

**“A STUDY ON EXPLORING CRYPTOCURRENCY  
POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC  
ATTITUDES AND ADOPTION TRENDS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SOLOMON PRINCE**

**(CCAVBBAR24)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS”** is a bonafide record of the project done by **SOLOMON PRINCE** Reg. No. CCAVBBAR24, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. MEETHU HENRY**  
Project Guide



*16/3/24*

## **DECLARATION**

I, **SOLOMON PRINCE**, hereby declare that the project work entitled “**A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.**MEETHU HENRY** Asst. Professor, Department of Management Studies, 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: 2 - 02 - 2024**



**SOLOMON PRINCE**

**CCAVBBAR20**

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

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

I express my sincere gratitude to Ms. MEETHU HENRY, Asst. 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**

**SOLOMON PRINCE**

**Date:**

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**“A STUDY ON IMPACT OF SOCIAL MEDIA ON  
CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**THANIYA SUNNY**

**(CCAVBBAR25)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”** is a bonafide record of the project done by **THANIYA SUNNY**, Reg. No. CCAVBBAR25, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**

**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**

**Project Guide**



*16/3/24*

## DECLARATION

I, **THANIYA SUNNY**, hereby declare that the project work entitled “**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 2-2-2024**



**THANIYA SUNNY**

**CCAVBBAR25**

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

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

I express my sincere gratitude to Ms. Kalpa Sivadas, Asst. 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**

**THANIYA SUNNY**

**Date:**

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**“A STUDY ON THE IMPACT OF E-COMMERCE ON  
TRADITIONAL RETAIL BUSINESS IN THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**A U ABHISHEK**

**(CCAVBBAR27)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

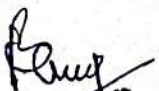
**MARCH 2024**


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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS IN THRISSUR”** is a bonafide record of the project done by **A U ABHISHEK**, Reg. No. CCAVBBAR27, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Prof. C.L. BABY JOHN**  
Project Guide



  
16/3/24


## **DECLARATION**

I, **A U ABHSHEK**, hereby declare that the project work entitled "**A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS IN THRISSUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. C.L. Baby John, HoD, Department of Management Studies, 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: 02/02/24**

  
**A U ABHISHEK**  
**CCAVBBAR27**

## **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**

**A U ABHISHEK**

**Date: 02/02/2024**

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**“A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN  
SMALL BUSINESS ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AMAL JOSEPH ANTO**

**(CCAVBBAR28)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS "** is a bonafide record of the project done by **AMAL JOSEPH ANTO**, Reg. No. **CCAVBBAR28**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**

**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**

**Project Guide**



*18/3/24*

## DECLARATION

I AMAL JOSEPH ANTO, hereby declare that the project work entitled "A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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

AMAL JOSEPH ANTO

Date: 2-2-2024

CCAVBBAR28

## ACKNOWLEDGEMENT

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Place: Irinjalakuda

AMAL JOSEPH ANTO

Date: 2/2/2024

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**“A STUDY ON SMALL SCALE FOOD MANUFACTURING  
UNITS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**EWIN CHARLY**

**(CCAVBBAR29)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT” is a Bonafede record of the project done by **EWIN CHARLY**, Reg. No. CCAVBBAR29, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Prof. C.L. BABY JOHN**  
**Project Guide**



*16/3/24.*

## DECLARATION

I, **EWIN CHARLY**, hereby declare that the project work entitled **"STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT"** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. C L Baby John, HoD, Department of Management Studies, 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:** 02-02-2024



**EWIN CHARLY**

**CCAVBBAR29**

## 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 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

EWIN CHARLY

Date:

02-02-2024

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**“A STUDY ON GRIEVANCES HANDLING AT TEXTILE  
INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**JESSEL SAMUEL JOY**

**(CCAVBBAR31)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

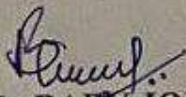
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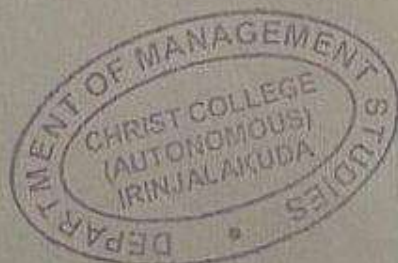
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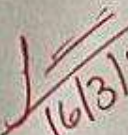
**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT"** is a bonafide record of the project done by **JESSEL SAMUEL JOY**, Reg. No. CCAVBBAR31, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



  
16/3/24.

## DECLARATION

I, JESSEL SAMUEL JOY, hereby declare that the project work entitled "A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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: 2/2/2024



JESSEL SAMUEL JOY

CCAVBBAR31

## **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**

**JESSEL SAMUEL JOY**

**Date:**

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**“A STUDY ON CHALLENGES AND OPPORTUNITIES IN  
FAMILY OWNED BUSINESSES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**JUBIN JOY**

**(CCAVBBAR32)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**



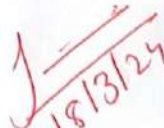
**DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES”** is a bonafide record of the project done by **JUBIN JOY**, Reg. No. CCAVBBAR32 under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
18/3/24.

## **DECLARATION**

I, **JUBIN JOY**, hereby declare that the project work entitled “**A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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:** 02/02/2024



**JUBIN JOY**

**CCAVBBAR32**

## ACKNOWLEDGEMENT

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Place: Irinjalakuda

JUBIN JOY

Date: 02/02/2024

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**“A STUDY ON GRIEVANCES HANDLING AT TEXTILE  
INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MALAVIKA.V.M**

**(CCAVBBAR33)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**


**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT”** is a bonafide record of the project done by **MALAVIKA.V.M**, Reg. No. CCAVBBAR33, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



  
18/3/24

## DECLARATION

I, MALAVIKA.V.M, hereby declare that the project work entitled "A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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: 02-02-2024



MALAVIKA.V.M

CCAVBBAR33

## 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**

**MALAVIKA.V.M**

**Date: 2/2/2024.**

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**“A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN  
SMALL BUSINESS ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AMRITA O R**

**(CCAVBBAR08)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



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

**MARCH 2024**


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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS ”** is a bonafide record of the project done by **AMRITA O R** , Reg. No. CCAVBBAR08, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
16/3/24.

## DECLARATION

I AMRITA O R , hereby declare that the project work entitled “**A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 2/2/2024



AMRITA O R

CCAVBBAR08

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Place: Irinjalakuda

AMRITA O R

Date: 2/2/2024

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**“A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A  
FOCUS ON AMAZON PAY”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ANDRIC JOYSON  
(CCAVBBAR09)**

Under the supervision of

**MS. MEETHU HENRY**



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

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A FOCUS ON AMAZON PAY” is a bonafide record of project done by **ANDRIC JOYSON**, Reg. No.CCAVBBAR09, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Prof.C.L BABY JOHN**

**Co-ordinator**

**Ms. MEETHU HENRY**

**Project Guide**



*18/13/24*

## DECLARATION

I, **ANDRIC JOYSON**, hereby declare that the project work entitled "**A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A FOCUS ON AMAZON PAY**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry, Asst. Professor, Department of Management Studies, 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: 2/2/2024**



**ANDRIC JOYSON**

**CCAVBBAR09**

## 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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**“STUDY OF GARMENT PURCHASING BY  
STUDENTS VIA E-SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ATHUL KUNNATH SUBRAMANIAN**

**(CCAVBBAR10)**

Under the supervision of

**Ms. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report “ **STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING** ” is a bonafide record of the project done by **ATHUL KUNNATH SUBRAMANIAN**, Reg. No. CCAVBBAR10, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Ms. MEETHU HENRY**  
Project Guide



*16/3/24*

## **DECLARATION**

I, **ATHUL KUNNATH SUBRAMANIAN**, hereby declare that the project work entitled "**STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda**

  
**ATHUL KUNNATH SUBRAMANIAN**

**Date: 02-02-2024**

**CCAVBBAR10**

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**Place: Irinjalakuda**

**ATHUL KUNNATH SUBRAMANIAN**

**Date:**

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**“A STUDY ON PROFIT MAXIMIZATION THROUGH  
CUSTOMER SATISFACTION OF ANTI  
VIRUS SOFTWARE”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**CHANDRALAKSHMI KM**

**(CCAVBBAR11)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“PROFIT  
MAXIMIZATION THROUGH CUSTOMER SATISFACTION  
OF AN ANTI VIRUS SOFTWARE”** is a bonafide record of the project done  
by CHANDRALAKSHMI KM, Reg. No. CCAVBBAR11, under my guidance  
and supervision in partial fulfillment of the requirement for the award of the  
degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not  
previously formed the basis for any Degree, Diploma and Associateship, or  
Fellowship.

**Prof. C.L. BABY JOHN**  
**Project Guide**

**Prof. C.L. BABY JOHN**  
**Co-ordinator**



*18/3/24*

## DECLARATION

I, **CHANDRALAKSHMI KM**, hereby declare that the project work entitled **"PROFIT MAXIMIZATION THROUGH CUSTOMER SATISFACTION OF AN ANTI VIRUS SOFTWARE"** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof.C.L.BABY JOHN, Department of Management Studies, 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:** 2-2-2024



**CHANDRALAKSHMI KM**

**CCAVBBAR11**

## 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 **CHANDRALAKSHMI KM**

Date: 02/02/2024

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**“STUDY ON ASSISTIVE TECHNOLOGY FOR  
INDIVIDUALS WITH DISABILITIES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**EANESTO JUSTIN**

**(CCAVBBAR12)**

Under the supervision of

**Asst. Prof. Meethu Henry**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES”** is a bonafide record of the project done by **EANESTO JUSTIN**, Reg. No. CCAVBBAR12, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. MEETHU HENRY**  
Project Guide



*18/3/24*

## DECLARATION

I, EANESTO JUSTIN, hereby declare that the project work entitled "STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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: 2/2/2024



EANESTO JUSTIN

CCAVBBAR12

## 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. C.L. Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

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

I express my sincere gratitude to Ms Meethu Henry, Asst. 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**

**EANESTO JUSTIN**

**Date: 2/2/2024**

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**“A STUDY ON CHALLENGES AND OPPORTUNITIES IN  
FAMILY OWNED BUSINESSES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**EDSON DAVIS**

**(CCAVBBAR13)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES”** is a bonafide record of the project done by **EDSON DAVIS**, Reg. No. CCAVBBAR13 under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**  
**Project Guide**



*18/3/24*

## DECLARATION

I, **EDSON DAVIS**, hereby declare that the project work entitled "**A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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:** 2-2-2024.



**EDSON DAVIS**

**CCAVBBAR13**

## 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

**EDSON DAVIS**

**Date:** 02/02/2024.

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**“A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A  
FOCUS ON AMAZON PAY”**

Project report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**FATHIMA RESBATH  
(CCAVBBAR14)**

Under the supervision of

**MS. MEETHU HENRY**



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

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF MANAGEMENT STUDIES CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A FOCUS ON AMAZON PAY”** is a bonafide record of project done by **FATHIMA RESBATH**, Reg. No.CCAVBBAR14, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

  
**Prof.C.L BABY JOHN**

**Co-ordinator**

  
**Ms. MEETHU HENRY**

**Project Guide**



  
16/3/24

## DECLARATION

I, **FATHIMA RESBATH**, hereby declare that the project work entitled “**A STUDY ON INDIAN INTERNET PAYMENT APPLICATIONS WITH A FOCUS ON AMAZON PAY**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry, Asst. Professor, Department of Management Studies, 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:** 2/2/24.



**FATHIMA RESBATH**

**CCAVBBAR14**

## 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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**“A STUDY ON CUSTOMER SATISFACTION ON SWIGGY  
WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**HIBA**

**(CCAVBBAR15)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**


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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT"** is a bonafide record of the project done by **HIBA**, Reg. No. **CCAVBBAR15**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
**Co-ordinator**

  
**Asst. Prof. KALPA SIVADAS**  
**Project Guide**



  
**16/3/24.**

## **DECLARATION**

I, HIBA, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 02 - 02 - 2024**



**HIBA**

**CCAVBBAR15**

## **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**

**HIBA**

**Date:**

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**“A STUDY ON SMALL SCALE FOOD MANUFACTURING  
UNITS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**JOEL LALACHAN**

**(CCAVBBAR16)**

Under the supervision of

**Prof. C.L. BABY JOHN**



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

**MARCH 2024**

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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT”** is a Bonafede record of the project done by **JOEL LALACHAN**, Reg. No. CCAVBBAR16, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. KALPA SIVADAS**  
Project Guide



## DECLARATION

I, JOEL LALACHAN, hereby declare that the project work entitled "A STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT" is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Mr. C.L. BABY JOHN Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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**Place:** Irinjalakuda

**Date:** 02/02/2024



**JOEL LALACHAN**

**CCAVBBAR16**

## ACKNOWLEDGEMENT

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**Place: Irinjalakuda**

**JOEL LALACHAN**

**Date: 02/02/2024**

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**“CUSTOMER’S SATISFACTION WITH REFERENCE TO THE  
QUALITY OF BANKING SERVICES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ADHIL ASHRAF EK**

**(CCAVBBAR42)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**

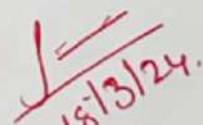
**CERTIFICATE**

This is to certify that the project report entitled “ **CUSTOMER'S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES**” is a bonafide record of the project done by **ADHIL ASHRAF EK**, Reg. No. CCAVBBAR42, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
18/3/24.


## DECLARATION

I, ADHIL ASHRAF EK, hereby declare that the project work entitled **“CUSTOMER’S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES ”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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Place: Irinjalakuda

Date: 2/2/2024

  
ADHIL ASHRAF EK

CCAVBBAR42

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Place: Irinjalakuda

ADHIL ASHRAF EK

Date: 2-02-2024

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**“ A STUDY ON CONSUMER PREFERENCE TOWARDS  
NIKE AS A FOOTWEAR BRAND ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ALEENA DENNY**

**(CCAVBBAR43)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

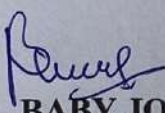
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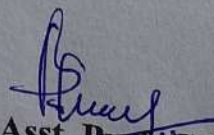


**DEPARTMENT OF MANAGEMENT STUDIES**

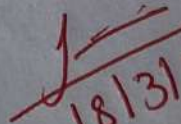
**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS NIKE AS A FOOTWEAR BRAND "** is a bonafide record of the project done by **ALEENA DENNY** , Reg. No. CCAVBBAR43, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. C.L. BABY JOHN**  
Project Guide



  
18/3/24

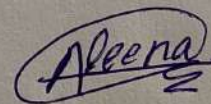
## DECLARATION

I, **ALEENA DENNY** , hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS NIKE AS A FOOTWEAR BRAND** " is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Prof. C.L. BABY JOHN**, Department of Management Studies, 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, Associate-ship or other similar title of any other university or institute.

