 TOOL FOR ANALYSIS:

Mathematical tools were used for analyzing data collection. The percentage was calculated for analyzing the data. The data collected was tabulated and percentage was calculated. The values were then plotted using pie diagrams, cylindrical diagrams, bar diagrams and lines.

1.7 LIMITATIONS OF THE STUDY

- Time is important constraint for making a detailed study; the area of the study is kept at the limit because of short span of time.
- This study is only based on 40 respondents and the result may not be accurate.

1.8 CHAPTERIZATION

Chapter 1 – Introduction

Chapter 2 – Review of Literature

Chapter 3 – Theoretical framework

Chapter 4 – Data analysis and interpretation

Chapter 5 – Findings, Suggestions and conclusion

Chapter 6 – Bibliography & Webliography

“A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH”

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

FIZA C R

(CCAUBBAR34)

Under the supervision of

MS. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH" is a Bonafede, record of project done by FIZA C R , Reg. No. CCAUBBAR34 , under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN

Co-ordinator


Asst. Prof. MEETHU HENRY

Project Guide



DECLARATION

I, FIZA C R, hereby declare that the project work entitled “A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH ” is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

FIZA C R

Date:

CCAUBBAR34

ACKNOWLEDGEMENT

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I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Meethu Henry, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

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“A STUDY ON CUSTOMER SATISFACTION TOWARDS
KOCHI METRO SERVICES”

Project Report submitted to
CHRIST COLLEGE IRINJALAKUDA

In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GEORGE VARGHESE

(CCAUBBAR35)

Under the supervision of

MR. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS KOCHI METRO SERVICE" is a bonafide record of project done by GEORGE VARGHESE, Reg. No. CCAUBBAR35, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN
Guide


Mr. FRANCIS BASTIA Co-ordinator

Project



DECLARATION

I, GEORGE VARGHESE, hereby declare that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS KOCHI METRO SERVICE” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

GEORGE VARGHESE

Date:

CCAUBBAR35

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**“A STUDY ABOUT THE CONSUMER SATISFACTION
TOWARDS UPI”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

In partial fulfillment of the requirement for the award

of the degree of

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

JEEVAN JOSE

(CCAUBBAR37)

Under the guidance of

Mr.FRANCIS BASTIAN



**DEPARTMENT OF MANAGEMENT STUDIES
CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ABOUT THE CONSUMER SATISFACTION TOWARDS UPI" is a bonafide record of project done by **JEEVAN JOSE**, Reg. No. CCAUBBAR37, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associate ship or Fellowship.



Prof.C L BABY JOHN

Co-coordinator



Mr.FRANCIS BASTIAN

Project Guide



DECLARATION

I, JEEVAN JOSE hereby declare that the project work entitled “A STUDY ABOUT THE CONSUMER SATISFACTION TOWARDS UPI” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: March 2023


JEEVAN JOSE
CCAUBBAR37

ACKNOWLEDGEMENT

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**“A STUDY ON CUSTOMER PREFERNCES TOWARDS
ORGANIC PRODUCTS 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 BUSINESS ADMINISTRATION

Submitted by

JONAL K J

(CCAUBBAR38)

Under the supervision of

Asst. Prof. KALPA SIVADAS



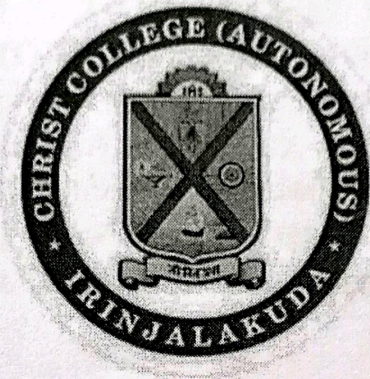
DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

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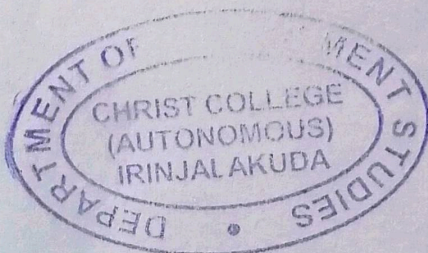
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Prof. C.L. BABY JOHN

Co-ordinator

Asst. Prof. KALPA SIVADAS

Project Guide

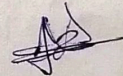


DECLARATION

I, JONAL K J, hereby declare that the project work entitled "A STUDY ON CUSTOMER PREFERNCES TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 3-04-2023



JONAL K J

CCAUBBAR38

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
DIGITAL BANKING SERVICES OF FEDERAL BANK”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

MERLIN MATHEW

(CCAUBBAR42)

Under the supervision of

Prof. C.L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL BANKING SERVICES OF FEDERAL BANK" is a bonafide record of project done by **MERLIN MATHEW**, Reg. No. CCAUBBAR42, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Prof. C.L. BABY JOHN
Project Guide



