

**” A STUDY ON BUYING BEHAVIOUR OF CONSUMERS  
TOWARDS BRANDED PRODUCTS IN FMCG SPECIAL  
REFERENCE TO SOFT DRINKS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**AJITH V.H**

**(CCAUBCM069)**

Under the supervision of

**Mrs. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*[Handwritten signature]*

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled " **A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS BRANDED PRODUCTS IN FMCG SPECIAL REFERENCE TO SOFT DRINKS**" is a bonafide record of project done by **AJITH V.H**, Reg. No. CCAUBCM069, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

**Prof. K.J. JOSEPH**

**Co-ordinator**



**Mrs. SANDHYA V**

**Project Guide**

## DECLARATION

I, AJITH V H, hereby declare that the project work entitled " **A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS BRANDED PRODUCTS IN FMCG SPECIAL REFERENCE TO SOFT DRINKS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs. SANDHYA V, 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 13/03/2023**



**AJITH V H**

**CCAUBCM069**

## 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, Principle-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Prof. K.J.Joseph, Co-ordinator of B.Com (Finance), for providing proper help and encouragement in the preparation of this report.

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## INTRODUCTION

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

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ASHIN SHOJAN**

**(CCAUBCM071)**

Under the supervision of

**Ms. SHINY A.O**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

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



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance Analysis of KSE Ltd**” is a bonafide record of project done by **ASHIN SHOJAN**, Reg. No. CCAUBCM071, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SHINY A.O**  
**Project Guide**

## **DECLARATION**

I, **ASHIN SHOJAN**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF KSE LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.**SHINY A.O** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**ASHIN SHOJAN**

**Date:**

**(CCAUBCM071)**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Shiny A.O , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ASHIN SHOJAN**

**Date:**

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**CATHARIN ANTONY**

**(CCAUBCM073)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Customer satisfaction towards online shopping**” is a bonafide record of project done by **CATHARIN ANTONY**, Reg. No. CCAUBCM073, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY V CHANDRAN**  
**Project Guide**



## DECLARATION

I, CATHARIN ANTONY, hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Swathy v Chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:** 13-03-2023

*Catharin*

CATHARIN ANTONY

CCAUBCM073

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya v, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy v chandran, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**CATHARIN ANTONY**

**Date:**

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**“A STUDY ON INVESTORS ATTITUDE TOWARDS THE  
POST OFFICE SAVINGS SCHEMES WITH REFERENCE TO  
SREENARAYANAPURAM GRAMA PANCHAYATH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JES NAIJU**

**(CCAUBCM076)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

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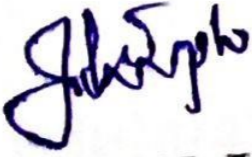



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**  
**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “A Study on Investor’s Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath” is a bonafide record of project done by JES NAIJU, Reg. No. CCAUBCM076, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

  
**Ms. SREELAKSHMI K**  
**Project Guide**



## DECLARATION

I, JES NAIJU hereby declare that the project work entitled "A Study on Investor's Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi k Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023



JES NAIJU

CCAUBCM076

## ACKNOWLEDGEMENT

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

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I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sreelakshmi k, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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**Place: Irinjalakuda**

**JES NAIJU**

**Date: 13/03/2023**

**” A STUDY ON BUYING BEHAVIOUR OF CONSUMERS  
TOWARDS BRANDED PRODUCTS IN FMCG SPECIAL  
REFERENCE TO SOFT DRINKS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**JOEL KANDAMKULATHY**

**(CCAUBCM077)**

Under the supervision of

**Mrs. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*[Handwritten signature]*

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

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**Prof. K.J. JOSEPH**  
**Co-ordinator**



**Mrs. SANDHYA V**  
**Project Guide**

## DECLARATION

I, JOEL KANDAMKULATHY, hereby declare that the project work entitled "A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS BRANDED PRODUCTS IN FMCG SPECIAL REFERENCE TO SOFT DRINKS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs. SANDHYA V, 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place:** Irinjalakuda

**Date:** 13.3.2023

  
Joel kandamkulathy

CCAUBCM077

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**" A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS  
PROFESSIONAL COURSES"**

*Project Report submitted to*

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

*Submitted by*

**PRINCE PAUL**

**(CCAUBCM078)**

*Under the supervision of*

**Mr. EDWIN ANTONY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*Dr. A. J. ...*



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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Commerce Students Attitude towards Professional Courses**” is a bonafide record of project done by **PRINCE PAUL**, Reg. No. CCAUBCM078, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

  
**Prof. K.J. JOSEPH**

**Co-ordinator**

  
**Mr. EDWIN ANTONY**

**Project Guide**



## DECLARATION

I, PRINCE PAUL, hereby declare that the project work entitled "A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS PROFESSIONAL COURSES" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. EDWIN ANTONY, 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date: 13/03/2023**

  
**PRINCE PAUL**  
**CCAUBCM078**

## **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 CMI our Principle for providing various facilities.

I am thankful to Assoc.Prof. K.J.Joseph, Co-ordinator of B.Com (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Mrs. Sandhya V, 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. Edwin Antony., 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.

**Place: Irinjalakuda**

**PRINCE PAUL**

**Date:**

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**“A COMPARATIVE STUDY OF AMAZON & FLIPKART  
WITH SPECIAL REFERENCE TO CUSTOMER  
SATISFACTION”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ADIL ABDUL SAMAD**

**(CCAUBCM079)**

Under the supervision of

**Dr. P.L. GEORGE**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION**” is a bonafide record of the project done by **ADIL ABUDL SAMAD** , Reg. No. CCAUBCM079, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for the award of any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-Ordinator**

**Dr. P/L GEORGE**  
**Project Guide**



## **DECLARATION**

I, **ADIL ABDUL SAMAD**, hereby declare that the project work entitled **“A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Dr. P.L GEORGE Associate Professor, Department of Commerce, Christ College (Autonomous), 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**

**ADIL ABDUL SAMAD**

**Date:**

**CCAUBCM079**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-Ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V , Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Dr.P.L.George , Asso. Professor whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ADIL ABDUL SAMAD**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TCS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**AJIN M J**