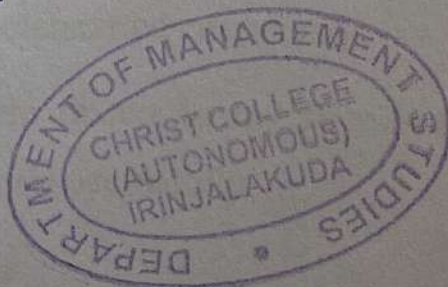
**Place:** Irinjalakuda

**Date:** 2/02/2024



**ALEENA DENNY**

**CCAVBBAR43**



## 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

**ALEENA DENNY**

**Date:** 02/02/2024

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**“STUDY OF GARMENT PURCHASING BY  
STUDENTS VIA E-SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AYANA . K**

**(CCAVBBAR47)**

Under the supervision of

**Ms. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

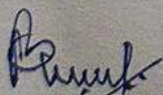
**MARCH 2024**


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



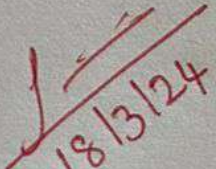
**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report “ **STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING** ” is a bonafide record of the project done by **AYANA . K**, Reg. No. **CCAVBBAR47**, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Ms. MEETHU HENRY**  
Project Guide



  
**18/3/24.**

## DECLARATION

I, **AYANA . K**, hereby declare that the project work entitled "**STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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:** 02-02-2024



**AYANA . K**

**CCAVBBAR47**

## 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

AYANA . K

Date: 2/2/2024

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**“A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY  
OWNED BUSINESSES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**GAYATHRI SREENIVASAN**

**(CCAVBBAR48)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES"** is a bonafide record of the project done by **GAYATHRI SREENIVASAN**, Reg. No. CCAVBBAR48 under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**  
**Project Guide**



*16/3/24*

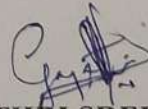
## DECLARATION

I, **GAYATHRI SREENIVASAN**, hereby declare that the project work entitled “**A STUDY ON CHALLENGES AND OPPORTUNITIES IN FAMILY OWNED BUSINESSES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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**Place:** Irinjalakuda

**Date:** 2.2.2024



**GAYATHRI SREENIVASAN**

**CCAVBBAR48**

## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**GAYATHRI SREENIVASAN**

**Date:**

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**“A STUDY ON EXPLORING CRYPTOCURRENCY  
POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC  
ATTITUDES AND ADOPTION TRENDS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MRIDUL SANGEETH**

**(CCAVBBAR20)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS” is a bonafide record of the project done by **MRIDUL SANGEETH** Reg. No. **CCAVBBAR20** , under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



  
18/3/24

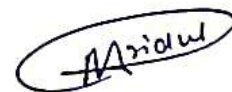
## DECLARATION

I, MRIDUL SANGEETH, hereby declare that the project work entitled "A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.MEETHU HENRY Asst. Professor, Department of Management Studies, 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: 2/2/24



MRIDUL SANGEETH

CCAVBBAR20

## 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 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

MRIDUL SANGEETH

Date: 2/2/2024

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**CONSUMER SATISFACTION TOWARDS GOOGLE PAY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MUHAMMED ALTHAF A N**

**(CCAVBBAR21)**

Under the supervision of

**Asst. Prof. FRANCIS BASTIAN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**

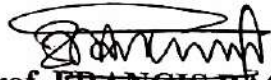


**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**CONSUMER SATISFACTION TOWARDS GOOGLE PAY**” is a bonafide record of the project done by **MUHAMMED ALTHAF A N**, Reg. No. CCAVBBAR21, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
**Co-ordinator**

  
**Asst. Prof. FRANCIS BASTIAN**  
**Project Guide**



*16/3/24*

## **DECLARATION**

I, **MUHAMMED ALTHAF A N**, hereby declare that the project work entitled "**CONSUMER SATISFACTION TOWARDS GOOGLE PAY**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian Asst: Professor, Department of Management Studies, 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: 2/2/2024**



**MUHAMMED ALTHAF A N**

**CCAVBBAR21**

## **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**

**MUHAMMED ALTHAF A N**

**Date:**

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**CONSUMER SATISFACTION TOWARDS GOOGLE PAY”**

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Submitted by

**NABHEEL MOHAMMED**

**CCAVBBAR22**

Under the supervision of

**Asst. Prof. FRANCIS BASTIAN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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**DEPARTMENT OF MANAGEMENT STUDIES**

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**Co-ordinator**

  
**Asst. Prof. FRANCIS BASTIAN**

**Project Guide**



  
16/3/24

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**“A STUDY ON IMPACT OF SOCIAL MEDIA ON  
CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**NEIL GEORGE**

**(CCAVBBAR23)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




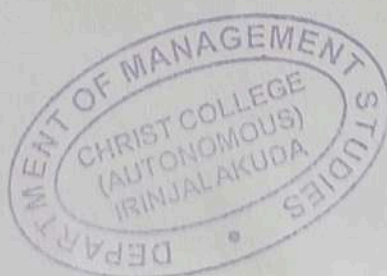
**DEPARTMENT OF MANAGEMENT STUDIES**

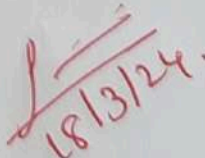
**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS**” is a bonafide record of the project done by **NEIL GEORGE**, Reg. No. CCAVBBAR23, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
18/13/24.

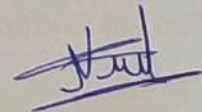
## DECLARATION

I, **NEIL GEORGE**, hereby declare that the project work entitled “**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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:** 02/02/2024



**NEIL GEORGE**

**CCAVBBAR23**

## 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 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

NEIL GEORGE

Date: 02/02/2024.

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**“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST  
FOOD AMONG PEOPLE IN THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MIDHUN K G**

**(CCAVBBAR19)**

Under the supervision of

**Prof. C. L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

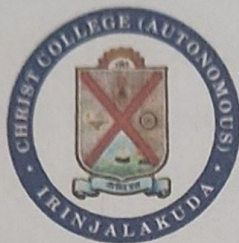
**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

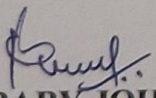
**CALICUT UNIVERSITY**

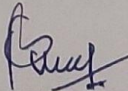


**DEPARTMENT OF MANAGEMENT STUDIES**

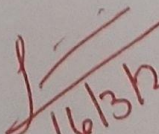
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT”** is a bonafide record of the project done by **MIDHUN K G**, Reg. No. CCAVBBAR19, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Prof. C.L. BABY JOHN**  
Project Guide



  
16/3/24.

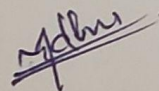
## DECLARATION

I, MIDHUN K G, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C. L. Baby John, Department of Management Studies, 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:** 2-2-2024



**MIDHUN K G**

**CCAVBBAR19**

## **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**

**MIDHUN K G**

**Date:**

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**“A STUDY ON THE IMPACT OF E-COMMERCE ON  
TRADITIONAL RETAIL BUSINESS IN THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ADITHYA DEVA TS**

**(CCAVBBAR01)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS IN THRISSUR”** is a bonafide record of the project done by **ADITHYA DEVATS**, Reg. No. CCAVBBAR01, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Prof. C.L. BABY JOHN**  
**Project Guide**



16/3/27.

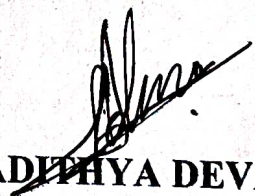
## DECLARATION

I, ADITHYA DEVA TS, hereby declare that the project work entitled “A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS IN THRISSUR” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. C.L. Baby John, HoD, Department of Management Studies, 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:** 02/02/24

  
**ADITHYA DEVA TS**

**CCAVBBAR01**

## 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

ADITHYA DEVA TS

Date: 02/02/2024

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**“A STUDY ON EFFECTS OF ONLINE MARKETING  
STRATEGIES AMONG THE STUDENTS OF CHRIST  
COLLEGE”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AJWAD B.**

**(CCAVBBAR02)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**


**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE"** is a bonafide record of the project done by **AJWAD B.**, Reg. No. CCAVBBAR02, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
16/3/24

## DECLARATION

I, **AJWAD B.**, hereby declare that the project work entitled "**A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 2/2/24**



**AJWAD B.**

**CCAVBBAR02**

## 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

AJWAD B.

Date: 2/2/24

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**“STUDY OF GARMENT PURCHASING BY  
STUDENTS VIA E-SHOPPING”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AKSHAI KRISHNA**

**(CCAVBBAR03)**

Under the supervision of

**Ms. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report “ **STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING** ” is a bonafide record of the project done by **AKSHAI KRISHNA**, Reg. No. CCAVBBAR03, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Ms. MEETHU HENRY**  
**Project Guide**



*16/3/24.*

## DECLARATION

I, **AKSHAI KRISHNA**, hereby declare that the project work entitled **“STUDY OF GARMENT PURCHASING BY STUDENTS VIA E-SHOPPING”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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:** 2 - 2 - 2024



**AKSHAI KRISHNA**

**CCAVBBAR03**

## 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: Irinjalakuda**

**AKSHAI KRISHNA**

**Date: 02/02/2024**

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**“A STUDY ON EFFECTS OF ONLINE MARKETING  
STRATEGIES AMONG THE STUDENTS OF CHRIST  
COLLEGE”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**AKSHAY SAHAJAN**

**(CCAVBBAR04)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



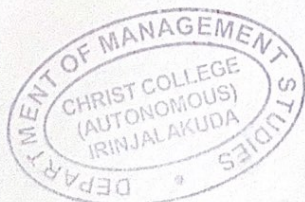
**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE” is a bonafide record of the project done by AKSHAY SAHAJAN, Reg. No. CCAVBBAR04, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. KALPA SIVADAS**  
Project Guide



*18/3/24.*

## DECLARATION

I, AKSHAY SAHAJAN., hereby declare that the project work entitled "A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 2-2-2024

  
AKSHAY SAHAJAN

CCAVBBAR04

## 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

AKSHAY SAHAJAN

Date: 02/02/2024.

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Submitted by

**ALAN BENNY**

**(CCAVBBAR05)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

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**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE**” is a bonafide record of the project done by **ALAN BENNY**, Reg. No. CCAVBBAR05, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**  
**Project Guide**



*16/3/24*

## DECLARATION

I, ALAN BENNY, hereby declare that the project work entitled "A STUDY ON EFFECTS OF ONLINE MARKETING STRATEGIES AMONG THE STUDENTS OF CHRIST COLLEGE" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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Place: Irinjalakuda

Date: 02/02/2024

  
ALAN BENNY

CCAVBBAR05

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**ALAN BENNY**

**Date:** 02/02/2024

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**“A STUDY ON THE IMPACT OF E-COMMERCE ON  
TRADITIONAL RETAIL BUSINESS IN THRISSUR”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

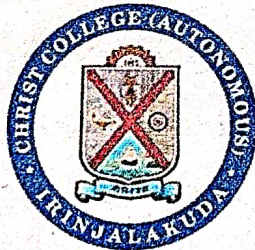
Submitted by

**ALEX BABYCHAN**

**(CCAVBBAR07)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



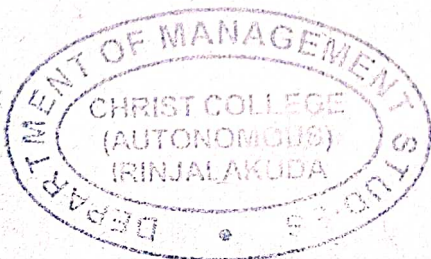
**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS IN THRISSUR**” is a bonafide record of the project done by **ALEX BABYCHAN**, Reg. No. CCAVBBAR07, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Prof. C.L. BABY JOHN**  
**Project Guide**



16/3/24.

## **DECLARATION**

**I, ALEX BABYCHAN**, hereby declare that the project work entitled  
**"A STUDY ON THE IMPACT OF E-COMMERCE ON TRADITIONAL  
RETAIL BUSINESS IN THRISSUR"** is a record of independent and  
bonafide project work carried out by me under the supervision and guidance of  
Mr. C.L. Baby John, HoD, Department of Management Studies, 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: 02/02/24**



**ALEX BABYCHAN**

**CCAVBBAR07**

## 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**

**ALEX BABYCHAN**

**Date: 02/02/2024**

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**“A STUDY ON CUSTOMER SATISFACTION ON SWIGGY  
WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MANAS P M**

**(CCAVBBAR17)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

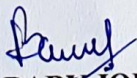
**MARCH 2024**


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

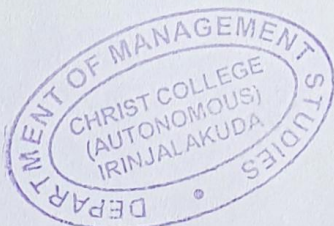


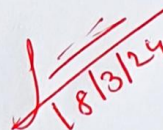
**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT**” is a bonafide record of the project done by **MANAS P M**, Reg. No. CCAVBBAR17, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
**Co-ordinator**

  
**Asst. Prof. KALPA SIVADAS**  
**Project Guide**



  
**18/12/24**

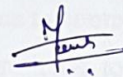
## DECLARATION

I, **MANAS P M** , hereby declare that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 02-02-2024**



**MANAS P M**

**CCAVBBAR17**

## 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. C.L. Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

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

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**Place: Irinjalakuda**

**MANAS P M**

**Date: 02/02/2024**

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**“STUDY ON ASSISTIVE TECHNOLOGY FOR  
INDIVIDUALS WITH DISABILITIES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MANAV A P**

**(CCAVBBAR18)**

Under the supervision of

**Asst. Prof. Meethu Henry**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES**” is a bonafide record of the project done by **MANAV A P**, Reg. No. CCAVBBAR18, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. MEETHU HENRY**  
Project Guide



*18/3/24*

## DECLARATION

I, MANAV A P, hereby declare that the project work entitled “**STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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:** 02/02/2024



MANAV A P

CCAVBBAR18

## 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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**MANAV A P**

**Date:** 02/02/2024

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**“ CUSTOMER'S SATISFACTION WITH REFERENCE TO THE  
QUALITY OF BANKING SERVICES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SIDHARTH KM**

**(CCAVBBAR61)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “ **CUSTOMER’S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES**” is a bonafide record of the project done by **SIDHARTH KM**, Reg. No. **CCAVBBAR61**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**

**Co-ordinator**

  
**Asst. Prof. KALPA SIVADAS**

**Project Guide**



  
**18/3/24**

## DECLARATION

I, **SIDHARTH KM**, hereby declare that the project work entitled **"CUSTOMER'S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES "** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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:** 02/02/2024



**SIDHARTH KM**

**CCAVBBAR61**

## 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

**SIDHARTH KM**

**Date:** 2/2/2024

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# **CONSUMER SATISFACTION TOWARDS GOOGLE PAY”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SREELAKSHMI M R**

**(CCAVBBAR62)**

Under the supervision of

**Asst. Prof. FRANCIS BASTIAN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "**CONSUMER SATISFACTION TOWARDS GOOGLE PAY**" is a bonafide record of the project done by **SREELAKSHMI M R**, Reg. No. CCAVBBAR62, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
Prof. C.L. BABY JOHN

Co-ordinator

  
Asst. Prof. FRANCIS BASTIAN

Project Guide



  
16/5/24

## DECLARATION

I, **SREELAKSHMI M R**, hereby declare that the project work entitled "**CONSUMER SATISFACTION TOWARDS GOOGLE PAY**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian Asst. Professor, Department of Management Studies, 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: 2-02-2024



**SREELAKSHMI M R**

**CCAVBBAR62**

## 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: Irinjalakuda

**SREELAKSHMI M R**

Date: 2/2/2024.