DECLARATION

I, MERLIN MATHEW hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL BANKING SERVICES OF FEDERAL BANK" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C.L Baby John, HOD, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:

**MERLIN
MATHEW**

CCAUBBAR42

ACKNOWLEDGEMENT

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**“A STUDY ON EMPLOYEE SATISFACTION IN DEEPA
ALUMINUM INDUSTRIES, ANNANADU”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MOHAMMED ADHIL N J

(CCAUBBAR43)

Under the supervision of

Asst. Prof. FRANCIS BASTIAN



**DEPARTMENT OF MANAGEMENT STUDIES
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON EMPLOYEE SATISFACTION IN DEEPA ALUMINUM INDUSTRIES, ANNANADU" is a *bonafide* record of project done by **MOHAMMED ADHIL N J**, Reg. No. CCAUBBAR43, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN

Co-Ordinator


Asst. Prof. FRANCIS BASTIAN

Project Guide

DECLARATION

I, **MOHAMMED ADHIL N J**, hereby declare that the project work entitled “A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS ADVERTISEMENTS” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. Francis Bastian, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

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Place: Irinjalakuda

MOHAMMED ADHIL N J

Date:

CCAUBBAR43

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**“A STUDY ON THE AFFINITY OF YOUTH TOWARDS
BRANDED APPARELS IN THRISSUR DISTRICT”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

MOHAMMED HASHIM M.P

(CCAUBBAR44)

Under the supervision of

Prof. C.L.BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE AFFINITY OF YOUTH TOWARDS BRANDED APPARELS IN THRISSUR DISTRICT" is a *bonafide* record of project done by **MOHAMMED HASHIM M.P**, Reg. No. CCAUBBAR44, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-Ordinator

Prof. C.L. BABY JOHN
Project Guide



DECLARATION

I, MOHAMMED HASHIM M.P, hereby declare that the project work entitled "A STUDY ON THE AFFINITY OF YOUTH TOWARDS BRANDED APPARELS IN THRISSUR DISTRICT" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Prof. C.L BABY JOHN, Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 03-04-2023



MOHAMMED HASHIM M.P

CCAUBBAR44

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to Rev. Dr. Jolly Andrews, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. C.L. Baby John, Co-Ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

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**“A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA
WITH REFERENCE TO AMAZON PAY”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

MUHAMMED HISHAM .T

(CCAUBBAR46)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY**” is a bonafide record of project done by **MUHAMMED HISHAM .T** , Reg. No. CCAUBBAR46, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof.C.L BABY JOHN
Co-ordinator


Ms. KALPA SIVADAS
Project Guide



DECLARATION

I, MUHAMMED HISHAM .T, hereby declare that the project work entitled “A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

MUHAMMED.HISHAM.T

Date:

CCAUBBAR46

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof.C.L. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

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I express my sincere gratitude to Ms. Kalpa Sivadas, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

INTRODUCTION

**“ ANALYSIS ON FINANCIAL PERFORMANCE OF
MARUTI SUZUKI”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

MURUKESH KRISHNA

CCAUBBAR47

Under the supervision of

Prof. C. L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY**



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “ANALYSIS ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI” is a bonafide record of project done by **MURUKESH KRISHINA**, Reg. No. CCATBBAR47, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C. L. BABY JOHN.

Co – ordinator



Prof. C. L. BABY JOHN.

Project Guide

DECLARATION

I, MURUKESH KRISHNA, hereby declare that the project work entitled “ANALYSIS ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI" is record is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C. L Baby John, Co-ordinator of BBA (Finance), Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:

MURUKESH
KRISHNA
CCAUBBAR47

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**“A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA
WITH REFERENCE TO AMAZON PAY”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

P.S SAHALA SAYED

(CCAUBBAR48)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY




DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY” is a bonafide record of project done by **P.S SAHALA SAYED**, Reg. No. CCAUBBAR48, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof.C.L BABY JOHN

Co-ordinator


Ms. KALPA SIVADAS

Project Guide



DECLARATION

I, P.S SAHALA SAYED, hereby declare that the project work entitled “A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

P.S SAHALA SAYED

Date:

CCAUBBAR48

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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INTRODUCTION

**“A STUDY ON ATTITUDE OF NETIZENS TOWARDS
ONLINE ADVERTISING 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 BUSINESS ADMINISTRATION

Submitted by

RAHEES

(CCAUBBAR49)

Under the supervision of

Asst. Prof. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON ATTITUDE OF NETIZENS TOWARDS ONLINE ADVERTISING WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY" is a *bonafide* record of project done by RAHEES, Reg. No. CCAUBBAR49, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN

Co-ordinator

Asst. Prof. MEETHU HENRY

Project Guide



DECLARATION

I, RAHEES, hereby declare that the project work entitled "A STUDY ON ATTITUDE OF NETIZENS TOWARDS ONLINE ADVERTISING WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 4-04-2023

Rahees

RAHEES

CCAUBBAR49

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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I express my sincere gratitude to Asst. Prof. MEETHU HENRY, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

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“A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS”

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

SREELAKSHMI K S

(CCAUBBAR54)

Under the supervision of

MS. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

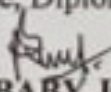
CALICUT UNIVERSITY




DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "**A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS**" is a Bonafede, record of project done by **SREELAKSHMI K S**, Reg. No. CCAUBBAR54, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN

Co-ordinator


Asst. Prof. MEETHU HENRY

Project Guide



DECLARATION

I, SREELAKSHMI K S, hereby declare that the project work entitled “A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS” is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

SREELAKSHMI K S

Date:

CCAUBBAR54

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**“A STUDY ON INSTAGRAM AS A MARKETING TOOL
AMONG YOUTH WITH SPECIAL REFERENCE TO
IRINJALAKUDA”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

ZAHERA A A

(CCAUBBAR56)

Under the supervision of

ASST.PROF. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
UNIVERSITY OF CALICUT



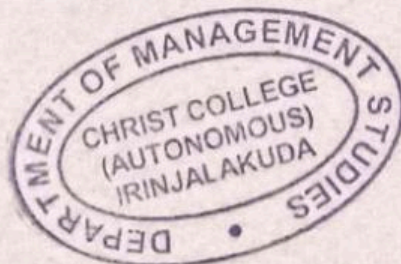
DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "**A STUDY ON INSTAGRAM AS A MARKETING TOOL AMONG YOUTH WITH SPECIAL REFERENCE TO IRINJALAKUDA**" is a *bonafide* record of project done by **ZAHERA A A**, Reg. No. **CCAUBBAR56**, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Asst. Prof. FRANCIS BASTAIN
Project Guide



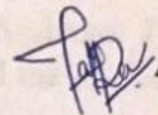
DECLARATION

I, ZAHERA A A, hereby declare that the project work entitled "A STUDY ON INSTAGRAM AS A MARKETING TOOL AMONG YOUTH WITH SPECIAL REFERENCE TO IRINJALAKUDA" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Mr. FRANCIS BASTAIN, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 4-04-2023



ZAHERA A A

CCAUBBAR56

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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I express my sincere gratitude to Mr. Francis Bastian, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
DIGITAL BANKING SERVICES OF FEDERAL BANK”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

JESSEN JAYAKUMAR

(CCAUBBAR02)

Under the supervision of

Prof. C.L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL BANKING SERVICES OF FEDERAL BANK” is a bonafide record of project done by **JESSEN JAYAKUMAR**, Reg. No. CCAUBBAR02, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L BABY JOHN

Co-ordinator

Prof. C.L BABY JOHN

Project Guide



DECLARATION

I, JESSEN JAYAKUMAR hereby declare that the project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL BANKING SERVICES OF FEDERAL BANK” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C.L Baby John, HOD, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 3-04-2023



**JESSEN
JAYAKUMAR**

CCAUBBAR02

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON INFLUENCE OF BRAND ON CUSTOMER
BUYING BEHAVIOUR OF DECATHLON SOPRTS IN THRISSUR”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

(MOHAMMED JASIM V A)

(CCAUBBAR03)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

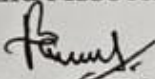
MARCH 2023


CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled **“A STUDY ON INFLUENCE OF BRAND ON CUSTOMER BUYING BEHAVIOUR OF DECATHLON SOPRTS IN THRISSUR”** is a bonafide record of project done by **MOHAMMED JASIM V A**, Reg. No. CCAUBBAR03, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN
Co-ordinator


Ms. KALPA SIVADAS
Project Guide



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

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Prof. BABY JOHN
Co-ordinator

Ms. KALPA SIVADAS
Project Guide

DECLARATION

I, MOHAMMED JASIM V A, hereby declare that the project work entitled “A study on influence of brand on customer buying behaviour of decathlon sports in thrissur” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

MOHAMMED JASIM V A

Date:

CCAUBBAR03

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-inCharge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Kalpa Sivadas, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
MOBILE PAYMENT SYSTEM 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 BUSINESS ADMINISTRATION

Submitted by

MOHAMMED MIDLAJ A S

(CCAUBBAR04)

Under the supervision of

Asst. Prof. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CUSTOMERS SATISFACTION TOWARDS MOBILE PAYMENT SYSTEM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY**” is a *bonafide* record of project done by **MOHAMMED MIDLAJ A S**, Reg. No. CCAUBBAR04, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Asst. Prof. MEETHU HENRY
Project Guide