**(CCAUBCM080)**

Under the supervision of

**Ms. SMITHA ANTONY M**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



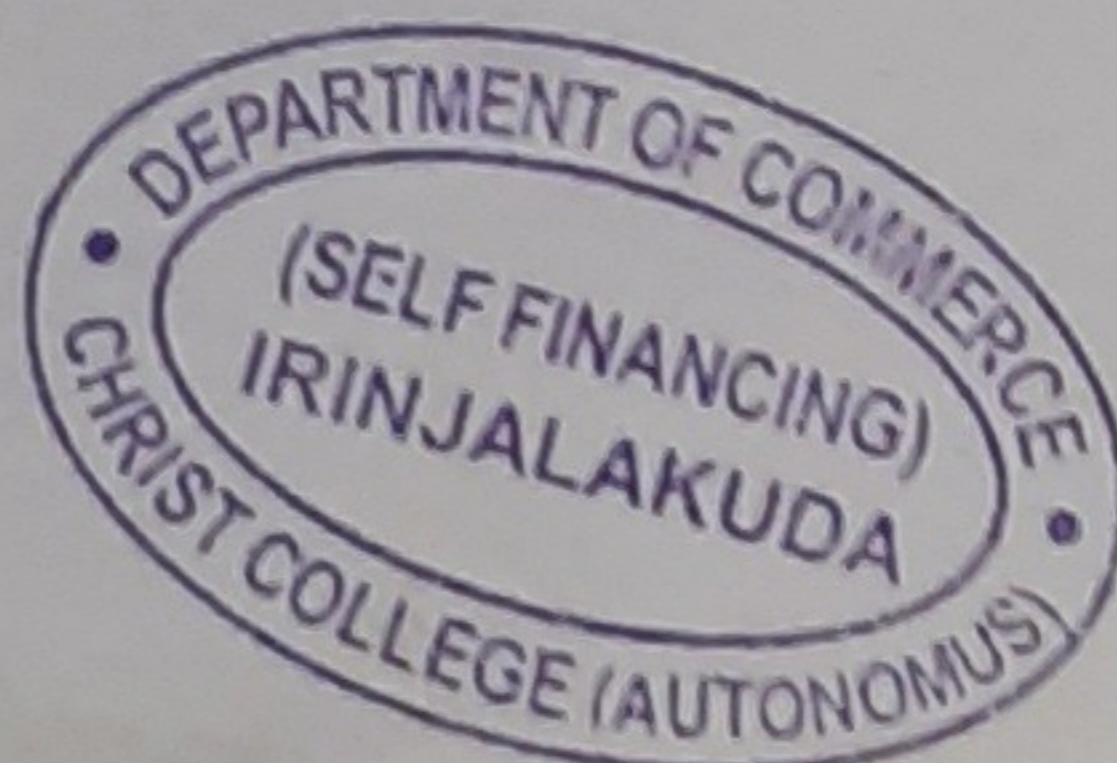
**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A Study on Financial Performance Analysis of TCS Ltd**" is a bonafide record of project done by **AJIN M J**, Reg. No. CCAUBCM080, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SMITHA ANTONY M**  
**Project Guide**



## **DECLARATION**

I, **AJIN M J**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TCS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Smitha Antony Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**AJIN M J**

**Date:**

**CCAUBCM080**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Smitha Antony, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**AJIN M J**

**Date:**

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**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
METHODS ON COSMETIC PRODUCTS WITH SPECIAL  
REFERENCE TO HIMALAYA AMONG IRINJALAKUDA  
MUNICIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA** *In  
partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ARYAN MENON**

**(CCAUBCM081)**

Under the supervision of

**Ms. HARITHA C.R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

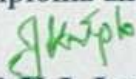
**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY" is a bonafide record of project done by **ARYAN MENON** , Reg. No. CCAUBCM081, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

  
**Ms. Haritha C.R**  
**Project Guide**



## DECLARATION

I, **ARYAN MENON**, hereby declare that the project work entitled "**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Haritha C.R Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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 : 13/03/2023**



**ARYAN MENON**  
**CCAUBCM081**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms.Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

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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.

**Place: Irinjalakuda**

**ARYAN MENON**

**Date: 13/03/2023**

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

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ASIF HAROON**

**(CCAUBCM082)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH**” is a bonafide record of project done by **ASIF HAROON**, Reg. No. CCAUBCM082, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
Co-ordinator

**Ms. SREELAKSHMI K**  
Project Guide



## **DECLARATION**

I, **ASIF HAROON**, hereby declare that the project work entitled “**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi k Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:**

  
**ASIF HAROON**

**CCAUBCM082**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sreelakshmi K , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ASIF HAROON**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
ASIAN PAINTS PVT LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ASWATHY T G**

**(CCAUBCM083)**

Under the supervision of

**Ms. SMITHA ANTONY M**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD**” is a bonafide record of project done by **ASWATHY T G**, Reg. No. CCAUBCM083, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SMITHA ANTONY M**  
**Project Guide**

## **DECLARATION**

I, **ASWATHY T G**, hereby declare that the project work entitled “**ASTUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Smitha Antony M Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**ASWATHY T G**

**Date:**

**CCAUBCM083**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**ASWATHY T G**

**Date:**

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**” A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS  
PROFESSIONAL COURSES”**

*Project Report submitted to*

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

*Submitted by*

**HARSHA MOHAN**

**(CCAUBCM085)**

*Under the supervision of*

**Mr. EDWIN ANTONY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**



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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Commerce Students Attitude towards Professional Courses**” is a bonafide record of project done by **HARSHA MOHAN**, Reg. No. CCAUBCM085, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

  
**Prof. K.J. JOSEPH**

**Co-ordinator**

  
**Mr. EDWIN ANTONY**

**Project Guide**



## **DECLARATION**

I, HARSHA MOHAN, hereby declare that the project work entitled “A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS PROFESSIONAL COURSES” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. EDWIN ANTONY, 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date:**

**HARSHA MOHAN**

**CCAUBCM085**

## **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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**Place: Irinjalakuda**

**HARSHA MOHAN**

**Date:**

**CCAUBCM085**

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**” A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS  
PROFESSIONAL COURSES”**

*Project Report submitted to*

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

*Submitted by*

**HARSHA MOHAN**

**(CCAUBCM085)**

*Under the supervision of*

**Mr. EDWIN ANTONY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Commerce Students Attitude towards Professional Courses**” is a bonafide record of project done by **HARSHA MOHAN**, Reg. No. CCAUBCM085, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

  
**Prof. K.J. JOSEPH**

**Co-ordinator**

  
**Mr. EDWIN ANTONY**

**Project Guide**



## **DECLARATION**

I, HARSHA MOHAN, hereby declare that the project work entitled “A STUDY ON COMMERCE STUDENTS ATTITUDE TOWARDS PROFESSIONAL COURSES” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. EDWIN ANTONY, Assistant Professor, Department of Commerce, Christ College, Irinjalakuda.

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**Place: Irinjalakuda**

**Date:**

**HARSHA MOHAN**

**CCAUBCM085**

## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**HARSHA MOHAN**

**Date:**

**CCAUBCM085**

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**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
STEEL INDUSTRIALS KERALA LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JERIN LISSON**

**(CCAUBCM086)**

Under the supervision of

**Mr. EDWIN ANTONY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on WORKING CAPITAL MANAGEMENT OF STEEL INDUSTRIALS KERALA LTD**” is a Bonafede record of project done by **JERIN LISSON**, Reg. No. CCAUBCM086, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asst. Prof. K.J. Joseph**  
**Co-ordinator**

**Mr. EDWIN ANTONY**  
**Project Guide**

## **DECLARATION**

I, **JERIN LISSON**, hereby declare that the project work entitled “**A STUDY ON WORKING CAPITAL MANAGEMENT OF STEEL INDUSTRIALS KERALA LTD**” is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Mr. **EDWIN ANTONY** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**JERIN LISSON**

**Date:**

**CCAUBCM086**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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**Place: Irinjalakuda**

**JERIN LISSON**

**Date:**

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**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
MARUTI SUZUKI LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JESWIN JIMMY**

**(CCAUBCM087)**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled "A Study on Working capital management of maruti Suzuki Ltd" is a bonifide record of project done by JESWIN JIMMY Reg. No. CCAUBCM087, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associate ship or Fellowship.