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**“ CUSTOMER’S SATISFACTION WITH REFERENCE TO THE  
QUALITY OF BANKING SERVICES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ADHIL ASHRAF EK**

**(CCAVBBAR42)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE

This is to certify that the project report entitled "CUSTOMER'S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES" is a bonafide record of the project done by UNNITHAN KR, Reg. No. CCAVBBAR63, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

Prof. C.L. BABY JOHN  
Co-ordinator

Asst. Prof. KALPA SIVADAS  
Project Guide



18/3/24.

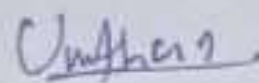
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LUNNITHAN KR. hereby declare that the project work entitled "CUSTOMER'S SATISFACTION WITH REFERENCE TO THE QUALITY OF BANKING SERVICES " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, Christ College (Autonomous) , Irinjalakuda.

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Place: Irinjalakuda

Date: 2-2-2024

  
UNNITHAN KR  
CCAVBBAR63

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Place: Irinjalakuda

UNNITHAN KR

Date: 2/2/24

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**“A STUDY ON THE BRAND AWARENESS AND BRAND  
MEASUREMENT OF McDONALD’S ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**YOUSAF BAVA MR**

**(CCAVBBAR65)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

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**Prof. C.L. BABY JOHN**  
**Co-ordinator**

  
**Asst. Prof. MEETHU HENRY**  
**Project Guide**



  
18/3/24.

## DECLARATION

I, **YOUSAF BAVA MR**, hereby declare that the project work entitled “**A STUDY ON THE BRAND AWARENESS AND BRAND MEASUREMENT OF McDONALD’S**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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**

**YOUSAF BAVA MR**

**Date: 02-02-2024**

**CCAVBBAR65**

## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**YOUSAF BAVA MR**

**Date:**

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**“A STUDY ON SMALL SCALE FOOD MANUFACTURING  
UNITS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

Submitted by

**HAFSATH P.S**

**(CCAVBBAR49)**

Under the supervision of

**Prof. C.L. BABY JOHN**



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

**MARCH 2024**

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

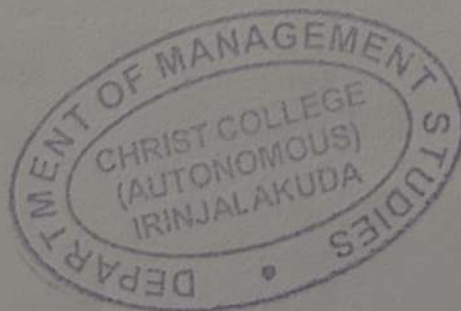


**DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE**

This is to certify that the project report entitled "**A STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT**" is a Bonafede record of the project done by **HAFSATH P.S**, Reg. No. CCAVBBAR49, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Prof. C.L. BABY JOHN**  
**Project Guide**



18/3/24.

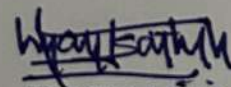
## DECLARATION

I, **HAFSATH .P .S**, hereby declare that the project work entitled “**A STUDY ON SMALL SCALE FOOD MANUFACTURING UNIT**” is a record of independent and Bonafede project work carried out by me under the supervision and guidance of Mr. C.L. BABY JOHN Professor, Department of Management Studies, 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: 02.02-2024

  
**HAFSATH . P.S**

**CCAVBBAR49**

## 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. C.L. Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

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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

HAFSATH P.S

Date: 02/02/2024

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4.11	Graph Showing The Most Frequently Used Product By The Customers	33

**“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST  
FOOD AMONG PEOPLE IN THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**JOB JOSE**

**(CCAVBBAR50)**

Under the supervision of

**Prof. C. L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

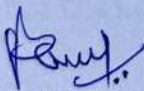
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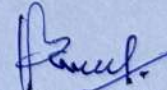


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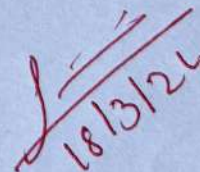
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT”** is a bonafide record of the project done by **JOB JOSE**, Reg. No. CCAVBBAR50, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Prof. C.L. BABY JOHN**  
Project Guide



  
18/3/24

## DECLARATION

I, **JOB JOSE**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C. L. Baby John, Department of Management Studies, 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:** 2-2-2024

  
**JOB JOSE**

**CCAVBBAR50**

## **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**

**JOB JOSE**

**Date: 02/02/2024**

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## CHAPTER 5

### INTRODUCTION

**"A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN  
SMALL BUSINESS"**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MOHAMED AMEEN P M**

**(CCAVBBAR51)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled "**A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS**" is a bonafide record of the project done by **MOHAMED AMEEN P M** , Reg. No. CCAVBBAR51, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
16/3/24.

## DECLARATION

I, **MOHAMED AMEEN P M**, hereby declare that the project work entitled "**A STUDY ON ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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

**MOHAMED AMEEN P M**

Date: 12/02/2024

CCAVBBAR51

## **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**

**MOHAMED AMEEN P M**

**Date: 02/2/2024**

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**“A STUDY ON PROFIT MAXIMIZATION THROUGH  
CUSTOMER SATISFACTION OF ANTI  
VIRUS SOFTWARE”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**RISHI RAJIV P**

**(CCAVBBAR34)**

Under the supervision of

**Prof. C.L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**PROFIT MAXIMIZATION THROUGH CUSTOMER SATISFACTION OF AN ANTI VIRUS SOFTWARE**” is a bonafide record of the project done by **RISHI RAJIV P** , Reg. No. CCAVBBAR34, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.



**Prof. C.L. BABY JOHN**

**Project Guide**



**Prof. C.L. BABY JOHN**

**Co-ordinator**



  
16/3/24

## DECLARATION

I, **RISHI RAJIV P**, hereby declare that the project work entitled **“PROFIT MAXIMIZATION THROUGH CUSTOMER SATISFACTION OF AN ANTI VIRUS SOFTWARE”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof.C.L.BABY JOHN, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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Place: Irinjalakuda

Date: 02/02/2024



**RISHI RAJIV P**

**CCAVBBAR34**

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**Place: Irinjalakuda RISHI RAJIV P**

**Date:**

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**“A STUDY ON IMPACT OF SOCIAL MEDIA ON  
CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**RIZWAN RAHIM**

**(CCAVBBAR35)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”** is a bonafide record of the project done by **RIZWAN RAHIM**, Reg. No. CCAVBBAR35, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. KALPA SIVADAS**  
Project Guide



*16/3/24*

## **DECLARATION**

I, **RIZWAN RAHIM**, hereby declare that the project work entitled “**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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: 12/02/2024**



**RIZWAN RAHIM**

**CCAVBBAR35**

## 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. C.L. Baby John, Co-ordinator of Management Studies, for providing proper help and encouragement in the preparation of this report.

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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

**RIZWAN RAHIM**

**Date:** 2/2/2024

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**“A STUDY ON CUSTOMER SATISFACTION ON SWIGGY  
WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SAJIN CJ**

**(CCAVBBAR36)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT"** is a bonafide record of the project done by **SAJIN C J**, Reg. No. CCAVBBAR36, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**

**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**

**Project Guide**



*16/12/24*


## DECLARATION

I, **SAJIN C J**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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:** 2/2/2024 .



**SAJIN C J**

**CCAVBBAR36**

## **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 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**

**SAJIN CJ**

**Date:**

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**“A STUDY ON EXPLORING CRYPTOCURRENCY  
POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC  
ATTITUDES AND ADOPTION TRENDS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SANEESHA C S**

**(CCAVBBAR05)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

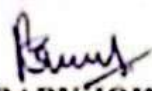
**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: AN IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS"** is a bonafide record of the project done by **SANEESHA C S**, Reg. No. **CCAVBBAR37**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



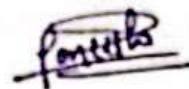
## DECLARATION

I, SANEESHA C S, hereby declare that the project work entitled "A STUDY ON EXPLORING CRYPTOCURRENCY POPULARITY: IN-DEPTH ANALYSIS OF PUBLIC ATTITUDES AND ADOPTION TRENDS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.MEETHU HENRY Asst. Professor, Department of Management Studies, 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: 02/02/2024



SANEESHA C S

CCAVBBAR37

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

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

I express my sincere gratitude to Ms. MEETHU HENRY, Asst. 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**

**SANEESHA C S**

**Date:**

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**“A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN  
INDIAN MARKET”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SANJAY A**

**(CCAVBBAR38)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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

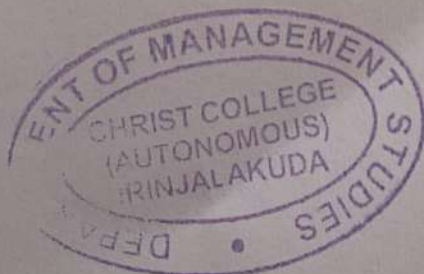


**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN INDIAN MARKET ”** is a bonafide record of the project done by **SANJAY A**, Reg. No. **CCAVBBAR38**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Asst. Prof. MEETHU HENRY**  
**Project Guide**



*18/3/24.*

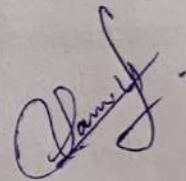
## DECLARATION

I, SANJAY A, hereby declare that the project work entitled "A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN INDIAN MARKET " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY Asst. Professor, Department of Management Studies, 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: 2/2/2024



SANJAY A

CCAVBBAR38

## ACKNOWLEDGEMENT

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Place: Irinjalakuda

SANJAY A

Date: 2/2/2024

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**“A STUDY ON THE BRAND AWARENESS AND BRAND  
MEASUREMENT OF McDONALD’S ”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**ABDUL HASEEB CA**

**(CCAVBBAR39)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF MANAGEMENT STUDIES**

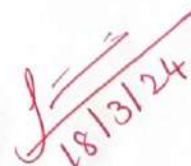
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**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



  
18/3/24

## DECLARATION

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**Place:** Irinjalakuda

**Date:** 02-02-2024

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**CCAVBBAR39**



## ACKNOWLEDGEMENT

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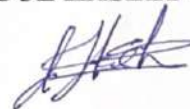
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Place: Irinjalakuda

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ABDUL HASEEB CA



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**(CCAVBBAR40)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

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**Prof. C.L. BABY JOHN**  
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Project Guide



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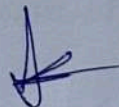
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**Place: Irinjalakuda**

**Date:** 00.02.24



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**CCAVBBAR40**

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Project Report submitted to

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Under the supervision of

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**DEPARTMENT OF MANAGEMENT STUDIES**

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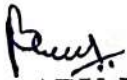
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**Date:** 2/02/2024



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# **ROLE OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS**

# **CHAPTER 1**

## **INTRODUCTION**

## **1.1 Introduction**

This study is conducted to focus on the importance of social media marketing in small business. Social media marketing mainly utilizes social platforms such as face book, Instagram, twitter, LinkedIn to connect with the audience share content and promote products and services. When it comes to social media marketing in small business, there are few key things to keep in mind. First, its important to define goals, like what do you want to achieve through social media marketing? Whether its increasing brand awareness, driving website traffic, or generating leads, having clear goals will guide our audience. Next important thing is knowing our audience. Understanding the target audience will help to create content that resonates with them .Creating quality content is the key for capturing the audience attention. Whether its blog posts, eye catching visuals, or entertaining videos, it is necessary to make sure the content provides value and engages the audience. Lastly analyze and optimize the social media efforts.

## **1.2 Statement of problem**

Social media marketing is one of the most effective of marketing. It plays great role in gaining popularity regarding goods and services offered to sales. Here is a study conducted to know the role of social media marketing in small business.

## **1.3 Scope of the study**

The scope of the study ‘Role of social media marketing in small business’ is vast. Social media provides opportunity for small business to reach and engage with their target audience in a cost effective and targeted manner.

## **1.4 Objective of study**

- To increase brand awareness in small business.
- To determine the role of social media marketing in small business.
- To determine the influence of social media marketing in small business.

## **1.5 Research design**

Data required for the study, was obtained through primary data and secondary data. Primary data was collected from fifty five samples by using questionnaires. Secondary data was collected through websites, online articles and other research works. Snow ball sampling technique was used for sampling. Graphs, tables, and charts has been used to represent the analysis in better way.

## **1.6 Sample design**

1.6.1 Nature of population : Thrissur

1.6.2 Sample unit : A small business

1.6.3 Method of sampling : Snow ball sampling

1.6.4 Size of a sample : 55 responses

## **1.7 Limitations of the study**

1. The area where the study is conducted is confined to Thrissur locality.
2. The depth analysis could not be carried out because of shorter time.