DECLARATION

I, MOHAMMED MIDLAJ A S, hereby declare that the project work entitled “A STUDY ON CUSTOMERS SATISFACTION TOWARDS MOBILE PAYMENT SYSTEM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

MOHAMMED MIDLAJ A S

Date:

CCAUBBAR04

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON CUSTOMER PREFERNCES TOWARDS
ORGANIC PRODUCTS 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 BUSINESS ADMINISTRATION

Submitted by

ROSE GEORGE

(CCAUBBAR05)

Under the supervision of

Asst. Prof. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

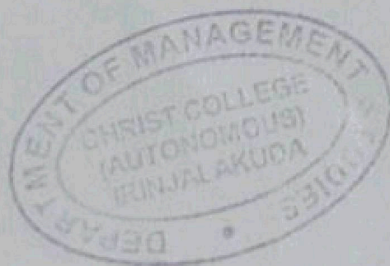
This is to certify that the project report entitled "A STUDY ON CUSTOMER PREFERNCES TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY" is a *bonafide* record of project done by ROSE GEORGE, Reg. No. CCAUBBAR05, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN

Co-ordinator

Asst. Prof. KALPA SIVADAS

Project Guide



DECLARATION

I, ROSE GEORGE, hereby declare that the project work entitled “A STUDY ON CUSTOMER PREFERNCES TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

ROSE GEORGE

Date:

CCAUBBAR05

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA
WITH REFERENCE TO AMAZON PAY”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

STEVE JAI

(CCAUBBAR07)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY” is a bonafide record of project done by **STEVE JAI**, Reg. No. CCAUBBAR07, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof.C.L BABY JOHN
Co-ordinator


Ms. KALPA SIVADAS
Project Guide



DECLARATION

I, STEVE JAI, hereby declare that the project work entitled “A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

STEVE JAI

Date:

CCAUBBAR07

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof.C.L. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

INTRODUCTION

**“A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS
ADVERTISEMENTS”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

VISHNU DILEEP

(CCAUBBAR08)

Under the supervision of

Asst. Prof. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS ADVERTISEMENTS**” is a *bonafide* record of project done by **VISHNU DILEEP**, Reg. No. CCAUBBAR08, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Asst. Prof. MEETHU HENRY
Project Guide



DECLARATION

I, VISHNU DILEEP, hereby declare that the project work entitled “A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS ADVERTISEMENTS” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

VISHNU DILEEP

Date:

CCAUBBAR08

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON CONSUMER BUYING BEHAVIOUR
TOWARDS SOFT DRINKS AMONG YOUTH WITH
SPECIAL REFERENCE TO THE STUDENTS OF CHRIST
COLLEGE IRINJALAKUDA”**

Project Report submitted to
CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA
In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

AISWARYA K S

(CCAUBBAR10)

Under the supervision of

Ms. KALPA SIVADAS



**DEPARTMENT OF MANAGEMENT STUDIES
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA
CALICUT UNIVERSITY**



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled **“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS AMONG YOUTH WITH SPECIAL REFERENCE TO THE STUDENTS OF CHRIST**

COLLEGE IRINJALAKUDA” is a bona fide record of project done by AISWARYA K S, Reg. No. CCAUBBAR10, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF MANAGEMENT STUDIES and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof.C.L BABY JOHN
Co-ordinator




Ms. KALPA SIVADAS
Project Guide

DECLARATION

I, AISWARYA K S hereby declare that the project work entitled **“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS AMONG YOUTH WITH REFERENCE TO THE STUDENTS CHRIST**

COLLEGE IRINJALAKUDA” is a record of independent and bona fide project work carried out by me, under the supervision and guidance of Ms. KALPA SIVDAS, Asst. Professor-On contract, Department of Commerce and Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute. ``

Place: Irinjalakuda

Date:

AISWARYA K S

CCAUBBAR10

ACKNOWLEDGMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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**“A STUDY ON THE POPULARITY OF CRYPTOCURRENCY AND
THE APPROACH OF THE PEOPLE TOWARDS
CRYPTOCURRENCY”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

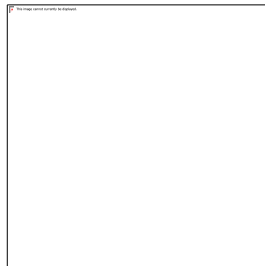
Submitted by

(AJITH LAL)

CCAUBBAR11

Under the supervision of **Ms.**

KALPA SIVDAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


MARCH 2023

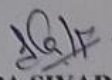
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE POPULARITY OF CRYPTOCURRENCY AND THE APPROACH OF THE PEOPLE TOWARDS CRYPTOCURRENCY" is a bonafide record of project done by **AJITH LAL**, Reg. No. CCAUBBAR11, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. C L BABY JOHN
Co-ordinator