Ass.Prof. K.J. Joseph  
Co-ordinator

Ms.Siji CL  
Project Guide



## DECLARATION

I, **JESWIN JIMMY**, hereby declare that the project work entitled “**A STUDY ON WORKING CAPITAL MANAGEMENT OF MARUTI SUZUKI LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Siji CL Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: Kodangaloor**

**Date: 20/02/23**

  
**JESWIN JIMMY**

**CCAUBCM087**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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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I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda**

**JESWIN JIMMY**

**Date: 20/02/23**

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JIBIN JAMES**

**(CCAUBCM088)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, located in the bottom right corner of the page.



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

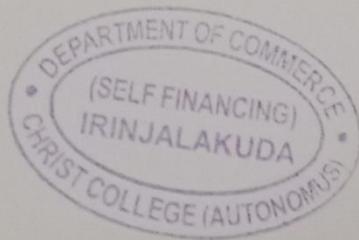
This is to certify that the project report entitled “A Study on Customer satisfaction towards online shopping” is a bonafide record of project done by **JIBIN JAMES**, Reg. No. CCAUBCM088, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

*K.J. Joseph*

**Asso.Prof. K.J. Joseph**  
Co-ordinator

*Swathy V Chandran*

**Ms. SWATHY V CHANDRAN**  
Project Guide



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to **Asso.Prof. K.J. Joseph**, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, **Ms. Sandhya v, Asst. Professor-On contract**, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to **Ms. Swathy v chandran, Asst. Professor-On contract**, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**JIBIN JAMES**

**Date: 13-03-2023**

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**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
METHODS ON COSMETIC PRODUCTS WITH SPECIAL  
REFERENCE TO HIMALAYA AMONG IRINJALAKKUDA  
MUNCIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**KRISHNAVENI P.U**

**(CCAUBCM090)**

Under the supervision of

**Ms.HARITHA C.R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**



**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

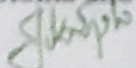
**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY” is a bonafide record of project done by KRISHNAVENI P.U , Reg. No. CCAUBCM090, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Asso.Prof. K.J. Joseph**  
Co-ordinator




  
**Ms. Haritha C.R**  
Project Guide

## DECLARATION

I, KRISHNAVENI P.U, hereby declare that the project work entitled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Haritha C.R Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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 : 13/03/2023**

  
**KRISHNAVENI P.U**  
**CCAUBCM090**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

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

**Place: Irinjalakuda**

**KRISHNAVENI P.U**

**Date:**

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**“A STUDY ON AWARENESS AMONG COLLEGE  
STUDENTS ON E-BANKING SERVICES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**LAZAR CHAKOLA**

**(CCAUBCM091)**

Under the supervision of

**Ms. MRIDULA GOVIND**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON AWARENESS AMONG COLLEGE STUDENTS ON E-BANKING SERVICES**” is a Bonafide record of project done by **LAZAR CHAKOLA**, Reg. No. **CCAUBCM091**, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-Ordinator**

**Ms. MRIDULA GOVIND**  
**Project Guide**



## **DECLARATION**

I, **LAZAR CHAKOLA**, hereby declare that the project work entitled “**A STUDY ON AWARENESS AMONG COLLEGE STUDENTS ON E-BANKING SERVICES**” is a record of independent and Bonafide project work carried out by me under the supervision and guidance of **Ms. MRIDULA GOVIND** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:**

**LAZAR CHAKOLA**

**CCAUBCM091**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to Asso. Prof. K.J. Joseph, Co-Ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. SANDHYA V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. MRIDULA GOVIND, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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**Place: Irinjalakuda**

**LAZAR CHAKOLA**

**Date:**

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**“A STUDY ON CUSTOMER PERCEPTION TOWARDS  
DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**MILNET MARIA SANI**

**(CCAUBCM092)**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on customer perception towards digital payment with special reference to thrissur district** ” is a bonafide record of project done by **MILNET MARIA SANI**, Reg. No. CCAUBCM092, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SIJI CL**  
**Project Guide**



## DECLARATION

I, MILNET MARIA SANI, hereby declare that the project work entitled "A STUDY ON CONSUMER PERCEPTION TOWRDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO THRISSUR DISTICT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.SIJI CL Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13-03-2023

  
MILNET MARIA SANI

CCAUBCM092

## **ACKNOWLEDGEMENT**

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

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

**Place: Irinjalakud**

**MILNET MARIA SANI**

**Date:**

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<b>4.21</b>	Graph showing overall rating of digital payment system	<b>42</b>

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING"**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**MOHAMED NADIR K N**

**(CCAUBCM093)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*[Handwritten signature]*

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Customer satisfaction towards online shopping**” is a bonafide record of project done by **MOHAMED NADIR K N**, Reg. No. CCAUBCM093, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

  
**Ms. SWATHY V CHANDRAN**  
**Project Guide**



## DECLARATION

I, MOHAMED NADIR K N, hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Swathy v chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023**



**MOHAMED NADIR K N**

**CCAUBCM093**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to **Asso.Prof. K.J. Joseph**, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, **Ms. Sandhya v, Asst. Professor-On contract**, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to **Ms. Swathy v chandran, Asst. Professor-On contract**, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**MOHAMED NADIR K N**

**Date: 13/03/2023**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JIBIN JAMES**

**(CCAUBCM088)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, consisting of a stylized name with a long horizontal stroke extending to the right.

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Customer satisfaction towards online shopping**” is a bonafide record of project done by **JIBIN JAMES**, Reg. No. CCAUBCM088, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY V CHANDRAN**  
**Project Guide**



## DECLARATION

I, **JIBIN JAMES**, hereby declare that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms.Swathy v chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13-03-2023**



**JIBIN JAMES**

**CCAUBCM088**



## ACKNOWLEDGEMENT

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

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**Place: Irinjalakuda**

**JIBIN JAMES**

**Date: 13-03-2023**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
ASIAN PAINTS PVT LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ROSEMARY SABU**

**(CCAUBCM095)**

Under the supervision of

**Ms. SMITHA ANTONY M**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD" is a bonafide record of project done by **ROSEMARY SABU**, Reg. No. CCAUBCM095, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SMITHA ANTONY M**  
**Project Guide**





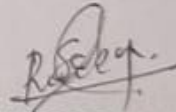
## DECLARATION

I, ROSEMARY SABU, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Smitha Antony M Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:** 13/03/2023



ROSEMARY SABU

CCAUBCM095

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to **Assoc. Prof. K.J. Joseph**, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, **Ms. Sandhya V**, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to **Ms. Smitha Antony M**, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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 whole hearted cooperation.

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

**Place: Irinjalakuda**

**ROSEMARY SABU**

**Date: 13/03/2023**

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**” A STUDY ON FACTORS AFFECTING CUSTOMER’S  
DECISION IN SELECTING AND INVESTING IN LIFE  
INSURANCE POLICY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**ROSEME SHAJU P**

**(CCAUBCM096)**

Under the supervision of

**ASSOC. PROF.K.J. JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled” **A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY**” is a bonafide record of project done by **ROSEME SHAJU P**, Reg. No. CCAUBCM096, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

**ASSOC. Prof. K.J. JOSEPH**

**Co-Ordinator**

**ASSOC. Prof. K.J. JOSEPH**

**Project Guide**

## **DECLARATION**

I, ROSEME SHAJU P, hereby declare that the project work entitled “A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of MR.K.J.JOSEPH, Associate 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**ROSEME SHAJU P**

**Date:**

**CCAUBCM096**



## **ACKNOWLEDGEMENT**

I would like to take this 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, Principle-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Assoc.Prof. K.J.Joseph, Co-ordinator of B.Com (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Mrs.Sandhya V, 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 Assoc.Prof.K.J.Joseph, Head of Department, 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 corporation in this regard.