## **CHAPTERIZATION**

Chapter 1 : Introduction

Chapter 2 : Review of literature

Chapter 3 : Theoretical framework

Chapter 4 : Data analysis and interpretation

Chapter 5 : Findings, suggestions and conclusion

# **CHAPTER 2**

## **LITERATURE REVIEW**

## Literature review

Literature review is an overview of previously published works on the topic. The term can refer to a full scholarly paper or a section of a scholarly work such as book, or an article. Literature review helps to provide the researcher and audience with a general image on the existing knowledge on the topic under study. A good literature review can ensure that a proper research question has been asked a proper theoretical framework and research methodology have been chosen.

- **Alhaimer R. [2019].** Adopting social media and identifying return on investment from using social media as a marketing tool amongst Kuwaiti smes. Academy of marketing studies journal.This study explores the reason for which small and medium sized firms [SMEs] are adopting social media. Also, this study would investigate way in which these SMEs measure Return On Investment[ROI] from using social media as a marketing tool.
- **Eltayib N.H, Bhimani A.M.,Gandhi Eltayib N.H.,Bhimani A.M., Gandhi I.A., and Kamdar T.S.[2018].** The effect of social media marketing in small business performance. International journal of Novel Research in Marketing Management and Economics.This study is to examine the effect of social media marketing on small scale business performance.
- **Hosseinjanzi N.[2017].** An exploration study on the effects of social media on building SMEs brands. Journal of project Management.The purpose of this paper is to find out the important factors on building brand using social media for SME.

- **Acheampong G.[2017].** Antecedents of social media usage and performance benefits in small and medium sized enterprises [SMEs].Journal of enterprise information management.  
This study aims at providing insights to the understanding of the factors that influence the adoption of social media in SMEs. The study is based on S.S.,Dwivedi Y.K., and Williams M.D[2016]. Social media as bridge to e-commerce adoption in SME.
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# **CHAPTER 3**

## **THEORATICAL FRAMEWOK**

## **1.8 Theoretical framework**

Theoretical framework is a foundational review of existing theories that serves as a road map for developing the arguments that is useful for the project. This chapter explains what is social media marketing, the characteristics of social media marketing and its objectives, functions, strengths, and about small business and its advantages in small business.

### **Social media marketing**

Social media marketing refers to promoting a brand, product, or service on a social media platform like Instagram, Tiktok, LinkedIn, Youtube, etc. Social media marketing content can come in many forms from images to videos and everything in between.

#### **Characteristics**

- Social media marketing uses social media and social networks like Facebook, Instagram, etc.. to market products and services, engage with existing customers, and reach new customers.
- Social media marketing has transformed the way business are able to influence consumer behaviour.
- Marketing techniques that uses social media platforms are extremely important for business.
- Social media marketing is cost effective .
- It helps to reach wider audience.
- Social media marketing helps to influence targeted audience effectively.

## **Objectives**

- To create brand awareness.
- To engage with targeted audience.
- To build relationships with customers.
- To help in getting feedbacks from customers.
- To establish the business.
- To maintain a global connection.
- To help the business in getting an authority in its industries.

## **Functions**

- It actively engages with the targeted customers.
- It drives website traffic.
- It fosters customer relationships.
- It helps increase sales and revenue.
- It helps to establish global relationships.
- It helps a new product to reach wider people.
- It helps to increase demand of a product.

## **Strength**

- It has the ability to facilitate real-time communication.
- It provides valuable insights through analytical.
- It helps to foster community engagement.
- It has strength to create powerful online presence.
- It has the potential for content to go viral.
- It helps to maximize the impact of marketing efforts.

## **Small business**

Generally, there is no universally agreed on definition for small business. Small business is typically defined as having fewer employees, lower revenue, and operating independently of larger firms. Small businesses are privately owned by an individual or small group of owners.

Many small businesses are sole proprietor operations consisting only of the owner, but many also have additional employees. The values perceived by small business personnel tend to become common factors in the personnel's behaviour can become important factors that generate good long-term performance.

Small business is very important for the economy of every state. Small entrepreneurs contribute into the state budget a lot. It is possible to say that the complex of small and middle firms provides the country with the same profit as big business does. In simple words prosperous state cannot survive without small business. Marketing from a SMEs point of view is a way to inform the customers about the products and services and to create and maintain customer relationships.

## **Benefits of social media marketing in small business**

Social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationships with customers. There are many benefits that social media marketing provides to small business. Some among them are:

- Reach a large and diverse audience:

Social media platforms have billions of users, which enables the small business to reach a large and diverse audience.

- Build relationships with customers:  
     Social media Marketing enables the small business to interact with their customers in personal.
- Global consumers:  
     Social media marketing helps small business with the availability of customers outside the country.
- Cost effective:  
     We know that people running small business are not much funded, social media marketing is the best option for small business as they are cost effective
- Increase product awareness :  
     Through social media marketing small business can easily create awareness for new product in wider range.
- Stay relevant and upto date :  
     The small business connections are limited they lack upto date information to latest trends. By using socialmedia marketing they will be up to date to the latest trends

# **CHAPTER 4**

## **DATA ANALYSIS AND INTERPRETATION**

## **Data analysis and interpretation of results**

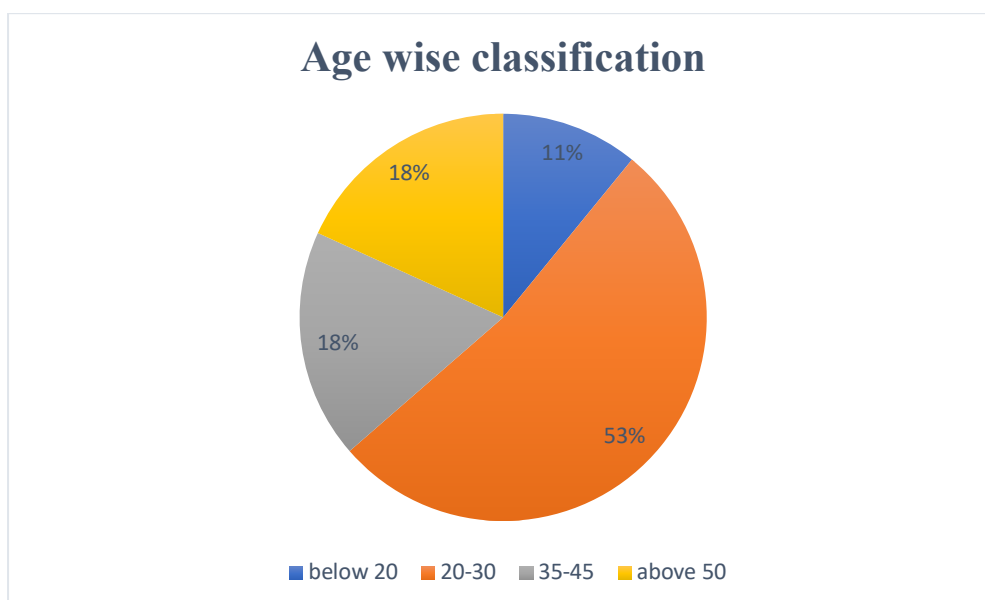
Analysis of data leads to generalization. Interpretation refers to the analysis of generalizations and results. A generalization involves concluding a whole group or category based on information drawn from particular instances or examples. Interpretation is a search for broader meaning of research findings. Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical research methods, Data analysis assists researchers in categorizing, manipulating, and summarizing data to answer critical questions.

The data collected were summarized and analysed properly using appropriate statistical techniques. The results are presented basically in tabular form and further explained with the help of diagrams. This chapter represents order of items of information already collected. First it briefly examines the profile of the respondents and represents the opinion of different small business on the role played by social media marketing in their small business.

**Table 4.1 Showing age classification**

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 20	6	10.9
20-35	29	52.7%
35-50	10	18.2%
Above 50	10	18.2%

**Figure 4.1 Showing age classification**

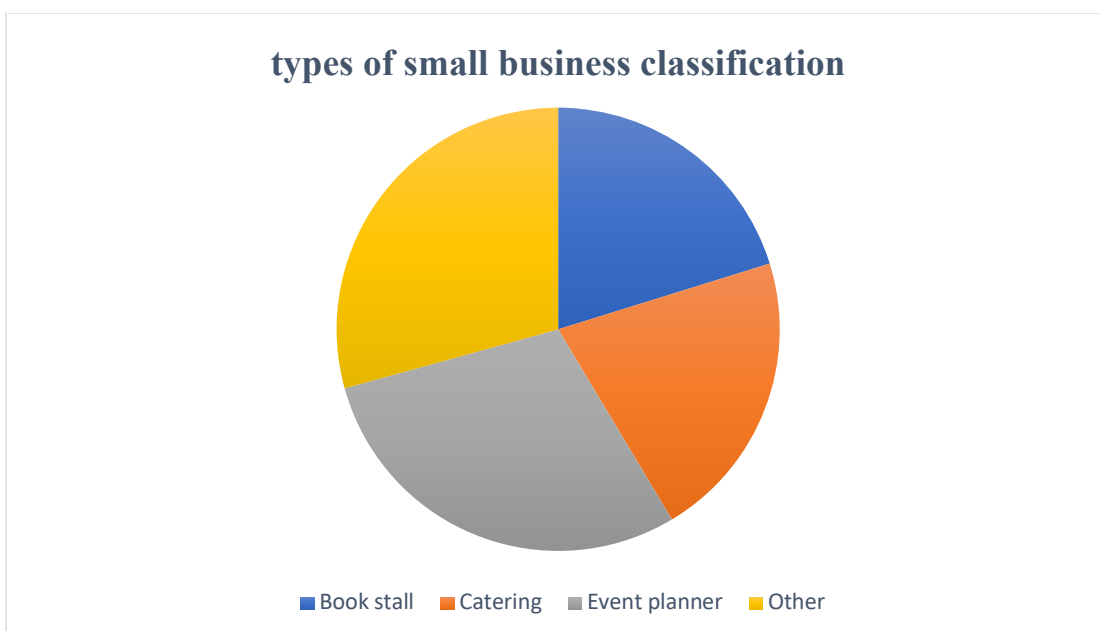


Age plays an important role in fast usage of social media for marketing purposes. So the age of people running small business were collected. As per the data collected response is more under the category of age 20-35.

**Table 4.2 Showing classification in type of small business**

TYPE OF SMALL BUSINESS	NO OF RESPONDENTS	PERCENTAGE
Book stall	11	20
Catering	12	21.8
Event planner	16	29.1
Other	16	29.1

**Figure 4.2 Showing classification in type of small business**

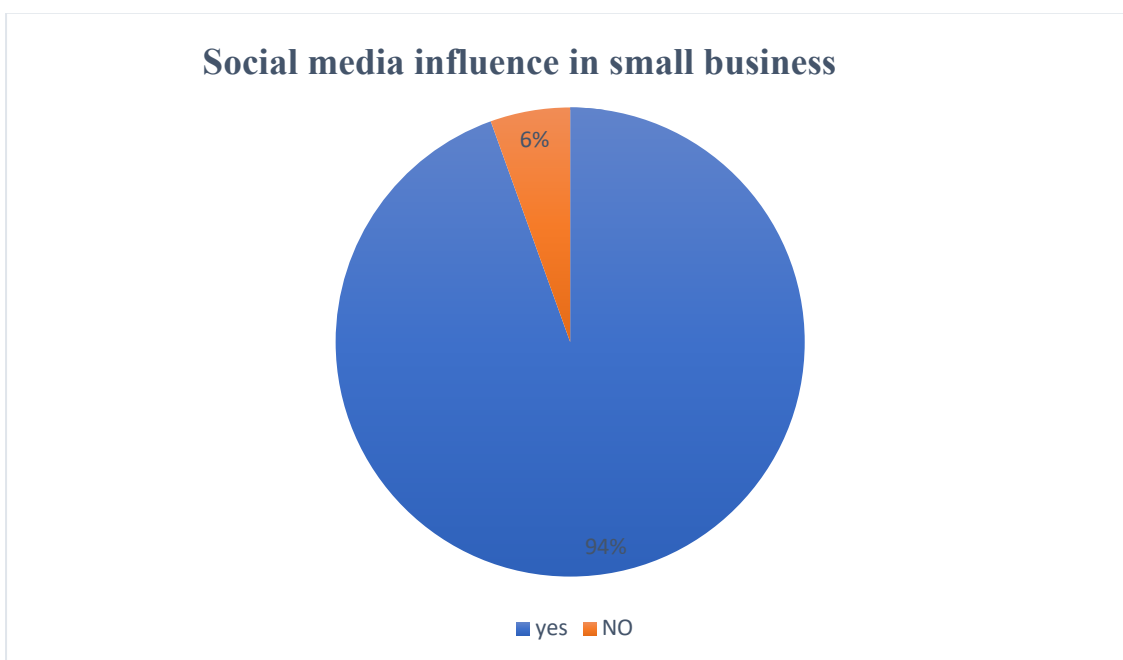


Here is the data collected on types of small business that the respondents carried. Most of the respondents carried event planner as their type of small business.