Ms. KALPA SIVADAS
Project Guide



DECLARATION

I, AJITH LAL hereby declare that the project work entitled “A study on the popularity of the cryptocurrency and the approach of people towards cryptocurrency” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

AJITH LAL

Date:

CCAUBBAR11

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON THE EFFECTIVENESS OF TIME MANAGEMENT
AT EDISON SANITARY”**

Project Report submitted to
CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

ALAKANANDHA C R

(CCAUBBAR12)

Under the supervision of

Asst. Prof. MEETHU HENRY



**DEPARTMENT OF MANAGEMENT STUDIES
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY

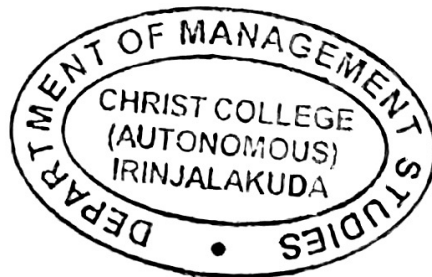


DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON THE EFFECTIVENESS OF TIME MANAGEMENT AT EDISON SANITARY**” is a bonafide record of project done by **ALAKANANDHA C R**, Reg. No. CCAUBBAR12, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof.C.L BABY JOHN
Co-ordinator


Asst. Prof. MEETHU HENRY
Project Guide



DECLARATION

I, ALAKANANDHA C R, hereby declare that the project work entitled “A STUDY ON THE EFFECTIVENESS ON TIME MANAGEMENT AT EDISON SANITARY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY, Assistant Professor, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

ALAKANANDHA C R

Date:

CCAUBBAR12

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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**“A STUDY ON THE POPULARITY OF CRYPTOCURRENCY AND
THE APPROACH OF THE PEOPLE TOWARDS
CRYPTOCURRENCY”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

ANGEL DAVIS

CCAUBBAR13

Under the supervision of **Ms.**

KALPA SIVDAS

DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


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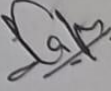
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE POPULARITY OF CRYPTOCURRENCY AND THE APPROACH OF THE PEOPLE TOWARDS CRYPTOCURRENCY" is a bonafide record of project done by ANGEL DAVIS, Reg. No. CCAUBBAR13, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. C L BABY JOHN
Co-ordinator


Ms. KALPA SIVADAS
Project Guide



DECLARATION

I, ANGEL DAVIS hereby declare that the project work entitled “A study on the popularity of the cryptocurrency and the approach of people towards cryptocurrency” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

ANGEL DAVIS

Date:

CCAUBBAR13

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-inCharge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Kalpa Sivadas, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
MOBILE PAYMENT SYSTEM 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 BUSINESS ADMINISTRATION

Submitted by

ARAVIND M MENON

(CCAUBBAR14)

Under the supervision of

Asst. Prof. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CUSTOMERS SATISFACTION TOWARDS MOBILE PAYMENT SYSTEM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY**” is a *bonafide* record of project done by **ARAVIND M MENON**, Reg. No. CCAUBBAR14, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN

Co-ordinator

Asst. Prof. MEETHU HENRY

Project Guide



DECLARATION

I, ARAVIND M MENON, hereby declare that the project work entitled “A STUDY ON CUSTOMERS SATISFACTION TOWARDS MOBILE PAYMENT SYSTEM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

ARAVIND M MENON

Date:

CCAUBBAR14

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to Rev.Dr. Jolly Andrews, Principal inCharge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. C.L.Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

I am thankful to Asst. Prof. Kalpa Sivadas, Class teacher for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Asst. Prof. MEETHU HENRY, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

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**“A STUDY ON CUSTOMER’S PERCEPTION AND
ACCEPTANCE OF ONLINE FOOD DELIVERY SERVICES”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

(BONNY BABU)

(CCAUBBAR15)

Under the supervision of

Asst. Prof. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PAYMENT SYSTEM**” is a bonafide record of project done by **BONNY BABU**, Reg. No. CCAUBBAR15, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. BABY JOHN
Co-ordinator

Asst. Prof. Francis Bastian
Project Guide

DECLARATION

I, BONNY BABU, hereby declare that project work entitled “A STUDY ON CUSTOMER’S PERCEPTION AND ACCEPTANCE OF ONLINE FOOD DELIVERY SERVICES” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

(BONNY BABU)

Date:

CCAUBBAR15

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Asst. Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Mr. Francis Bastian, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

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**“A STUDY ON THE BRAND AWARENESS AND BRAND
MEASUREMENT OF McDonald’s”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

DEVIKRISHNA B.R

(CCAUBBAR17)

Under the supervision of

Ms. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled **"A STUDY ON THE BRAND AWARENESS AND BRAND MEASUREMENT OF McDonald's"** is a bonafide record of project done by **DEVIKRISHNA B.R.**, Reg. No. CCAUBBAR17, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. **BABY JOHN**

Co-coordinator

Ms. **MEETHU HENRY**

Project Guide



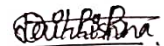
DECLARATION

I, DEVIKRISHNA B.R hereby declare that the project work entitled "A study on the Brand awareness and Brand measurement of McDonald's" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.MEETHU HENRY, Assistant Professor, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 3-04-2023.