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**Place: Irinjalakuda**

**ROSEME SHAJU**

**Date:**

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## **EXECUTIVE SUMMARY**

This study explores Factors affecting customer's decision towards investment in Life Insurances Policy. Due to increasing awareness among people about their uncertainty of life and increasing competition in Insurances sector, it is significant for Insurance Companies to understand the requisite of their customers. The main aim of this study is to explore the various factors influencing customer investment decision in life insurance. The investors face many problems regarding the policies its procedures etc. The company have to take care of their customers and make sure about the services that are provided in the company. This study is based on primary data as well as the secondary data which is collected through questionnaire among 50 policyholders and data were analysed with multi variety statistical tools like percentage, ANOVA analyses were used to identify the factors affecting customer's decision towards investment in Life Insurances Policy.

**“A STUDY ON CONSUMERS PERCEIVED RISK TOWARDS  
ONLINE SHOPPING WITH REFERENCE TO  
IRINJALAKUDA MUNICIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SARATH T.K.**

**(CCAUBCM097)**

Under the supervision of

**Ms. SWATHY CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Consumers Perceived Risk towards Online Shopping with special reference to Irinjalakuda Municipality**” is a bonafide record of project done by **SARATH T.K.**, Reg. No. CCAUBCM097, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY CHANDRAN**  
**Project Guide**

## **DECLARATION**

I, **SARATH T.K.** hereby declare that the project work entitled “**a study on consumers perceived risk towards online shopping with reference to Irinjalakuda municipality**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy Chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**SARATH T.K**

**Date:**

**CCAUBCM097**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal , for providing various facilities.

I am thankful to Assoc. Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy V Chandran, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**JAINO JAISON**

**Date:**

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**“A STUDY ON THE EFFECTIVENESS OF  
ADVERTISEMENT ON THE BUYING BEHAVIOR OF  
CUSTOMER OF HONDA SCOOTERS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

SAVION SAJAY

**(CCAUBCM098)**

Under the supervision of

**Dr. P.L. GEORGE**

**ASSOCIATE PROFESSOR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on the effectiveness of advertisement on the buying behavior of customer of Honda Scooters**” is a Bonafede record of project work done by **SAVION SAJAY**, Reg. No. CCAUBCM098, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for the award of any Degree, Diploma and Associateship or Fellowship.

**Associate. Prof. K.J. Joseph**  
**Co-ordinator**

**Dr. P. L. George**  
**Project Guide**

## **DECLARATION**

I, **SAVION SAJAY**, hereby declare that the project work entitled **“A Study on the effectiveness of advertisement on the buying behavior of customer of Honda Scooters”** is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Dr. P.L GEORGE Professor -On contract , Department of Commerce , Christ College (Autonomous), 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**

**SAVION SAJAY**

**Date:**

**CCAUBCM098**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI our principal, for providing various facilities.

I am thankful to Associate.Prof.K.J.Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Dr. P.L GEROGÉ, Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**SAVION SAJAY**

**Date:**



**“A STUDY ON FINANCIAL PERFORMANCE OF COLGATE  
PALMOLIVE (INDIA) LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SREERAG P R**

**(CCAUBCM100)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, consisting of a stylized 'S' followed by a horizontal line and a vertical stroke.

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “A Study on Financial Performance of Colgate Palmolive (India) Ltd” is a bonafide record of project done by **SREERAG P R**, Reg. No. CCAUBCM100, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. TEENA THOMAS**  
**Project Guide**



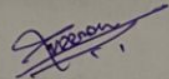
## DECLARATION

I, **SREERAG P R**, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF COLGATE PALMOLIVE (INDIA) LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Teena Thomas Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/3/23

  
SREERAG P R

CCAUBCM100

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMIour Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V ,Asst. Professor-On contract,for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Teena Thomas,Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**SREERAG P R**

**Date:**

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**“A STUDY ON INVESTORS ATTITUDE TOWARDS THE  
POST OFFICE SAVINGS SCHEMES WITH REFERENCE TO  
SREENARAYANAPURAM GRAMA PANCHAYATH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ADHARSH V.N**

**(CCAUBCM103)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Investor’s Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath**” is a bonafide record of project done by **ADHARSH V.N**, Reg. No. CCAUBCM103, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SREELAKSHMI K**  
**Project Guide**



## DECLARATION

I, Adharsh v.n, hereby declare that the project work entitled “A Study On Investor’s Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi .k Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/23**



**ADHARSH V.N**

**CCAUBCM103**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sreelakshmi k, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ADHARSH VN**

**Date:**

**"A STUDY ON IMPLEMENTATION OF ONLINE MARKETING  
STRATEGIES FOR INCREASING SALE OF CONSUMABLE  
PRODUCT IN MYNTRA "**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**AIBEL FRANCIS**

**(CCAUBCM104)**

Under the supervision of

**Ms SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, appearing to be 'Aibel Francis', is written over a diagonal line.

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on implementation of online marketing strategies for increasing sale of consumable product in myntra” is a bonafide record of project done by **Aibel Francis** , Reg. No. CCAUBCM104, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Asso.Prof. K.J. Joseph**  
Cordinator



  
**Ms. Sandhya V**  
Project guide

## **DECLARATION**

I, **Aibel Francis**, hereby declare that the project work entitled "**A Study on Implementation of online marketing strategies for increasing sale of consumable product in myntra**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sandhya V Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: VYNTHALA**

**Date : 20/02/23**

**AIBEL FRANCIS**

**CCAUBCM104**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to my class teacher, **Ms.Sandhya V**, Asst. Professor-On contract,for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to **Ms. Sandhya V** ,Asst.Professor-On contract,whose guidance and support throughout the training period helped me to complete this work successfully.

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

**Place: Irinjalakuda**

**AIBEL FRANCIS**

**Date: 20/02/23**

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4.19	DOES PROMOTION STRATEGY PLAY IMPORTANT ROLE IN CHOOSING PRODUCT	30

**" A STUDY ON FACTORS AFFECTING CUSTOMER'S DECISION IN  
SELECTING AND INVESTING IN LIFE INSURANCE POLICY"**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**AKSHARA R**

**(CCAUBCM105)**

Under the supervision of

**ASSOC.PROF.K.J. JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY" is a bonafide record of project done by **AKSHARA R**, Reg. No. CCAUBCM105, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J.JOSEPH**

**Co-Ordinator**

**Assoc.Prof.K.J.JOSEPH**

**Project Guide**



## DECLARATION

I, AKSHARA R, hereby declare that the project work entitled "A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY" is a record of independent and bonafide project work carried out by me under the supervision and guidance of MR.K.J.JOSEPH, Associate 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**Date:**

  
**AKSHARA R**

**CCAUBCM105**

## ACKNOWLEDGEMENT

I would like to take this 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, Principle-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Assoc.Prof.K.J.Joseph, Co-ordinator of B.Com (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Mrs.Sandhya V, 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 Assoc.Prof.K.J.Joseph, Head of Department, 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 corporation in this regard.