**Table 4.3 Showing social media marketing influence in small business**

YES/NO	NO OF RESPONDENTS	PERCENTAGE
Yes	52	94.5%
No	3	5.5%

**Figure 4.3 Showing the social media marketing influence in small business**

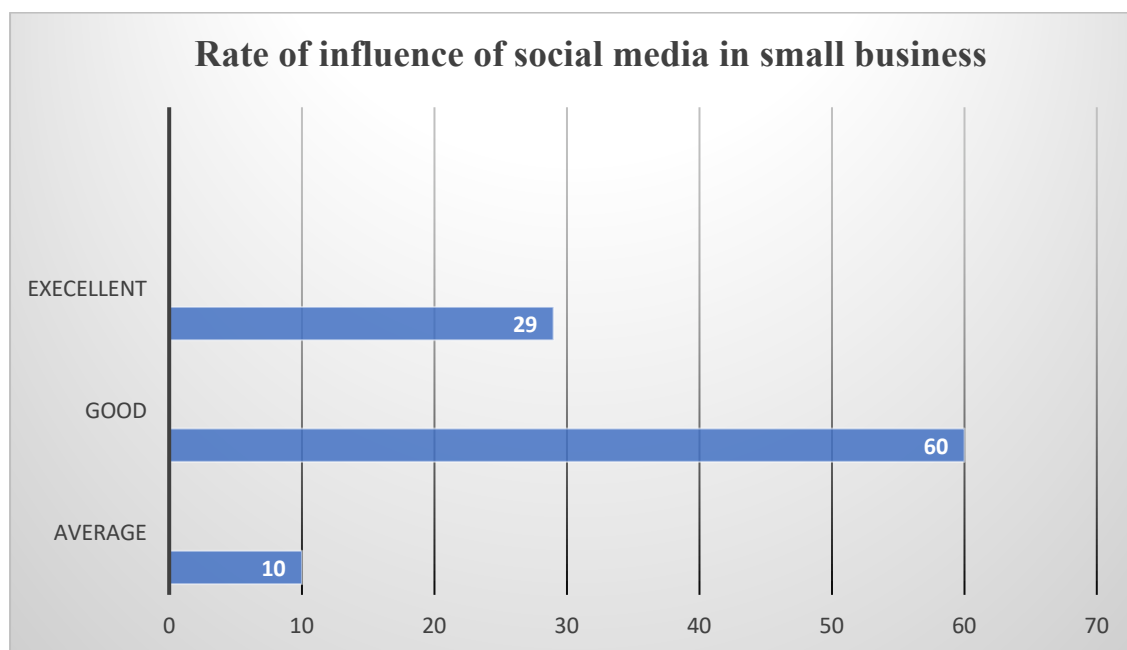


According to Figure 4.3 out of 55 respondents , 94.5 % agrees that social media marketing as an influence in small business. This result appoints to the fact that majority of the response agrees that social media has influence in small business.

**Table 4.4 Showing the rate of influence of social media marketing in small business.**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Average	6	10.9%
Good	33	60%
Excellent	16	29.1%

**Figure 4.4 Showing the rate of influence of social media in small business.**

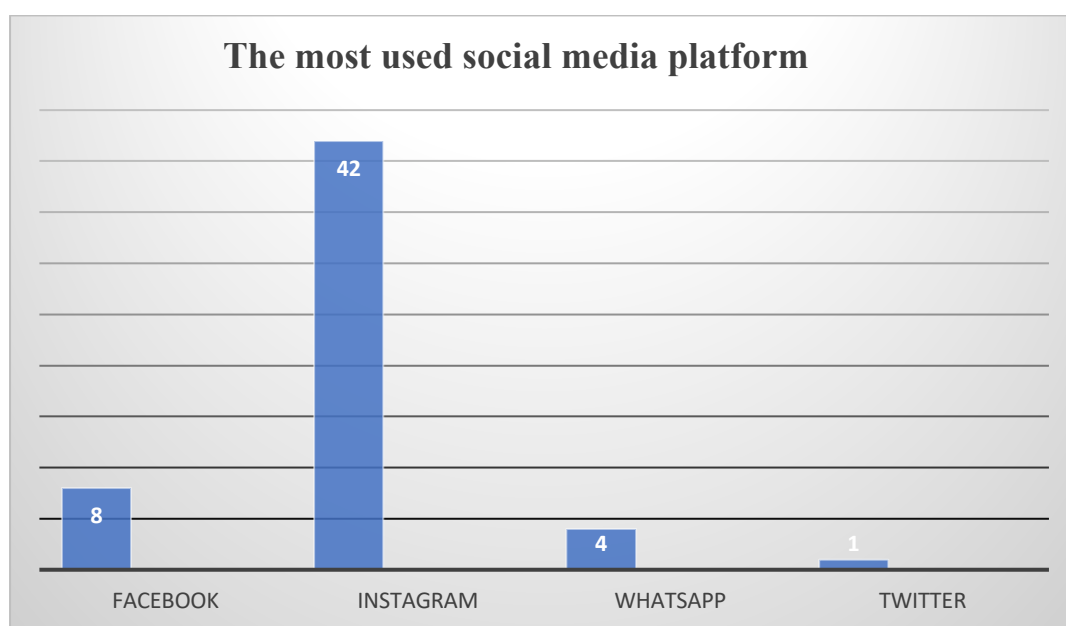


According to Figure 4.4 60% response says that social media marketing has a good rate of influence in small business.

**Table 4.5 Showing the most used social media platform for marketing purpose in small business**

<b>SOCIAL MEDIA PLATFORMS</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Facebook	8	14.5%
Instagram	42	76.4%
Whatsapp	4	7.3%
Twitter	1	14.5%

**Figure 4.5 Showing the most used social media in small business**

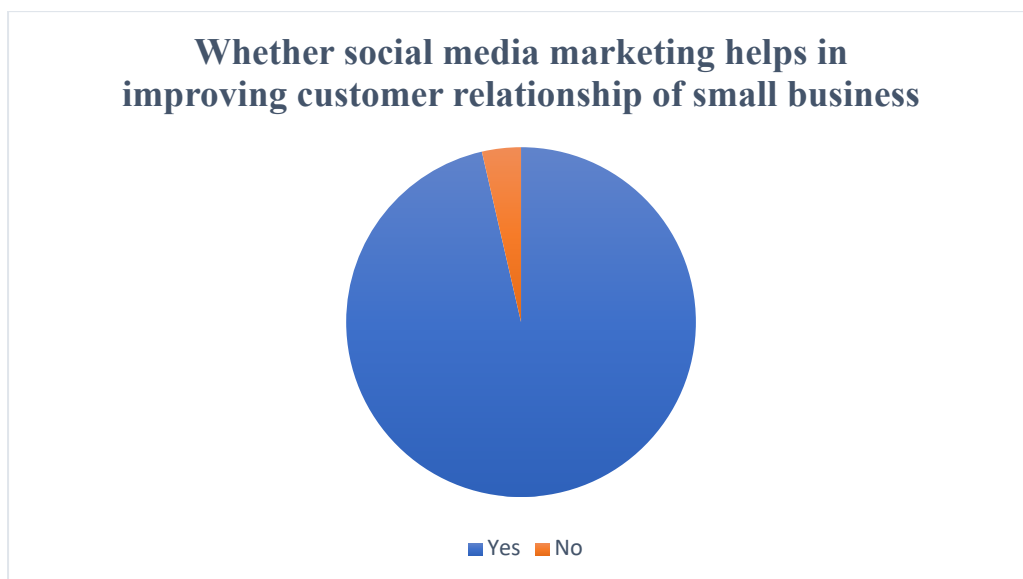


According to Figure 4.5 the most used social media platform for marketing purpose in small business is Instagram [40%].

**Table 4.6 Showing whether small business can help in improving the relationship of small business with customers**

YES/NO	NO OF RESPONDENTS	PERCENTAGE
Yes	53	96.4%
No	2	3.6%

**Figure 4.6 Showing whether social media can improve the relationship of small business with customers**

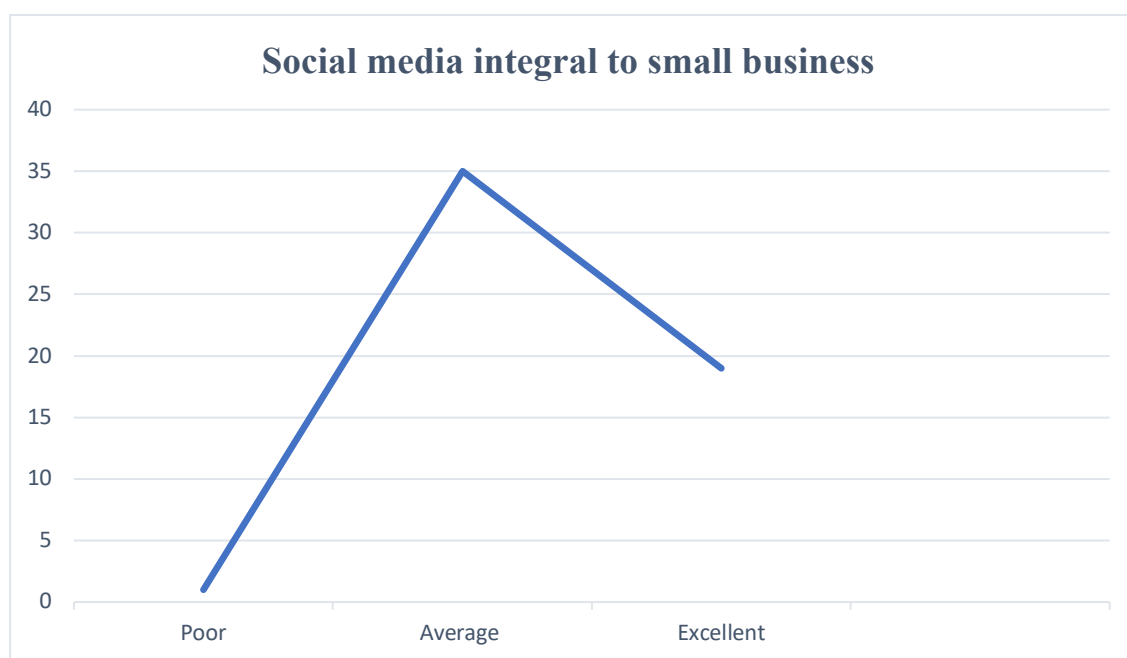


According to Figure 4.6 96.4% response says yes to the fact that social media marketing helps small business in improving customer relationship. This result also points that majority agrees that social media marketing helps small business in improving customer relationship.

**Table 4.7 Showing whether social media marketing is integral to small business**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Poor	1	1.8%
Average	35	63.6%
Excellent	19	34.5%

**Figure 4.7 Showing whether social media marketing is integral to small business**

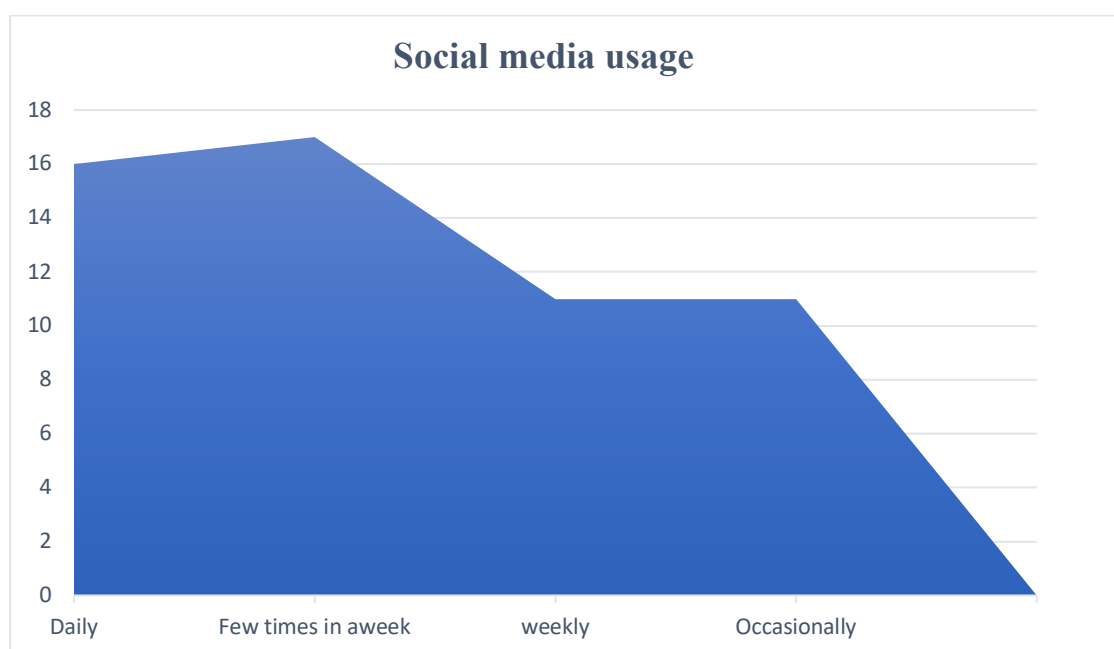


According to figure 4.7 Social media marketing has an average integral towards small business and the response for it is 63.6%.

**Table 4.8 Showing social media usage for marketing purposes in small business**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Daily	16	29.1%
Few times in a week	17	30.9%
Weekly	11	20%
Occasionally	11	20%

**Figure 4.8 Showing social media usage for marketing purpose in small business**

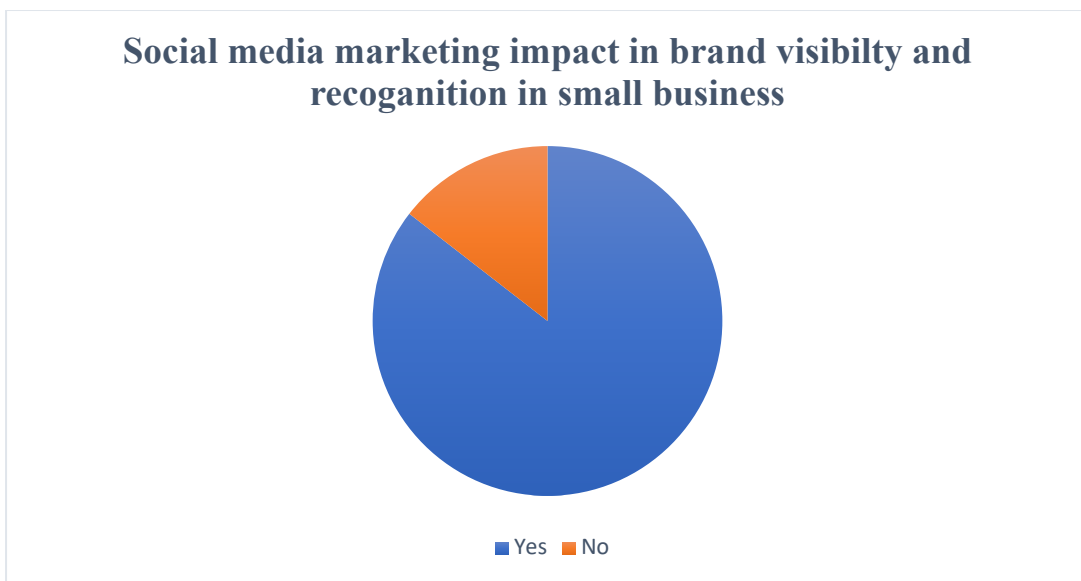


According to Figure 4.8 30% respondents says they use social media for marketing purpose few times in a week. This result shows good usage of social media by small business for marketing purposes .