DEVIKRISHNAB.R

CCAUBBAR17

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms.Meethu Henry, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

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**“A STUDY ON THE AFFINITY OF YOUTH TOWARDS
BRANDED APPARELS IN THRISSUR DISTRICT”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

GREESHMA P. R

(CCAUBBAR18)

Under the supervision of

Prof. C.L.BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON THE AFFINITY OF YOUTH TOWARDS BRANDED APPARELS IN THRISSUR DISTRICT" is a *bonafide* record of project done by GREESHIMA P.R, Reg. No. CCAUBBAR18, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-Ordinator

Prof. C.L. BABY JOHN
Project Guide



DECLARATION

I, GREESHMA P.R, hereby declare that the project work entitled “A STUDY ON THE AFFINITY OF YOUTH TOWARDS BRANDED APPARELS IN THRISSUR DISTRICT” is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Prof. C.L BABY JOHN, Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

GREESHMA P. R

Date:

CCAUBBAR18

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to Rev. Dr. Jolly Andrews, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. C.L. Baby John, Co-Ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

I am thankful to Asst. Prof. Kalpa Sivadas, Class teacher for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Prof. C.L. Baby John, Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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“A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS”

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

MOHAMMAD FAYAS

(CCAUBBAR19)

Under the supervision of

MS. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS" is a Bonafede, record of project done by **MOHAMMAD FAYAS**, Reg. No. CCAUBBAR19, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN

Co-ordinator


Asst. Prof. MEETHUHENRY

Project Guide



DECLARATION

I, MOHAMMAD FAYAS, hereby declare that the project work entitled "A STUDY ON CONSUMER PREFERENCE OF TWO WHEELERS" is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda



MOHAMMAD FAYAS

Date:

CCAUBBAR19

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Meethu Henry, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

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“A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH”

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

Naif Noushad

(CCAUBBAR20)

Under the supervision of

MS. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY**



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “A STUDY ON BRAND

PREFERENCE OF SOFT DRINKS AMONG YOUTH” is a Bonafede, record of project done by **NAIF NOUSHAD** , Reg. No. CCAUBBAR20 , under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. BABY JOHN

Co-ordinator


Asst. Prof. MEETHU HENRY

Project Guide



DECLARATION

I, NAIF NOUSHAD , hereby declare that the project work entitled “A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH ” is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

NAIF NOUSHAD

Date:

CCAUBBAR20

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Meethu Henry, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

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**“A STUDY ON CONSUMER’S PERCEPTION
TOWARDS OTT PLATFORMS”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

NEHA REJI

CCAUBBAR22

Under the supervision of

Prof. C.L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CONSUMER’S PERCEPTION TOWARDS OTT PLATFORMS**” is a bonafide record of project done by **NEHA REJI**, Reg. No. CCAUBBAR22, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L BABY JOHN
Co-ordinator

Prof. C.L BABY JOHN
Project Guide



DECLARATION

I, NEHA REJI, hereby declare that the project work entitled "A STUDY ON CONSUMER'S PERCEPTION TOWARDS OTT PLATFORMS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C.L BABY JOHN, Co-ordinator, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 4/4/2023


NEHA REJI

CCAUBBAR22

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-inCharge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Ms. Kalpa Shaju, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Prof. Baby John, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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**“ANALYSIS ON FINANCIAL PERFORMANCE OF
MARUTI SUZUKI”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

RIZWANA P B

CCAUBBAR23

Under the supervision of

Prof. C. L BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “ANALYSIS ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI ” is a bonafide record of project done by **RIZWANA P B**, Reg. No. CCAUBBAR23, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.I. BABY JOHN
Co-ordinator

Prof. C.I. BABY JOHN
Project Guide



DECLARATION

I, RIZWANA P B, hereby declare that the project work entitled “ANALYSIS ON FINANCIAL PERFORMANCE OF MARUTI SUZUKI” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C. L BABY JOHN Co-ordinator of BBA (Finance), Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

RIZWANA P B

Date:

CCAUBBAR23

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. C. L Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Ms. Kalpa Shaju, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Prof. Baby John, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

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**“A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS
ADVERTISEMENTS”**

Project Report submitted to
UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

S. ATHMIKA MENON

(CCAUBBAR24)

Under the supervision of

Asst. Prof. MEETHU HENRY



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON ATTITUDE OF CONSUMER’S TOWARDS ADVERTISEMENTS**” is a *bonafide* record of project done by **S. ATHMIKA MENON**, Reg. No. CCAUBBAR24, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Asst. Prof. MEETHU HENRY
Project Guide



DECLARATION

I, S. ATHMIKA MENON, hereby declare that the project work entitled "A STUDY ON ATTITUDE OF CONSUMER'S TOWARDS ADVERTISEMENTS" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. MEETHU HENRY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.