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

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

**Place: Irinjalakuda**

**AKSHARA R**

**Date:**



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**“A STUDY ON FINANCIAL PERFORMANCE OF COLGATE  
PALMOLIVE (INDIA) LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ANNROSE JOMON**

**(CCAUBCM106)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature or mark in blue ink, consisting of a long horizontal line with a vertical stroke crossing it near the left end.

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of Colgate -Palmolive (India) Ltd**” is a bonafide record of project done by **ANNROSE JOMON**, Reg. No. CCAUBCM106, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. TEENA THOMAS**  
**Project Guide**



## DECLARATION

I, ANNROSE JOMON, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF COLGATE PALMOLIVE (INDIA) LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs.Teena Thomas Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023**

*Annrose*  
**ANNROSE JOMON**

**CCAUBCM106**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI our principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Teena Thomas, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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

**Place: Irinjalakuda**

**ANNROSE JOMON**

**Date:**

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**“CONSUMER PREFERENCE TOWARDS SWIGGY AND  
ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ARYA N J**

**(CCAUBCM107)**

Under the supervision of

**MS. HARITHA C R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR**” is a bonafide record of project done by **ARYA N J**, Reg. No. CCAUBCM107, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

*K. Joseph*

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

*Ms. Haritha C R*

**Ms. HARITHA C R**  
**Project Guide**



## **DECLARATION**

I, **ARYA N J**, hereby declare that the project work entitled **“CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **HARITHA C R** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**ARYA N J**

**Date:**

**CCAUBCM107**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to my class teacher, Ms. SANDHYA V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. HARITHA C R , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ARYA N J**

**Date:**

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**“A STUDY ON AWARENESS AMONG COLLEGE STUDENTS  
ON E-BANKING SERVICES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**BHARATH MENON M**

**(CCAUBCM108)**

Under the supervision of

**Ms. MRIDULA GOVIND**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON AWARENESS AMONG COLLEGE STUDENTS ON E-BANKING SERVICES**” is a Bonafide record of project done by **BHARATH MENON M**, Reg. No. **CCAUBCM108**, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-Ordinator**

**Ms. MRIDULA GOVIND**  
**Project Guide**

## **DECLARATION**

I, **BHARATH MENON M**, hereby declare that the project work entitled “**A STUDY ON AWARENESS AMONG COLLEGE STUDENTS ON E-BANKING SERVICES**” is a record of independent and Bonafide project work carried out by me under the supervision and guidance of **Ms. MRIDULA GOVIND** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**BHARATH MENON M**

**Date:**

**CCAUBCM108**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to my class teacher, Ms. SANDHYA V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

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

**Place: Irinjalakuda**

**BHARATH MENON M**

**Date:**

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

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**DEVI CHANDHANA PS**

**(CCAUBCM109)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH” is a bonafide record of project done by **DEVI CHANDHANA PS**, Reg. No. CCAUBCM109, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**

**Co-ordinator**

**Ms. SREELAKSHMI K**

**Project Guide**



## **DECLARATION**

I, **DEVI CHANDHANA PS**, hereby declare that the project work entitled “**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **SREELAKSHMI K Asst. Professor-On contract**, Department of Commerce, Christ College (Autonomous), 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**

**DEVI CHANDHANA PS**

**Date:**

**CCAUBCM109**

## **ACKNOWLEDGEMENT**

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

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I am thankful to my class teacher, MS Sandhya v, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sreelakshmi k, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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**Place: Irinjalakuda**

**DEVI CHANDHAN PS**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE OF COLGATE  
PALMOLIVE (INDIA) LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**DONA DAVIS**

**(CCAUBCM110)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*Dona Davis*

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of Colgate Palmolive (India) Ltd**” is a bonafide record of project done by **DONA DAVIS**, Reg. No. CCAUBCM110, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. TEENA THOMAS**  
**Project Guide**



## DECLARATION

I, DONA DAVIS, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF COLGATE PALMOLIVE (INDIA) LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Teena Thomas Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/3/2023**



**DONA DAVIS**

**CCAUBCM110**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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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**Place: Irinjalakuda**

**DONA DAVIS**

**Date: 13/3/2023**



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**“A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
METHODS ON COSMETIC PRODUCTS WITH SPECIAL  
REFERENCE TO HIMALAYA AMONG IRINJALAKKUDA  
MUNCIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**FATHIMA JANNATH K.T**

**(CCAUBCM111)**

Under the supervision of

**Ms.HARITHA C.R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY" is a bonafide record of project done by FATHIMA JANNATH KT , Reg. No. CCAUBCM111, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
Asso.Prof. K.J. Joseph  
Co-ordinator

  
Ms. Haritha C.R.  
Project Guide



## DECLARATION

I, FATHIMA JANNATH KT, hereby declare that the project work entitled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL METHODS ON COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA AMONG IRINJALAKUDA MUNICIPALITY" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Haritha C.R Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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 :

FATHIMA JANNATH K.T  
CCAUBCM111

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms.Sandhya V, Asst. Professor-On contract,for providing proper help and encouragement in the preparation of this report.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**FATHIMA JANNATH KT**

**Date:**

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**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
MARUTI SUZUKI LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**FLYNN FRANCIS**

**(CCAUBCM112)**

Under the supervision of

**Ms. SIJI CL**



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

**MARCH 2023**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Working capital management of maruti Suzuki Ltd**” is a bonifide record of project done by **FLYNN FRANCIS**, Reg. No. CCAUBCM112, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associate ship or Fellowship.

**Ass.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms.Siji CL**  
**Project Guide**



## DECLARATION

I, FLYNN FRANCIS, hereby declare that the project work entitled "A STUDY ON WORKING CAPITAL MANAGEMENT OF MARUTI SUZUKI LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Siji CL Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:** 13/03/2023

  
FLYNN FRANCIS

CCAUBCM112

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Siji CL, Asst. Professor – on contract, for providing proper help and encouragement in the preparation of this report.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**Date: 13/03/2023**

**FLYNN FRANCIS**

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**“A COMPARATIVE STUDY OF AMAZON & FLIPKART  
WITH SPECIAL REFERENCE TO CUSTOMER  
SATISFACTION”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**GEORGE BROWN**

**(CCAUBCM113)**

Under the supervision of

**Dr. P.L GEORGE**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION**” is a bonafide record of the project done by **GEROGE BROWN**, Reg. No. CCAUBCM113, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for the award of any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-Ordinator**

**Dr.P.L. GEORGE**  
**Project Guide**

## **DECLARATION**

I, **GEORGE BROWN**, hereby declare that the project work entitled “**A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Dr. P.L GEORGE Associate Professor, Department of Commerce, Christ College (Autonomous), 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:**

**GEORGE BROWN**

**CCAUBCM113**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-Ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V , Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Dr.P.L.George , Asso.Professor whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**GEORGE BROWN**

**Date:**

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**“A STUDY ON CONSUMERS PERCEIVED RISK TOWARDS  
ONLINE SHOPPING WITH REFERENCE TO  
IRINJALAKUDA MUNICIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JAINO JAISON**

**(CCAUBCM114)**

Under the supervision of

**Ms. SWATHY CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Consumers Perceived Risk towards Online Shopping with special reference to Irinjalakuda Municipality**” is a bonafide record of project done by **JAINO JAISON**, Reg. No. CCAUBCM114, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY CHANDRAN**  
**Project Guide**