**Table 4.9 Showing social media impact on brand visibility and recognition through social media**

YES/NO	NO OF RESPONDENTS	PERCENTAGE
Yes	47	85.5%
No	8	14.5%

**Figure 4.9 Showing social media marketing impact in brand visibility and recognition in small business**

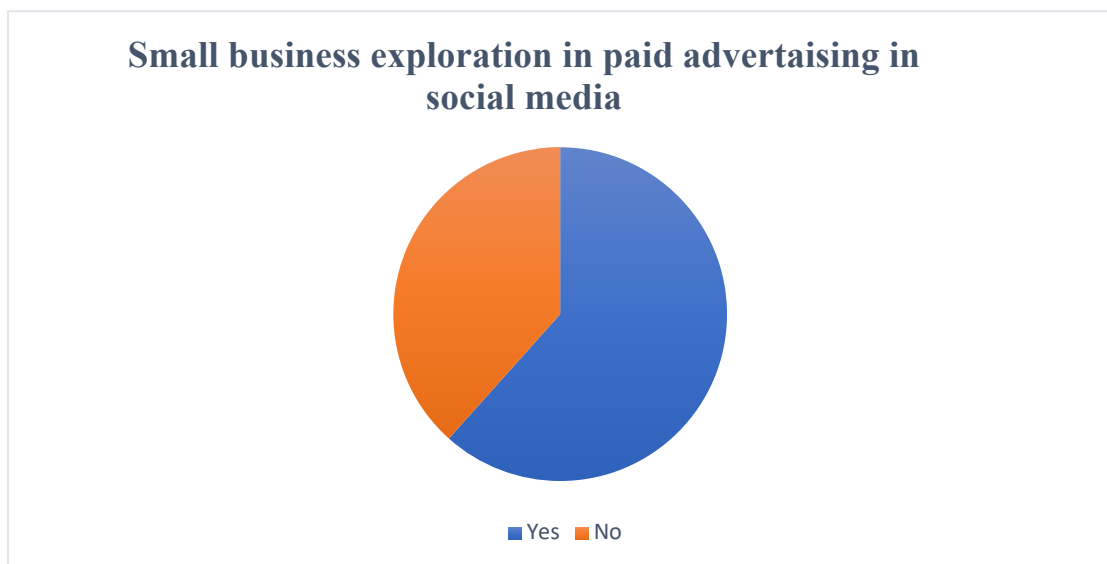


According to Figure 4.9 85.5% response says Yes to the fact that social media marketing has an impact in brand recognition and visibility in small business. This result also shows that social media marketing has impact in brand visibility and recognition in small business.

**Table 4.10 Showing whether small business had explored paid` advertising in social media**

YES/NO	NO OF RESPONDENTS	PERCENTAGE
Yes	34	61.8%
No	21	38.2%

**Figure 4.10 Showing whether small business had explored paid advertaising**

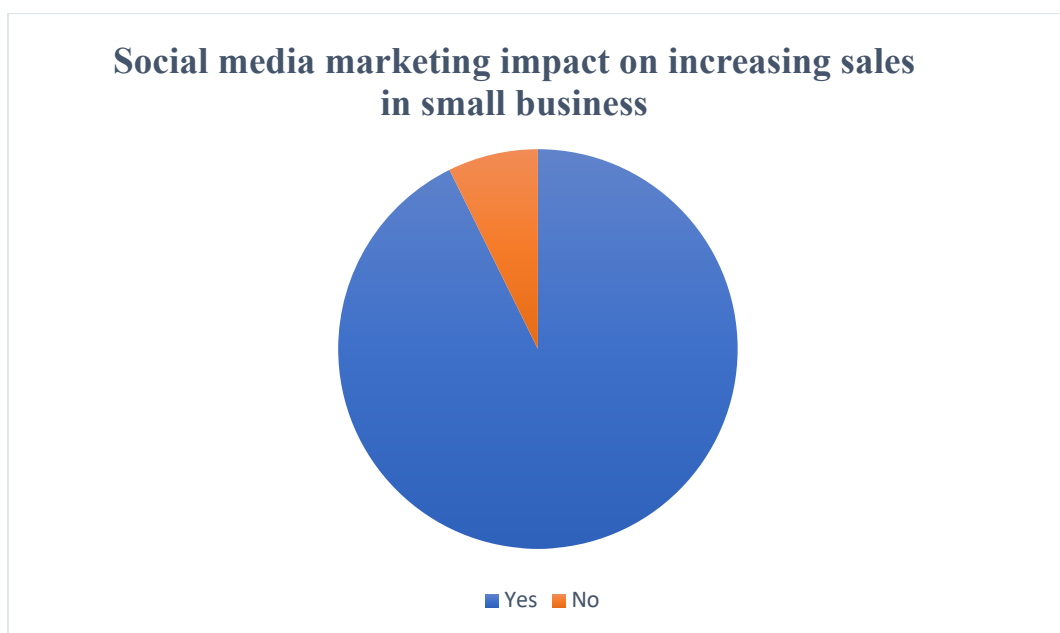


According to Figure 4.10 61.8% respondants says that most of the small business have explored paid advertising. This results also reveals majority of small business have explored paid advertaising.

**Table 4.11 Showing the response on social media marketing increase the sales in small business**

YES/NO	NO OF RESPONDENTS	PERCENTAGE
YES	51	92.7%
NO	4	7.3%

**Figure 4.11 Showing the response on social media marketing increase the sales in small business**

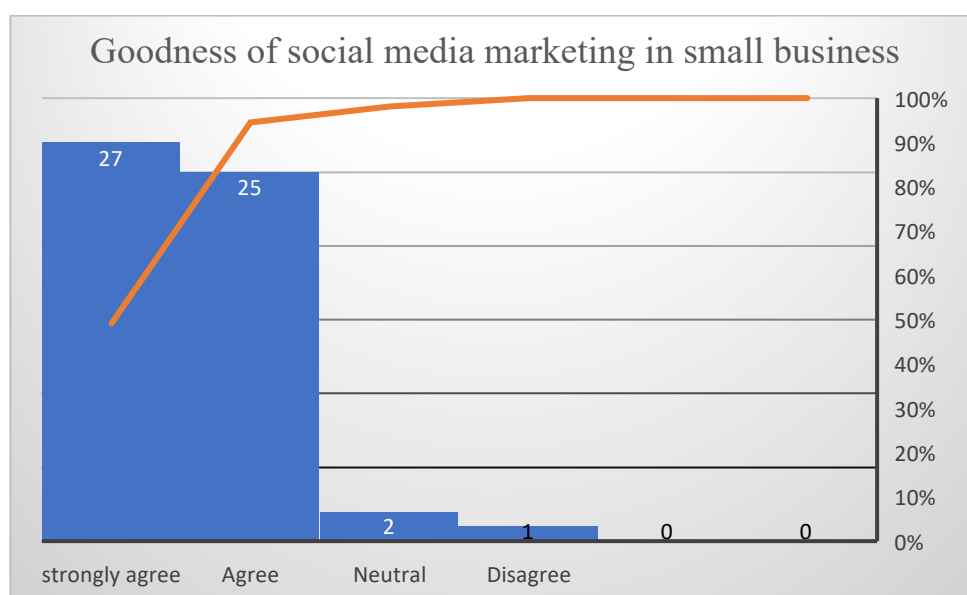


According to Figure 4.11 Majority of the response[92.7%] favours social media marketing increase sales in small business.

**Table 4.12 Showing whether social media marketing is good for small business**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	27	49.1%
Agree	25	45.5%
Neutral	2	3.6%
Disagree	1	1.8%

**Figure 4.12 Showing whether social media marketing is good for small business**

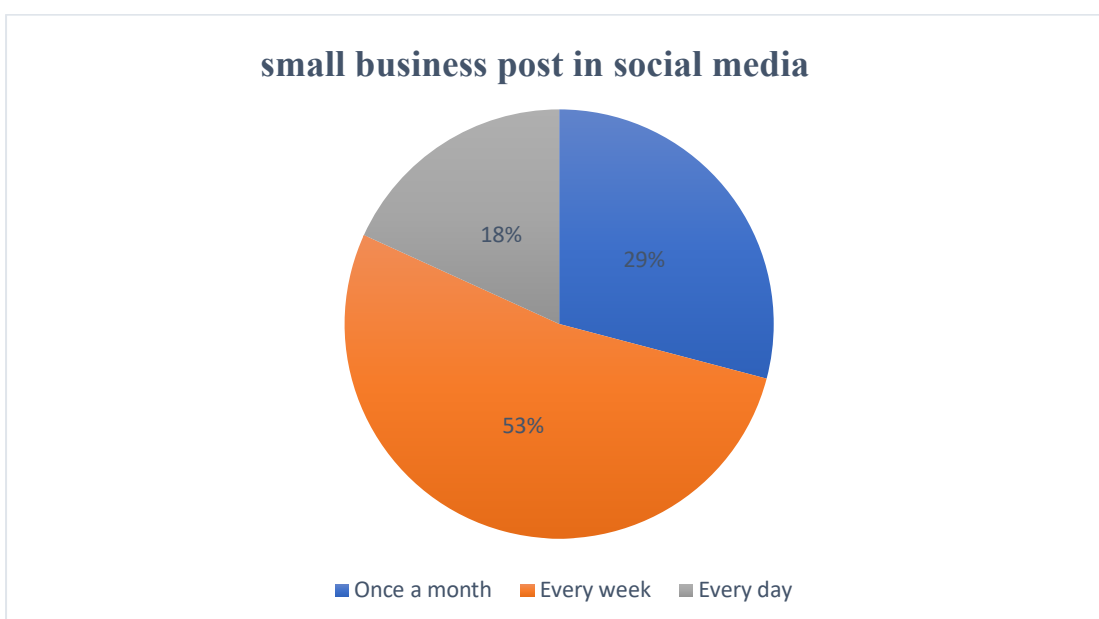


According to Figure 4.12 27 out of 55 strongly agrees that social media marketing is good for small business.

**Table 4.13 Showing how often does small business post in social media**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Once a month	16	29.1%
Every week	29	52.7%
Every day	10	18.2%

**Figure 4.13 Showing how often does small business post in social media**

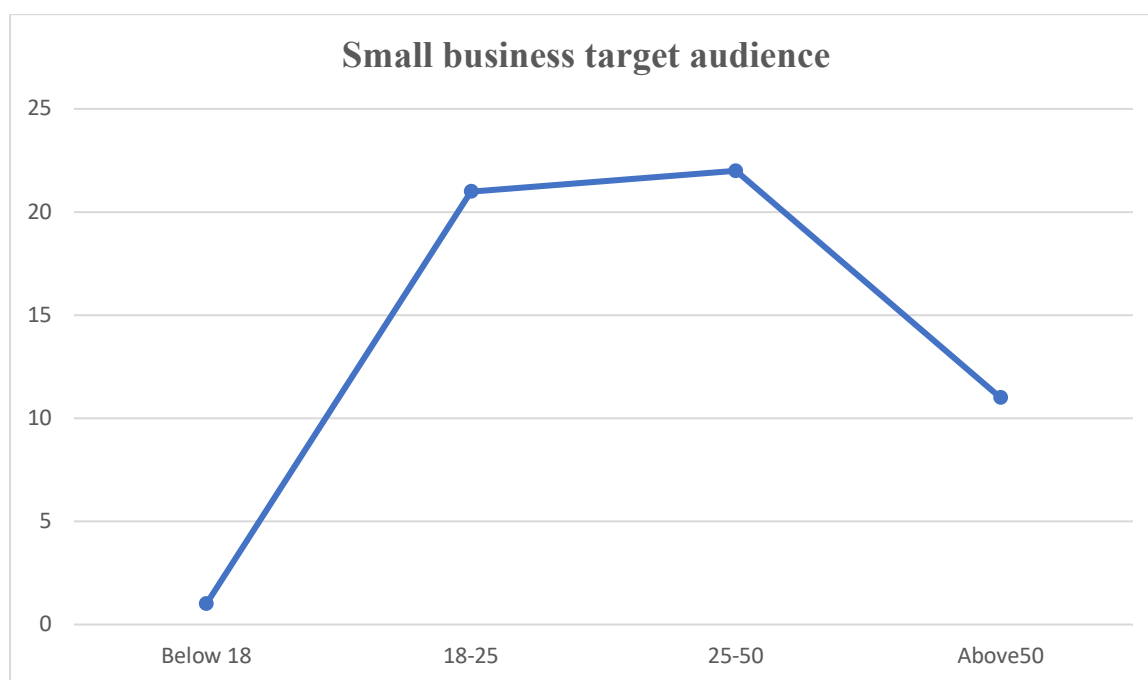


According to Figure 4.13 Majority of the small business post in social media in every week [53%]. This shows majority of small business as a good activeness in social media.