S. ATHMIKA MENON

Place: Irinjalakuda

CCAUBBAR24

Date: 4/4/2023

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to Rev. Dr. Jolly Andrews, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. C.L.Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

I am thankful to Asst. Prof. Kalpa Sivadas, Class teacher for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms Meethu Henry, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

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**“A STUDY ON INSTAGRAM AS A MARKETING TOOL
AMONG YOUTH WITH SPECIAL REFERENCE TO
IRINJALAKUDA”**

Project Report submitted to

UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

AISWARYA V S

(CCAUBBAR26)

Under the supervision of

ASST.PROF. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT



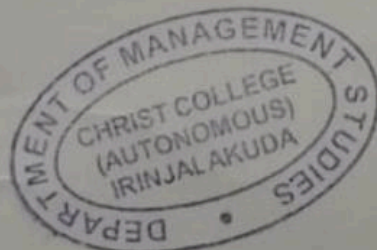
DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled “ **A STUDY ON INSTAGRAM AS A MARKETING TOOL AMONG YOUTH WITH SPECIAL REFERENCE TO IRINJALAKUDA**” is a *bonafide* record of project done by **AISWARYA V S**, Reg. No. CCAUBBAR26, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator

Asst. Prof. FRANCIS BASTAIN
Project Guide



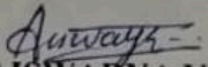
DECLARATION

I, AISWARYA V S, hereby declare that the project work entitled "A STUDY ON INSTAGRAM AS A MARKETING TOOL AMONG YOUTH WITH SPECIAL REFERENCE TO IRINJALAKUDA" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Mr. FRANCIS BASTAIN, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 3-04-2023


AISWARYA V S

CCAUBBAR26

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to Rev. Dr. Jolly Andrews, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. C.L.Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

I am thankful to Asst. Prof. Kalpa Sivadas, Class teacher for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Mr. Francis Bastian, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

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**“A STUDY ON INFLUENCE OF BRAND ON CUSTOMER
BUYING BEHAVIOUR OF DECATHLON SOPRTS IN THRISSUR”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

(AKSHAY K S)

(CCAUBBAR27)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON INFLUENCE OF BRAND ON CUSTOMER BUYING BEHAVIOUR OF DECATHLON SOPRTS IN THRISSUR**” is a bonafide record of project done by **AKSHAY K S**, Reg. No. CCAUBBAR27, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. BABY JOHN
Co-ordinator

Ms. KALPA SIVADAS
Project Guide

DECLARATION

I, AKSHAY K S hereby declare that the project work entitled “A study on influence of brand on customer buying behaviour of decathlon sports in thrissur” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

AKSHAY K S

Date:

CCAUBBAR27

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-inCharge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Ms. Kalpa Sivadas, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

CHAPTER I

1.1 INTRODUCTION

Brand is guarantee, an assurance for a defined standard of a quality for the first time and for every time but not the vice versa. Brand is name or logo that play the role in the mind of the customer. Brands do not complete in the product area but complete for the mind space of the customer. A brand established in the mind of the customer becomes indelible when customer identifies itself with that particular brand. Branding is an effective marketing strategy tool that has been used with frequent success in the past. Branding can be an effective and powerful tool for all types of business organizations. If branding done well, the pay offs can be substantial. However, if brands are mismanaged, the results can be damaging. This report is aimed to investigate the effect of brand on customer buying behaviour of decathlon. How much customers are prepared to pay for branded products, how important they consider price, brand or other factors during their purchasing decisions. The report aimed at comprehensive literature review on branding, brand loyalty, brand awareness, brand equity and brand perception, price sensitivity and willingness to pay. “Brands are like human beings. They are born, fed and nurtured, made strong and responsible so that they can be faithful friends of the people (Customers) form mutually beneficial and satisfying relationships with them and become their companions for life. Such brands, market their parents (organisation or corporate) proud of them. The best brands are the once who health increasing and sustaining strong long term “parent-brand-people” relationships. These brands from the potential for present growth and future expansion. they help the organisation conquer peaks at the time of booms and stay afloat and swim at times of depression.