## **DECLARATION**

I, **JAINO JAISON** hereby declare that the project work entitled “**a study on consumers perceived risk towards online shopping with reference to Irinjalakuda municipality**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy Chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:**

**JAINO JAISON**

**CCAUBCM114**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal , for providing various facilities.

I am thankful to Assoc. Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy V Chandran, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**JAINO JAISON**

**Date:**

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**“A STUDY ON CONSUMERS PERCEIVED RISK TOWARDS  
ONLINE SHOPPING WITH REFERENCE TO  
IRINJALAKUDA MUNICIPALITY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JESWIN SONI**

**(CCAUBCM115)**

Under the supervision of

**Ms. SWATHY CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Consumers Perceived Risk towards Online Shopping with special reference to Irinjalakuda Municipality**” is a bonafide record of project done by **JESWIN SONI**, Reg. No. CCAUBCM115, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY CHANDRAN**  
**Project Guide**

## **DECLARATION**

I, **JESWIN SONI** hereby declare that the project work entitled “**a study on consumers perceived risk towards online shopping with reference to Irinjalakuda municipality**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy Chandran Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**JESWIN SONI**

**Date:**

**CCAUBCM115**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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**Place: Irinjalakuda**

**JESWIN SONI**

**Date:**

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**“A STUDY ON THE EFFECTIVENESS OF  
ADVERTISEMENT ON THE BUYING BEHAVIOR OF  
CUSTOMER OF HONDA SCOOTERS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**JOSEPH BROWN**

**(CCAUBCM116)**

Under the supervision of

**Dr. P.L. GEORGE**

**ASSOCIATE PROFESSOR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on the effectiveness of advertisement on the buying behavior of customer of Honda Scooters**” is a Bonafede record of project work done by **JOSEPH BROWN**, Reg. No. CCAUBCM116, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for the award of any Degree, Diploma and Associateship or Fellowship.

**Associate. Prof. K.J. Joseph**  
**Co-ordinator**

**Dr. P. L. George**  
**Project Guide**

## **DECLARATION**

I, **JOSEPH BROWN**, hereby declare that the project work entitled **“A Study on the effectiveness of advertisement on the buying behavior of customer of Honda Scooters”** is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Dr. P.L GEORGE Professor -On contract, Department of Commerce , Christ College (Autonomous), 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**

**JOSEPH BROWN**

**Date:**

**CCAUBCM116**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our principal, for providing various facilities.

I am thankful to Associate.Prof.K.J.Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Dr. P.L GEROGGE, Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**JOSEPH BROWN**

**Date:**

**“A COMPARATIVE STUDY OF AMAZON & FLIPKART  
WITH SPECIAL REFERENCE TO CUSTOMER  
SATISFACTION”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**KIRAN P NATH**

**(CCAUBCM118)**

Under the supervision of

**Dr. P.L. GEORGE**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION**” is a bonafide record of the project done by **KIRAN P NATH**, Reg. No. CCAUBCM118, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for the award of any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-Ordinator**

**Dr. P.L. GEORGE**  
**Project Guide**

## **DECLARATION**

I, **KIRAN P NATH**, hereby declare that the project work entitled “**A COMPARATIVE STUDY OF AMAZON & FLIPKART WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Dr. P.L GEORGE Associate Professor, Department of Commerce, Christ College (Autonomous), 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:**

**KIRAN P NATH**

**CCAUBCM118**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

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

**Place: Irinjalakuda**

**KIRAN P NATH**

**Date:**



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**“A STUDY ON INVESTORS ATTITUDE TOWARDS THE  
POST OFFICE SAVINGS SCHEMES WITH REFERENCE TO  
SREENARAYANAPURAM GRAMA PANCHAYATH”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

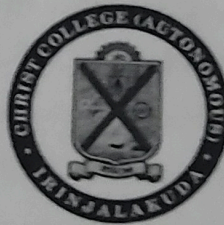
Submitted by

**MANIKANDAN P**

**(CCAUBCM119)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY

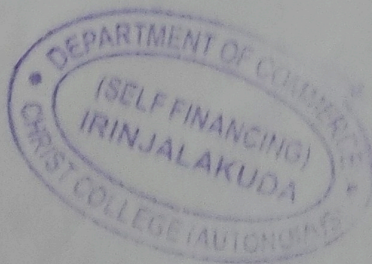


DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled "A Study on Investor's Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath" is a bonafide record of project done by MANIKANDAN P, Reg. No. CCAUBCM119, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Asso.Prof. K.J. Joseph  
Co-ordinator

Ms. SREELAKSHMI K  
Project Guide




## DECLARATION

I, MANIKANDAN P, hereby declare that the project work entitled "A Study on Investor's Attitude Towards The Post Office Savings Schemes With Reference To Sreenarayanapuram Grama Panchayath" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi .k Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023

  
MANIKANDAN P

CCAUBCM119



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**“A STUDY ON IMPLEMENTATION OF ONLINE MARKETING  
STRATEGIES FOR INCREASING SALE OF CONSUMABLE  
PRODUCT IN MYNTRA “**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**MANU SANKAR.S**

**(CCAUBCM120)**

Under the supervision of

**Ms SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on implementation of online marketing strategies for increasing sale of consumable product in myntra” is a bonafide record of project done by MANU SANKAR S , Reg. No. CCAUBCM120, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

*Joseph*  
Asso.Prof. K.J. Joseph  
Cordinator



*Sandhya*  
Ms. Sandhya V  
Project guide

## DECLARATION

I, **MANU SANKAR S**, hereby declare that the project work entitled “**A Study on Implementation of online marketing strategies for increasing sale of consumable product in myntra**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Sandhya V Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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 : 20/02/23**

**MANU SANKAR S**

**CCAUBCM120**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI**our Principal, for providing various facilities.

I am thankful to **Asso.Prof. K.J. Joseph**, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, **Ms.Sandhya V**, Asst. Professor-On contract,for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to **Ms. Sandhya V** ,Asst.Professor-On contract,whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**MANU SANKAR S**

**Date: 20/02/23**

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4.19	DOES PROMOTION STRATEGY PLAY IMPORTANT ROLE IN CHOOSING PRODUCT	30

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

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**MARIYA LOREENA P S**

**(CCAUBCM121)**

Under the supervision of

**Ms. SHINY A.O**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

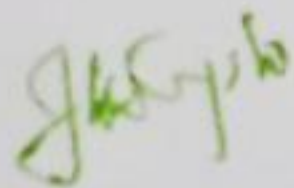
**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

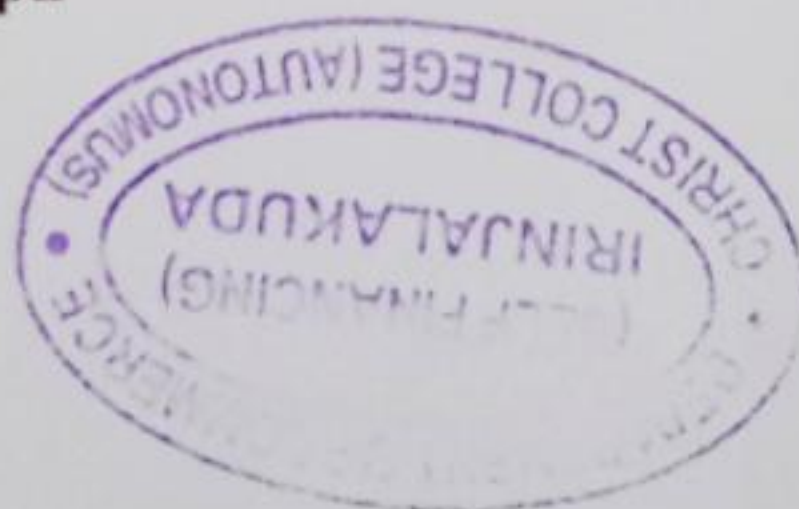
**CERTIFICATE**

This is to certify that the project report entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF KSE LTD" is a bonafide record of project done by **MARIYA LOREENA P S**, Reg. No. CCAUBCM121, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.