**Table 4.14 Showing small business target audience**

TARGET AUDIENCE	NO OF RESPONDENTS	PERCENTAGE
Below 18	1	1.8%
18-25	21	38.2%
25-50	22	40%
Above 50	11	20%

**Figure 4.14 Showing small business target audience**

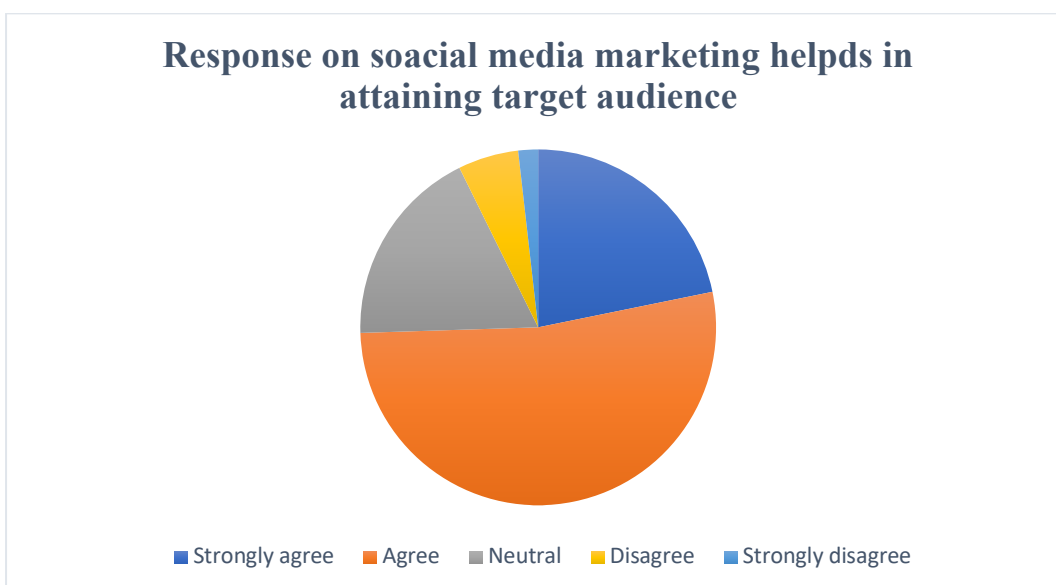


According to Figure 4.14 The category of target audience 25-50 has the largest response of 40% . This result points out that majority of the small business has a target audience in between 25-50. This also shows that majority of the small business included in the survey has a good range of target audience

**Table 4.15 Showing response on social media marketing helps in attaining target audience**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	12	21.8%
Agree	29	52.7%
Neutral	10	18.2%
Disagree	3	5.5%
Strongly disagree	1	1.8%

**Figure 4.15 Showing response on social media marketing helps in attaining target audience**

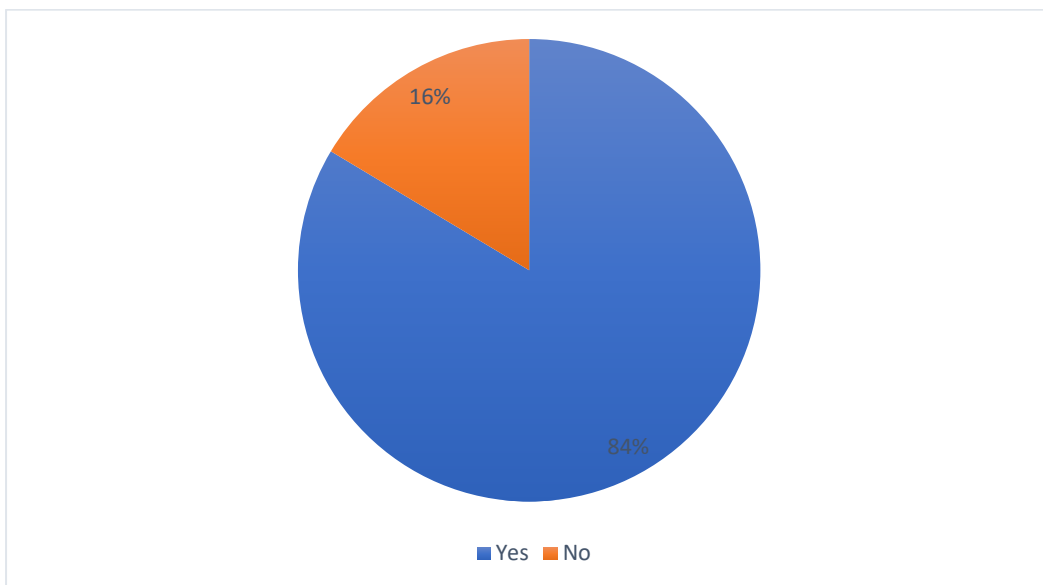


According to Figure 4.15 Majority agrees [52.7%] agrees that social media marketing helps in attaining target audience.

**Table 4.16 Showing whether small business track key performance indicators related to social media marketing**

YES /NO	NO OF RESPONDENTS	PERCENTAGE
Yes	46	83.6%
No	9	16.4%

**Figure 4.16 Showing whether small business track key performance indicators .**

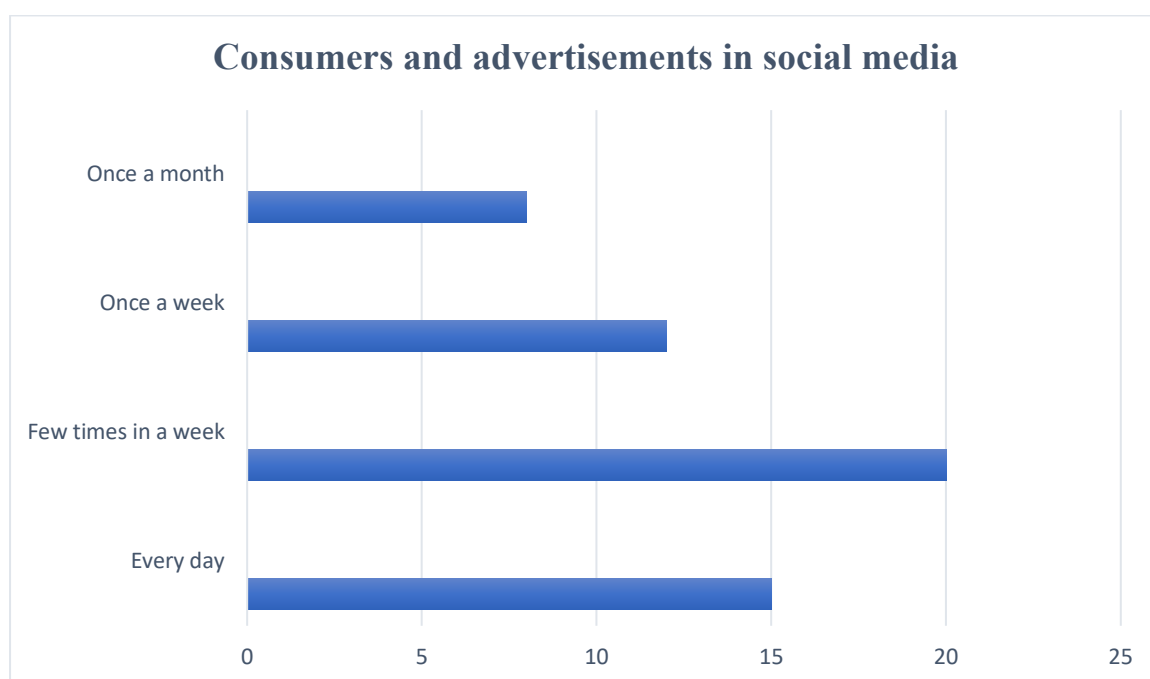


According to Figure 4.16 Majority of the small business track on key performance indicators related to social media marketing.

**Table 4.17 Showing how many times does the consumers comes across the advertisement in social media.**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Every day	15	27.3%
Few times in a week	20	36.4%
Once a week	12	21.8%
Once a month	8	14.5%

**Figure 4.17 Showing how many times does the consumers comes across advertisement in social media.**

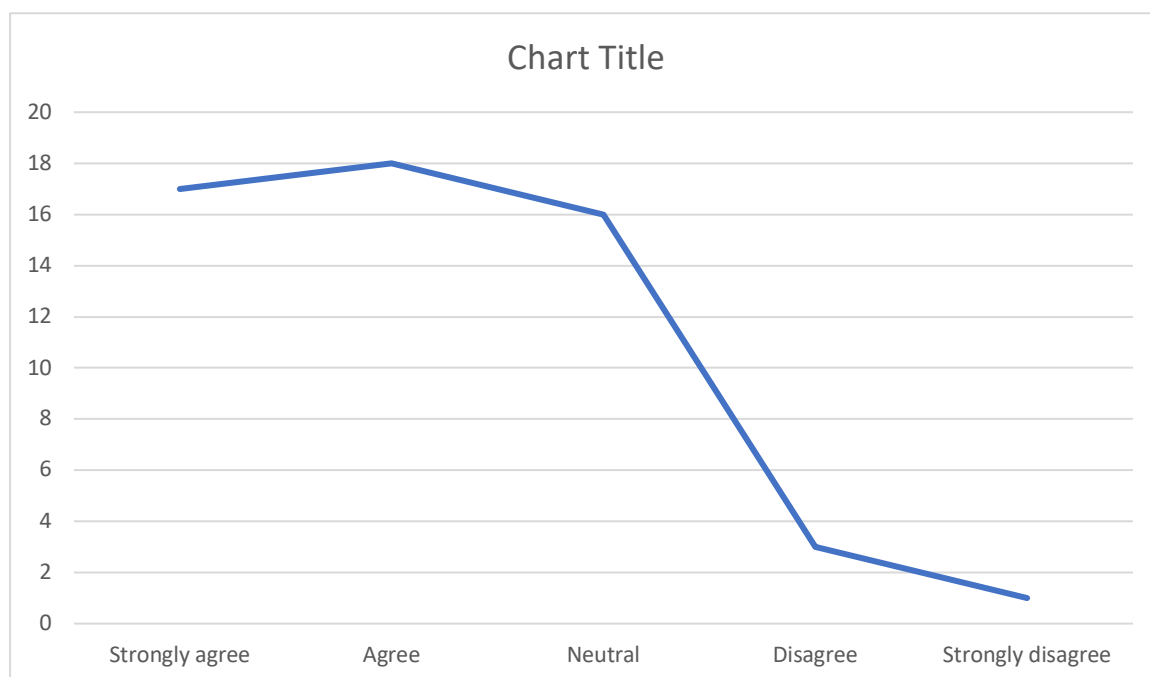


According to Figure 4.17 Majority of the response shows that consumers of small business come across advertisements in social media on few times a week.

**Table 4.18 Showing whether social media marketing is easy to handle**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	17	30.9%
Agree	18	32.7%
Neutral	16	29.1%
Dissagree	3	5.5%
Strongly disagree	1	1.8%

**FIGURE 4.18 Showing whether social media marketing is easy to handle**

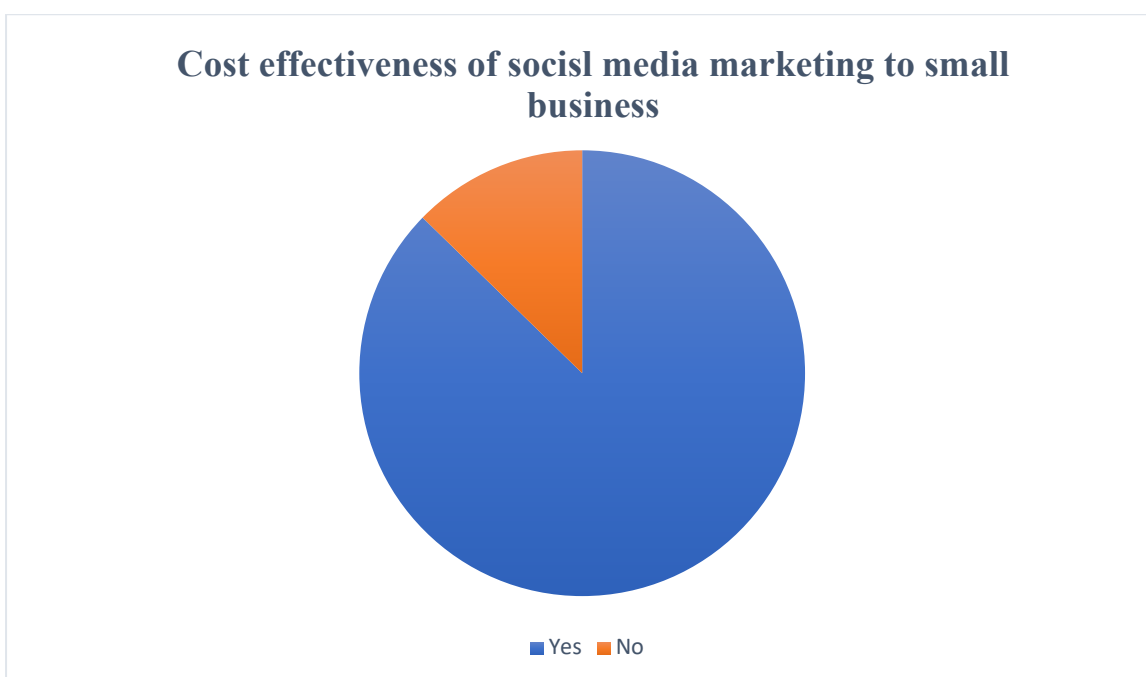


According to Figure 4.18 Majority of the respondents agrees that social media marketing is easy to handle.

**Table 4.19 Showing whether social media marketing is cost effective for small business**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Yes	48	87.3%
No	7	12.7%

**Figure 4.19 Showing whether social media marketing is cost effective for small business**

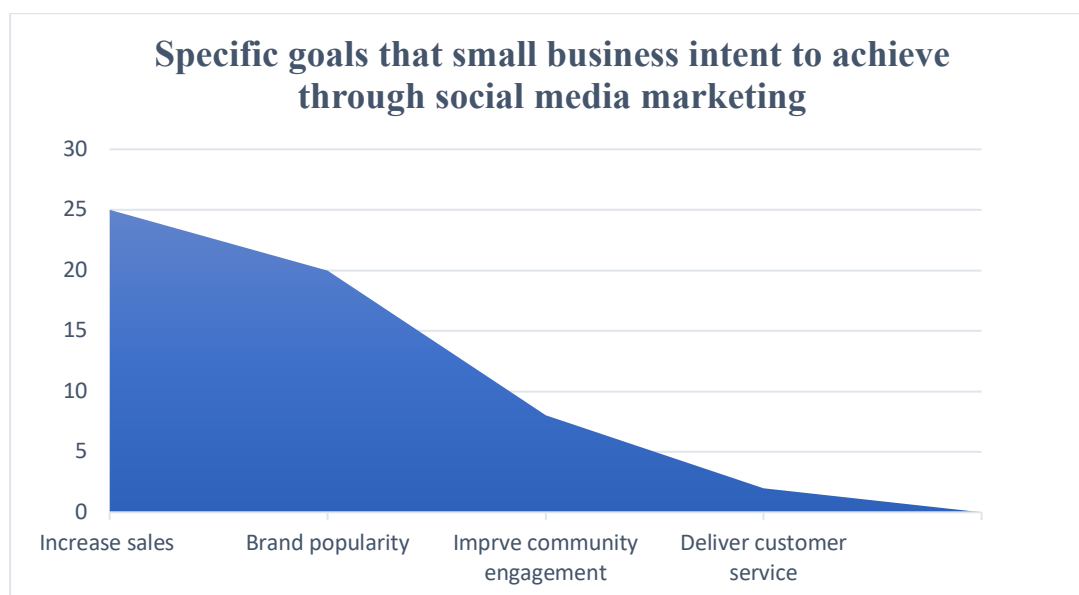


It is clear from Figure 4.19 that majority of respondents believe that social media marketing is cost effective. From this we can say that social media marketing is one of the best methods of marketing for small business.