1.2 Statement of the problem

The research problem is mainly concerned with understanding “influence of brand on customer buying behaviour”. This study will provide details for improving the sales, by understanding customers brand awareness for marketing of products promotional activities are very important. This project will help the company to understand the level of influence of branding on customers. That will also help them to improve the marketing of products and increase the goodwill of the company.

**“A STUDY ON SAVING AND SPENDING HABITS AMONG
COLLEGE STUDENTS”**

Project Report submitted to

UNIVERSITY OF CALICUT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

AMALSIYA RIYAS

(CCAUBBAR28)

Under the supervision of

Asst. Prof. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

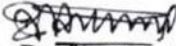
CHRIST COLLEGE (AUTONOMOUS),
IRINJALAKUDA
UNIVERSITY OF CALICUT



DEPARTMENT OF MANAGEMENT STUDIES
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON SAVING AND SPENDING HABITS AMONG COLLEGE STUDENTS" is a *bonafide* record of project done by AMALSIYA RIYAS, Reg. No. CCAUBBAR28, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of *BACHELOR OF BUSINESS ADMINISTRATION* and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. C.L. BABY JOHN
Co-ordinator


Asst. Prof. FRANCIS BASTIAN
Project Guide



DECLARATION

I, AMALSIYA RIYAS, hereby declare that the project work entitled "A STUDY ON SAVING AND SPENDING HABITS AMONG COLLEGE STUDENTS" is a record of independent and *bonafide* project work carried out by me under the supervision and guidance of Asst. Prof. FRANCIS BASTIAN, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:



AMALSIYA RIYAS

CCAUBBAR28

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere gratitude to **Rev. Dr Jolly Andrews**, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to **Prof. C.L. Baby John**, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

I am thankful to **Asst. Prof. Kalpa Sivadas**, Class teacher for his cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to **Asst. Prof. FRANCIS BASTIAN**, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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**“A STUDY ON BRAND LOYALTY OF CUSTOMERS
TOWARDS FASHION BRANDS”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSSINESS ADMINISTRATION

Submitted by

ANAS A I

Reg No :CCAUBBAR29

Under the supervision of

Mr.BABY JOHN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

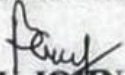
MARCH 2023

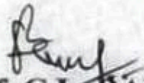
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CALICUT UNIVERSITY

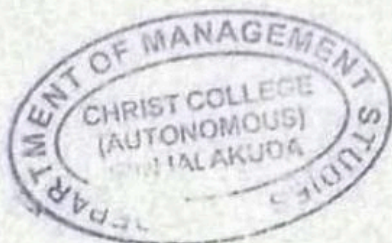


DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARDS FASHION BRANDS**” is a bonafide record of project done by **ANAS A I**, Reg. No. CCAUBBAR29, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. C.L. BABY JOHN
Co-ordinator


Prof. C.E. BABY JOHN
Project Guide



DECLARATION

I, ANAS A I, hereby declare that the project work entitled "A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARDS FASHION BRANDS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C.L. BABY JOHN, Assistant Professor, Department of Management Studies, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:



ANAS A I

CCAUBBAR29

ACKNOWLEDGEMENT

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**“A STUDY ON INVESTMENT HABITS OF NRI’S IN KERALA WITH
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 BUSINESS ADMINISTRATION

Submitted by

CHRISTINA TITUS (CCAUBBAR30)

Under the supervision of

Ms. KALPA SIVADAS



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled "**A STUDY ON INVESTMENT HABITS OF NRI'S IN KERALA WITH REFERENCE TO THRISSUR DISTRICT**" is a bonafide record of project done by **CHRISTINA TITUS**, Reg. No. **CCAUBBAR30**, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. BABY JOHN
Co-Ordinator

Ms. KALPA SIVADAS
Project Guide

DECLARATION

I, CHRISTINA TITUS hereby declare that the project work entitled "A study on investment habits of NRI's in Kerala with reference to Thrissur district." is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. KALPA SIVADAS, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 4/4/2023



CHRISTINA TITUS

CCAUBBAR30

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews, Principal-in Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. Baby John, Co-Ordinator of BBA (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Prof. Kalpa Sivadas , Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

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**“A STUDY ON CUSTOMER SATISFACTION TOWRDS
KOCHI METRO SERVICES”**

Project Report submitted to

CHRIST COLLEGE IRINJALAKUDA

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

FAHAD

(CCAUBBAR31)

Under the supervision of

MR. FRANCIS BASTIAN



DEPARTMENT OF MANAGEMENT STUDIES

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS KOCHI METRO SERVICE**” is a bonafide record of project done by **FAHAD**, Reg. No. CCAUBBAR31, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. BABY JOHN
Co-ordinator

Mr. FRANCIS BASTIAN
Project Guide

DECLARATION

I, **FAHAD**, hereby declare that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS KOCHI METRO SERVICE**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

FAHAD

Date:

CCAUBBAR31

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

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