**Asso. Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SHINY A.O.**  
**Project Guide**



## DECLARATION

I, **MARIYA LOREENA P S**, hereby declare that the project work entitled "**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF KSE LTD**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **SHINY A.O Thomas** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:** 13/03/2023

*Mariya Loreena P S*  
**MARIYA LOREENA P S**

**CCAUBCM121**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Shiny A.O , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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

**Place: Irinjalakuda**

**MARIYA LOREENA P S**

**Date:**

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**" A STUDY ON FACTORS AFFECTING CUSTOMER'S DECISION IN  
SELECTING AND INVESTING IN LIFE INSURANCE POLICY"**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**MERIN BIJU**

**(CCAUBCM123)**

Under the supervision of

**ASSOC. PROF.K.J. JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled” **A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY**” is a bonafide record of project done by **MERIN BIJU**, Reg. No. CCAUBCM123, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis of any Degree, Diploma and Associateship or Fellowship.

**ASSOC. Prof. K.J. JOSEPH**

**Co-Ordinator**

**ASSOC. Prof. K.J. JOSEPH**

**Project Guide**

## **DECLARATION**

I, MERIN BIJU, hereby declare that the project work entitled “A STUDY ON FACTORS AFFECTING CUSTOMERS DECISION IN SELECTING AND INVESTING IN LIFE INSURANCE POLICY” is a record of independent and bonafide project work carried out by me under the supervision and guidance of MR.K.J.JOSEPH, Associate 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 my Degree, Diploma, Associateship or other similar title of any other university or institute.

**Place: Irinjalakuda**

**MERIN BIJU**

**Date:**

**CCAUBCM123**

## **ACKNOWLEDGEMENT**

I would like to take this 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, Principle-in-Charge, Christ college Irinjalakuda for providing various facilities.

I am thankful to Assoc.Prof.K.Joseph, Co-ordinator of B.Com (Finance), for providing proper help and encouragement in the preparation of this report.

I am thankful to Mrs Sandhya V, 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 Assoc.Prof.K.J.Joseph, Head of Department, 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 corporation in this regard.

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

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

**Place: Irinjalakuda**

**MERIN BIJU**

**Date:**



**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TCS LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**MEGHA AJITH**

**(CCAUBCM122)**

Under the supervision of

**Ms. SMITHA ANTONY M**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance Analysis Of TCS Ltd**” is a bonafide record of project done by **MEGHA AJITH**, Reg. No. CCAUBCM122, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SMITHA ANTONY M**  
**Project Guide**



## **DECLARATION**

I, **MEGHA AJITH**, hereby declare that the project work entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TCS LTD**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Smitha Antony M Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**MEGHA AJITH**

**Date:**

**CCAUBCM122**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Assoc.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms.Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Smitha Antony M, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**MEGHA AJITH**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
ASIAN PAINTS PVT LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

NANDHUKRISHNA T S

**(CCAUBCM125)**

Under the supervision of

**Ms. SMITHA ANTONY M**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD**” is a bonafide record of project done by **NANDHUKRISHNA T S**, Reg. No. CCAUBCM125, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SMITHA ANTONY M**  
**Project Guide**



## **DECLARATION**

I, **NANDHUKRISHNA T S**, hereby declare that the project work entitled **“ASTUDY ONFINANCIAL PERFORMANCE ANALYSIS OF ASIAN PAINTS PVT LTD”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Smitha Antony M Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**NANDHUKRISHNA T S**

**Date:**

**CCAUBCM125**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI** our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Smitha Antony M, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**NANDHUKRISHNA T S**

**Date:**

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**“CONSUMER PREFERENCE TOWARDS SWIGGY AND  
ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ARYA N J**

**(CCAUBCM107)**

Under the supervision of

**MS. HARITHA C R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR**” is a bonafide record of project done by **ARYA N J**, Reg. No. CCAUBCM107, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. HARITHA C R**  
**Project Guide**



## **DECLARATION**

I, **ARYA N J**, hereby declare that the project work entitled **“CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **HARITHA C R** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**ARYA N J**

**Date:**

**CCAUBCM107**



## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. SANDHYA V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. HARITHA C R , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**ARYA N J**

**Date:**

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

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**PM MOHAMED SAHL**

**(CCAUBCM127)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH” is a bonafide record of project done by **P M MOHAMED SAHL**, Reg. No. CCAUBCM127, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Asso.Prof. **K.J. Joseph**  
Co-ordinator

Ms. **SREELAKSHMI K**  
Project Guide



## **DECLARATION**

I, **PM MOHAMED SAHL**, hereby declare that the project work entitled “**A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **SREELAKSHMI K Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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**

**PM MOHAMED SAHL**

**Date:**

**CCAUBCM127**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, MS Sandhya v, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sreelakshmi k, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**PM MOHAMED SAHL**

**Date:**



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**“CONSUMER PREFERENCE TOWARDS SWIGGY AND  
ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ROSHAN JOJO**

**(CCAUBCM107)**

Under the supervision of

**MS. HARITHA C R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**“CONSUMER PREFERENCE TOWARDS SWIGGY AND  
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*In partial fulfilment of the requirement for the award of the degree of*

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Submitted by

**ROSHAN JOJO**

**(CCAUBCM129)**

Under the supervision of

**MS. HARITHA C R**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, appearing to be 'R. J.', is written over a diagonal line.

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled **“CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR”** is a bonafide record of project done by **ROSHAN JOJO**, Reg. No. CCAUBCM129, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. HARITHA C R**  
**Project Guide**





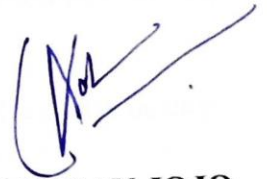
## DECLARATION

I, **ROSHAN JOJO**, hereby declare that the project work entitled "**CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO WITH SPECIAL REFERENCE TO THRISSUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. **HARITHA C R** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023**



**ROSHAN JOJO**

**CCAUBCM129**

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**“A STUDY ON FINANCIAL PERFORMANCE OF SUN  
PHARMACEUTICAL LTD.”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SANDRA V J**

**(CCAUBCM132)**

Under the supervision of

**Mr. VISHNU M S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of Sun Pharmaceutical Ltd**” is a bonafide record of project done by **SANDRA V J**, Reg. No. CCAUBCM132, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Mr. Vishnu M S**  
**Project Guide**



## DECLARATION

I, SANDRA V J, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF SUN PHARMACEUTICAL LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Vishnu M S Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/2023



SANDRA V J

CCAQBCM132

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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 CMI our Principal, for providing various facilities.