**Table 4.20 Showing Secific goals that small business intent to achieve through social media marketing.**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Increase sales	25	45.5%
Brand popularity	20	36.4%
Improve community engagement	8	14.5%
Deliver customer service	2	3.6%

**Figure 4.20 Showing specific goals that small business intent to achieve through social media marketing**

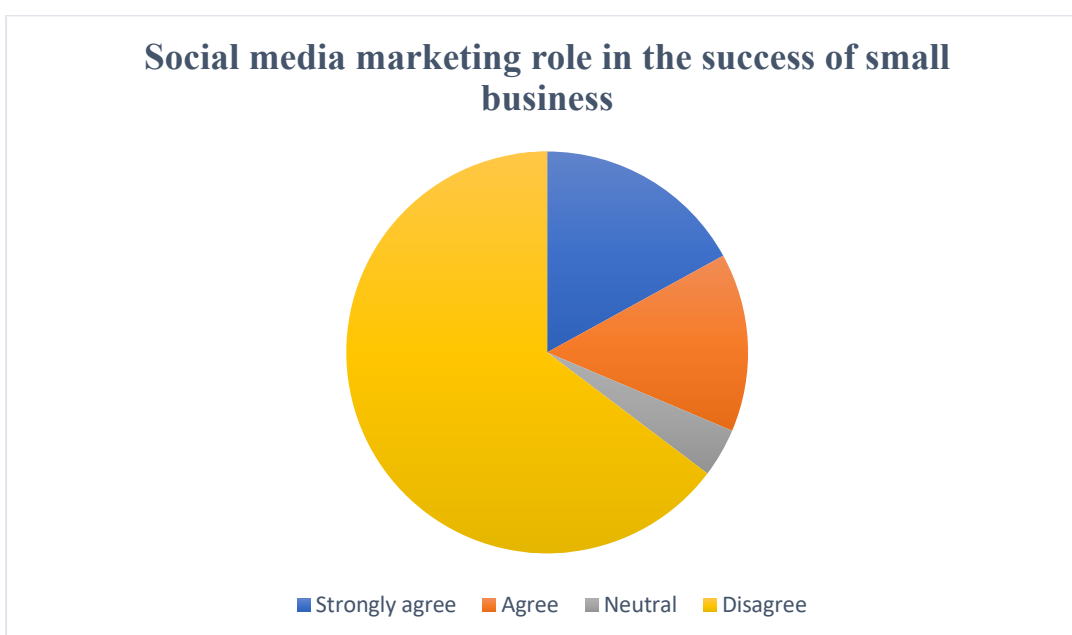


Through Figure 4.20 it is understood majority of the small business intent increse their sale through social media marketing.

**Table 4.21 Showing whether social media marketing plays a major role in the success of a small business**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	26	47.3%
Agree	22	40%
Neutral	6	10.9%
Disagree	1	1.8%

**Figure 4.21 Showing whether social media marketing plays a major in the success of small business**



As per Figure 4.21 47.3% strongly agrees that social media marketing plays a major role in the success of small business. And also 40% agrees that social media marketing plays a major in the success of small business.

**CHAPTER 5**  
**FINDINGS,**  
**SUGGESTIONS AND**  
**CONCLUSION**

## **FINDINGS**

1. The survey shows that social media marketing has an influence on small business.
2. Social media marketing has a good range of influence on small business.
3. Instagram is most used social media platform by small for marketing purpose.
4. Twitter is the least used social media platform.
5. Social media marketing improves the relationship of small business with customers.
6. Social media marketing is average integral to small business.
7. Most of the Small business has good usage of social media for marketing purposes.
8. Social media marketing has an impact on brand visibility and recognition in small business.
9. Most of the small business have explored paid advertising in social media.
10. Social media marketing helps in increasing sales.
11. Social media marketing is good for small business.
12. Small business has a good range of activeness in social media.
13. Majority of small business has a good range of target audience.
14. Social media marketing helps small business in attaining target audience.

15. Majority of small business track key performance indicators related to social media marketing.

16. Advertisement in social media has a good reach in the customers of small business.

17. Social media marketing is easy to handle for small business.

18. Social media marketing is cost effective for small business.

19. small business intent to increase sales through social media marketing.

20. Social media marketing plays a major role in the success of a small business.

## **Suggestions**

1. Suitable social media strategy should be used by small business for effective marketing.

2. Through social media marketing small business should be able to provide accurate information to their customers.

3. Social media marketing should be able to contribute more with providing more information and creating well defined consumer society.

4. Social media marketing should be able to provide cost effective advertisements.

5. Social media marketing should be able to help small business in enhancing their brand visibility.

## **Conclusion**

In conclusion, the study underscores the pivotal role of social media marketing in small businesses. It serves as a dynamic tool for brand popularity, improving customer relationship in small business. The ability to cultivate relationship, gather real time feed back, and establish a credible online presence positions social media marketing as an indispensable asset for the sustained growth and success of small business in today's digital life. It is important for every small business to accept and adapt to new technologies coming into the market for their survival.

Primary data is collected using questionnaire with fifty five samples. Tables and graphs are developed according to the responses to the questionnaire. The objective of this is to understand the role of social media marketing in small business. The responses of small business clearly shows that social media has a great role in their small business. Social media marketing helps small business to increase brand popularity, increase sales and plays a great role in developing customer relationship of small business.

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<http://dx.doi.org/10.15556/ijsim.01.02.001>

[scholar.google.com](http://scholar.google.com)

# ANNEXURE

-

## QUESTIONNAIRE FOR SMALL BUSINESS

INSTRUCTION : This is a survey to analyse the role of social media in small business. Please go through the questions and respond carefully.

Name

1.Age

- Below 20
- 20-35
- 35-50
- Above 50

2. Type of small business

- Book stall
- Catering
- Event planner
- Other

3. Do you believe that social media marketing has an influence in you small business?

- Yes
- No

4. If yes, how well does it influence?

- Average
- Good
- Excellent

5. Which social media platform do you primarily use for marketing purpose?

- Facebook
- Instagram
- Whatsapp
- Twitter

6. Do you believe that social media marketing can improve your relationship with customers?

- Yes
- No

7. How integral is social media marketing to your small business?

- Poor
- Average
- Excellent

8. How often do you use social media for marketing purposes?

- Daily
- Few times in a week
- Weekly
- Occasionally

9. Have you observed a noticeable impact on brand visibility and recognition through social media marketing?

- Yes
- No

10. Have you explored paid advertising in social media?

- Yes
- No

11. Do you believe social media marketing increase the sales in your small business?

- Yes
- No

12. Is social media marketing good for small business?

- Strongly agree
- Agree
- Neutral
- Disagree

13. How often do you post?

- Once a month
- Every week
- Every day

14. What is your target audience?

- Below 18
- 18-25
- 25-50
- Above 50

15. If I says social media helps in attaining target audience do you agree?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. Do you track your key performance indicators related to social media marketing?

- Yes
- No

17. How many times does a consumer come across the advertisement?

- Every day
- Few times in week
- Once a week
- Once a month

18. Social media marketing is easy to handle

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly agree

19. Do you think social media marketing is cost effective for small business

- Yes
- No

20. What specific goals do you aim to achieve through social media marketing?

- Increase sales
- Brand popularity
- Improve community engagement
- Deliver customer service

21. Does social media marketing play a major role in the success of a small business?

- Strongly agree
- Agree
- Neutral
- Disagree



























**“STUDY ON ASSISTIVE TECHNOLOGY FOR  
INDIVIDUALS WITH DISABILITIES”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**MOHAMMED ANAS. C.A**

**(CCAVBBAR52)**

Under the supervision of

**Asst. Prof. Meethu Henry**



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**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled “**STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES**” is a bonafide record of the project done by **MOHAMMED ANAS.C. A**, Reg. No. CCAVBBAR52, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. MEETHU HENRY**  
Project Guide



18/3/24

## DECLARATION

I, **MOHAMMED ANAS.C. A**, hereby declare that the project work entitled "**STUDY ON ASSISTIVE TECHNOLOGY FOR INDIVIDUALS WITH DISABILITIES**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, 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:** 2/2/2024



**MOHAMMED ANAS. C. A**

**CCAVBBAR52**

18/3/24

## 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**

**MOHAMMED ANAS.C. A**

**Date:**

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**“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST  
FOOD AMONG PEOPLE IN THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**NANDANA K R**

**(CCAVBBAR53)**

Under the supervision of

**Prof. C. L. BABY JOHN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT”** is a bonafide record of the project done by **NANDANA K R**, Reg. No. CCAVBBAR53, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Prof. C.L. BABY JOHN**  
**Project Guide**



*18/3/24*

## DECLARATION

I, **NANDANA K R**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD AMONG PEOPLE IN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Prof. C. L. Baby John, Department of Management Studies, 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: 02/02/2024**



**NANDANA K R**

**CCAVBBAR53**

## **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**

**NANDANA K R**

**Date:**

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**“A STUDY ON CUSTOMER SATISFACTION ON SWIGGY  
WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**NANDANA NAIR N**

**(CCAVBBAR54)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT"** is a bonafide record of the project done by **NANDANA NAIR N**, Reg. No. CCAVBBAR54, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**

**Co-ordinator**

**Asst. Prof. KALPA SIVADAS**

**Project Guide**



*16/3/24*

## DECLARATION

I, **NANDANA NAIR N** , hereby declare that the project work entitled **"A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PEOPLES IN THRISSUR DISTRICT"** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, 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**

*Nandana*  
**NANDANA NAIR N**

**Date:** *020-02-2024*

**CCAVBBAR54**

## **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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**NANDANA NAIR N**

**Date:**

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**“A STUDY ON GRIEVANCES HANDLING AT TEXTILE  
INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**NIVEDITHA K**

**(CCAVBBAR55)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT”** is a bonafide record of the project done by **NIVEDITHA K**, Reg. No. **CCAVBBAR55**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
**Co-ordinator**

**Asst. Prof. MEETHU HENRY**  
**Project Guide**



*16/3/24*

## DECLARATION

I, NIVEDITHA K, hereby declare that the project work entitled "A STUDY ON GRIEVANCES HANDLING AT TEXTILE INDUSTRY WITH REFERENCE TO THRISSUR DISTRICT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Meethu Henry Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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Place: Irinjalakuda

Date: 02.02.2024



NIVEDITHA K

CCAVBBAR55

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**Place: Irinjalakuda**

**NIVEDITHA K**

**Date:**

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FOOD DELIVERY APP WITH SPECIAL REFERENCE TO  
ZOMATO”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**PAUL AKKARA**

**(CCAVBBAR56)**

Under the supervision of

**Asst. Prof. FRANCIS BASTIAN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

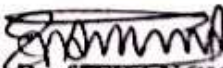
**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO"** is a bonafide record of the project done by **PAUL AKKARA**, Reg. No. CCAVBBAR56, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. FRANCIS BASTIAN**  
Project Guide



  
16/3/24

## DECLARATION

I, PAUL AKKARA, hereby declare that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian Asst. Professor, Department of Management Studies, 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: 2-2-2024



PAUL AKKARA

CCAVBBAR56

## **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**

**PAUL AKKARA**

**Date: 02/02/2024**

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Project Report submitted to

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**REEM SHEIKHA SHOUKATH**

**(CCAVBBAR57)**

Under the supervision of

**Asst. Prof. FRANCIS BASTIAN**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO"** is a bonafide record of the project done by **REEM SHEIKHA SHOUKATH**, Reg. No. CCAVBBAR57, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**

**Co-ordinator**

**Asst. Prof. FRANCIS BASTIAN**

**Project Guide**

*16/3/24*

## DECLARATION

I, **REEM SHEIKHA SHOUKATH**, hereby declare that the project work entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Francis Bastian Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda**

**REEM SHEIKHA SHOUKATH**

**Date: 02-02-2024**

**CCAVBBAR57**

## **ACKNOWLEDGEMENT**

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**Place: Irinjalakuda**

**REEM SHEIKHA SHOUKATH**

**Date:**

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**“A STUDY ON IMPACT OF SOCIAL MEDIA ON  
CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**RIYAAN JAMALUDHIN**

**(CCAVBBAR58)**

Under the supervision of

**Asst. Prof. KALPA SIVADAS**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

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**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. KALPA SIVADAS**  
Project Guide



  
16/3/24.

## **DECLARATION**

I, **RIYAAN JAMALUDHIN**, hereby declare that the project work entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR FOR COSMETIC PRODUCTS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Kalpa Sivadas Asst. Professor, Department of Management Studies, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda**

**Date: 02/02/24**



**RIYAAN JAMALUDHIN**

**CCAVBBAR58**

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**Place: Irinjalakuda**

**RIYAAN JAMALUDHIN**

**Date: 02/02/2024**

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**“A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN  
INDIAN MARKET”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS)**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**SANIYA .K. A**

**(CCAVBBAR59)**

Under the supervision of

**Asst. Prof. MEETHU HENRY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

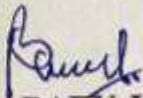
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**CALICUT UNIVERSITY**



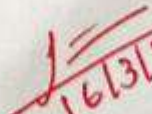
**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN INDIAN MARKET"** is a bonafide record of the project done by SANIYA .K. A, Reg. No. CCAVBBAR59, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

  
**Prof. C.L. BABY JOHN**  
Co-ordinator

  
**Asst. Prof. MEETHU HENRY**  
Project Guide



  
16/3/24.

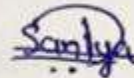
## DECLARATION

I, SANIYA .K. A, hereby declare that the project work entitled "A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN INDIAN MARKET " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. MEETHU HENRY Asst. Professor, Department of Management Studies, 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: 21/2/2024



SANIYA .K. A

CCAVBBAR59

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

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**Place: Irinjalakuda**

**SANIYA .K. A**

**Date:**

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**(CCAVBBAR60)**

Under the supervision of

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**DEPARTMENT OF MANAGEMENT STUDIES**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON SALES PERFORMANCE OF MARUTI SUZUKI IN INDIAN MARKET ”** is a bonafide record of the project done by **SANJAY T SURESH**, Reg. No. CCAVBBAR60, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** and it has not previously formed the basis for any Degree, Diploma and Associateship, or Fellowship.

**Prof. C.L. BABY JOHN**  
Co-ordinator

**Asst. Prof. MEETHU HENRY**  
Project Guide



*18/3/24*


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Place: Irinjalakuda

Date: 2/2/2024

  
SANJAY T SURESH  
CCAVBBAR60

## ACKNOWLEDGEMENT

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**Place: Irinjalakuda**

**SANJAY T SURESH**

**Date: 2/02/2024.**

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