I am thankful to Assoc. Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Mr. Vishnu M S, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**SANDRA V J**

**Date:**



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**IMPACT OF SOCIAL MEDIA ON CONSUMER'S PURCHASING  
BEHAVIOUR, WITH REFERENCE TO SAMBALOOR**

Project report submitted to

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

**BACHELOR OF COMMERCE**

Submitted By

**ROSHAN ROY**

CCAUBCM130

Under the supervision of

**Asso.Prof. K.J JOSEPH**



**DEPARTMENT OF COMMERCE**

CHRIST COLLEGE (AUTONOMOUS)  
IRINJALAKUDA

**UNIVERSITY OF CALICUT**

MARCH 2023

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



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Impact of Social Media on Consumer’s Purchasing Behaviour (with reference to sambaloor)**” is a bonafide record of project done by **ROSHAN ROY**, Reg. No. CCAUBCM130, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J Joseph**  
**Co-ordinator**

**Asso.Prof. K.J Joseph**  
**Project Guide**

## **DECLARATION**

I, **ROSHAN ROY**, hereby declare that the project work entitled **“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMERS PURCHASING BEHAVIOUR (WITH REFERENCE TO SAMBALOOR) ”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Asso.Prof K.J Joseph, Associate Professor, on contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/23

**ROSHAN ROY**

**CCAUBCM130**

## **ACKNOWLEDGEMENT**

I would like to take this 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, for providing various facilities.

I am thankful to Asso.Prof. K.J Joseph, Co-ordinator of the Commerce Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I would like to express my sincere gratitude to all the faculties of the department for their interest and co-operation in this regard.

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

**Place: Irinjalakuda**

**ROSHAN ROY**

**Date: 13/03/23**

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**“A STUDY ON CUSTOMER PERCEPTION TOWARDS  
DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SANDRA RAPHAEL**

**(CCAUBCM131)**

Under the supervision of

**Ms.SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on customer perception towards digital payment with special reference to thrissur district ” is a bonafide record of project done by SANDRA RAPHAEL, Reg. No. CCAUBCM131, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. SIJI CL**  
**Project Guide**



## DECLARATION

I, SANDRA RAPHAEL, hereby declare that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWRDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO THRISSUR DISTICT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.SIJI CL Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13-03-2023**

  
SANDRA RAPHAEL

**CCAUBCM131**



## **ACKNOWLEDGEMENT**

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

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I express my sincere gratitude to Ms. Siji CL, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**SANDRA RAPHAEL**

**Date:**

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**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
STEEL INDUSTRIALS KERALA LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SREELAKSHMI K**

**(CCAUBCM133)**

Under the supervision of

**Mr. EDWIN ANTONY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A Study on **WORKING CAPITAL MANAGEMENT OF STEEL INDUSTRIALS KERALA LTD**" is a Bonafede record of project done by **SREELAKSHMI K**, Reg. No. CCAUBCM133, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asst. Prof. K.J. Joseph**  
**Co-ordinator**

**Mr. EDWIN ANTONY**  
**Project Guide**





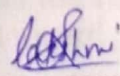
## DECLARATION

I, **SREELAKSHMI K**, hereby declare that the project work entitled "**A STUDY ON WORKING CAPITAL MANAGEMENT OF STEEL INDUSTRIALS KERALA LTD**" is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Mr. **EDWIN ANTONY** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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:** 13/03/2023

  
**SREELAKSHMI K**

**CCAUBCM133**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my preferred thanks and 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 CMI our principal, for providing various facilities.

I am thankful to Asst.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya v, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Mr. Edwin Antony , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred 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.

**Place: Irinjalakuda**

**SREELAKSHMI K**

**Date:**

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**“A STUDY ON FINANCIAL PERFORMANCE OF COLGATE  
PALMOLIVE (INDIA) LTD”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**SREERAG P R**

**(CCAUBCM100)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

A handwritten signature in blue ink, consisting of a stylized 'S' followed by a horizontal line and a vertical stroke.

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “A Study on Financial Performance of Colgate Palmolive (India) Ltd” is a bonafide record of project done by **SREERAG P R**, Reg. No. CCAUBCM100, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

**Ms. TEENA THOMAS**  
**Project Guide**



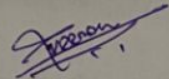
## DECLARATION

I, **SREERAG P R**, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF COLGATE PALMOLIVE (INDIA) LTD" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Teena Thomas Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13/3/23

  
SREERAG P R

CCAUBCM100



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and 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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I am thankful to Asso.Prof. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V ,Asst. Professor-On contract,for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Teena Thomas,Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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

**Place: Irinjalakuda**

**SREERAG P R**

**Date:**

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**IMPACT OF SOCIAL MEDIA ON CONSUMER'S PURCHASING  
BEHAVIOUR, WITH REFERENCE TO SAMBALOOR**

Project report submitted to

In partial fulfillment of the requirements for the award of the

Degree of

**BACHELOR OF COMMERCE**

Submitted By

**ABHIMANYU AS**

CCAUBCM101

Under the supervision of

**Asso.Prof. K.J JOSEPH**



**DEPARTMENT OF COMMERCE**

CHRIST COLLEGE (AUTONOMOUS)  
IRINJALAKUDA

**UNIVERSITY OF CALICUT**

MARCH 2023

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



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Impact of Social Media on Consumer’s Purchasing Behaviour (with reference to sambaloor)**” is a bonafide record of project done by **ABHIMANYU AS**, Reg. No. CCAUBCM101, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J Joseph**  
**Co-ordinator**

**Asso.Prof. K.J Joseph**  
**Project Guide**

## **DECLARATION**

I, **ROSHAN ROY**, hereby declare that the project work entitled **“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMERS PURCHASING BEHAVIOUR (WITH REFERENCE TO SAMBALOOR)”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Asso.Prof K.J Joseph, Associate Professor, on contract, Department of Commerce, Christ College (Autonomous), 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: 13/03/23

ABHIMANYU AS

CCAUBCM101

## **ACKNOWLEDGEMENT**

I would like to take this 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, for providing various facilities.

I am thankful to Asso.Prof. K.J Joseph, Co-ordinator of the Commerce Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Sandhya V, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I would like to express my sincere gratitude to all the faculties of the department for their interest and co-operation in this regard.

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

**Place: Irinjalakuda**

**ABHIMANYU AS**

**Date: 13/03/23**



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**"A STUDY ON CUSTOMER PERCEPTION TOWARDS  
DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO THRISSUR DISTRICT"**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF COMMERCE**

Submitted by

**ABHISHEK VIJAYKUMAR**

**(CCAUBCM102)**

Under the supervision of

**Ms.SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2023**

*[Handwritten signature]*

# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “A Study on customer perception towards digital payment with special reference to Thrissur district ” is a bonafide record of project done by **ABHISHEK VJAYKUMAR**, Reg. No. CCAUBCM102, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Asso.Prof. K.J. Joseph**  
Co-ordinator

**Ms. SIJI CL**  
Project Guide





## DECLARATION

I, **ABHISHEK VIJAYKUMAR**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER PERCEPTION TOWRDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO THRISSUR DISTICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.SJI CL Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), 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: 13-03-2023**



**ABHISHEK VIJAYKUMAR**

**CCAUBCM102**

## **ACKNOWLEDGEMENT**

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

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**Place: Irinjalakud**

**ABHISHEK VIJAYAKUMAR**

**Date:**

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