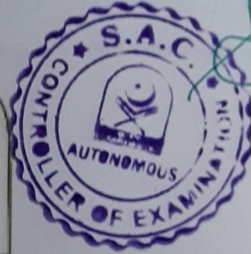


**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS SILK SAREE IN
TIRUNELVELI**

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By
K . VAGULAVENI (18SBB14)

Under the Guidance of
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Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011
APRIL - 2021**

**A STUDY OF CONSUMER PERCEPTION ABOUT ONLINE
SHOPPING AND PREFERENCE FOR IT**

A project submitted to

SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)

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

BACHELOR OF BUSINESS ADMINISTRATION

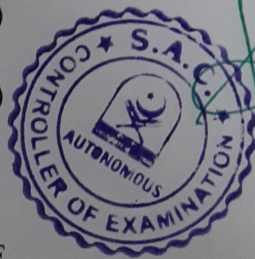
SUBMITTED BY

E.SAKTHIVEL MUPPIDARI (18SBB62)

A.MOHAMMAD THASIM (18SBB39)

L.VELMURUGAN (18SBB68)

R.SELVAKUMAR (18SBB63)



UNDER THE GUIDENCE OF

S.MOHAMED MEERAN B.E, MBA.,

DEPARTMENT OF BUSINESS ADMINISTRATION

**A STUDY ON THE PROBLEMS FACED BY WOMEN ENTREPRENEURS IN
TIRUNELVELI**

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By
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**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011**

APRIL - 2021

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

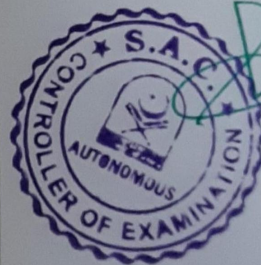
A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011**

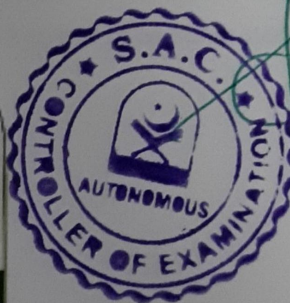
APRIL - 2021

**A STUDY ON YOUNGSTERS (FEMALE) SATISFACTION TOWARDS
CHENNAI SILKS -TIRUNELVELI**

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-62701**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO
TELECOMMUNICATION IN TIRUNELVELI**

A project submitted to

Sadakathullah Appa College (Autonomous)

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

A.BOWSIA BANU (18SBB02)

A.DURGA SRINITHI (18SBB06)

T.LALITHA VENI (18SBB09)

B.VIGNESWARI (18SBB15)

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DEPARTMENT OF BUSINESS ADMINISTRATION

SADAKATHULLAH APPA COLLEGE

(AUTONOMOUS)

TIRUNELVELI-627011

APRIL - 2021

**A STUDY ON CONSUMERS' BRAND PREFERENCE OF TVS TWO
WHEELERS IN PALAYAMKOTTAI**

*A Project Report Submitted to Sadakathullah Appa College (Autonomous)
affiliated to Manonmaniam Sundaranar University in partial fulfillment of
the requirements for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

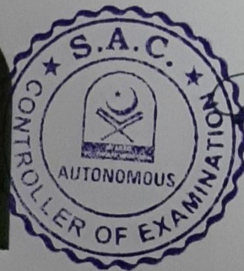
Submitted by

S.NO	NAME	REG.NO
1	S.ABDUL AZIS	18SBB17
2	R.ABDUL RAHEEM	18SBB19
3	S.ABUBAKKAR SIDDIQ	18SBB22
4	S.MOHAMED RIYAS HARUN	18SBB35
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Under the guidance of

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Assistant Professor of Business Administration



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Department of Business Administration

Sadakathullah Appa College (Autonomous)

Rahmath Nagar, Tirunelveli - 627 011

April 2021

**A STUDY ON THE CUSTOMER SATISFACTION TOWARDS FAST-TRACK
CALL TAXI**

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By
R. VIGNESH (18SBB70)

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011**

APRIL - 2021

A study on customer satisfaction on Yamaha motorcycles

A project submitted to

Sadakathullah appa college (autonomous)

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

BACHELOR OF BUSINESS ADMINISTRATION

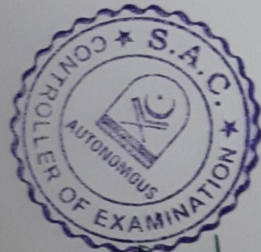
Submitted by

I.MOHAMED AZARUDEEN (18SBB56)

M.NAMBI RAJAN (18SBB57)

G.ROBINSON (18SBB60)

A.ANANDA SELVAM(18SBB47)



UNDER THE GUIDENCE OF

S.MOHAMED MEERAN B.E, MBA.,

DEPARTMENT OF BUSINESS ADMINISTRATION

**A STUDY ON ENTREPRENEUR OPPORTUNITY IN THE AREA OF
GROCERY ITEMS TIRUNELVELI**

A project submitted to

Sadakathullah Appa College (Autonomous)

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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M.DAVID ANAND (18SBB48)
S.KARTHICK RAJA (18SBB52)
M. THIRUNAVUKKARASU (18SBB67)

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DEPARTMENT OF BUSINESS ADMINISTRATION

SADAKATHULLAH APPA COLLEGE

(AUTONOMOUS)

TIRUNELVELI-627011

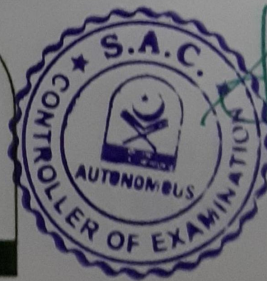
APRIL - 2021

A STUDY ON CONSUMER BEHAVIOUR TOWARDS GOLD JEWELLERY IN TIRUNELVELI

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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R. KOMATHI (18SBB08)
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**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011**

APRIL - 2021

**A STUDY ON CUSTOMER SATISFACTION AND ASSESSMENT OF
PRODUCT AND SERVICE QUALITY OF FASTRACK WATCHES**

A project submitted to

Sadakathullah Appa College (Autonomous)

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

A.KALIRAJAN (18SBB51)

S.KASINI VENTHA PERUMAL (18SBB53)

R. KOTTAIYAPPAN (18SBB54)

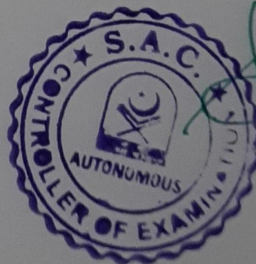
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DEPARTMENT OF BUSINESS ADMINISTRATION

SADAKATHULLAH APPA COLLEGE

(AUTONOMOUS)

TIRUNELVELI-627011

APRIL - 2021

**A STUDY ON ENVIRONMENTAL KNOWLEDGE ,GREEN ADVERTISEMENT
AND ITS EFFECT ON CONSUMER BUYING BEHAVIOUR IN TIRUNELVELI**

*A project submitted to Sadakathullah Appa College (Autonomous)
In partial fulfillment of the requirement for the award of the degree of*

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

NIZARUTHEEN.PJ (18SBB40)

ANAS.A (18SBB23)

MOHAMED ASSIK.K (18SBB31)

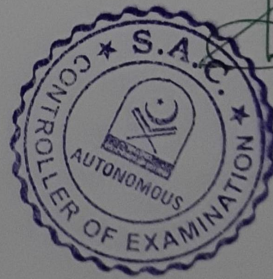
MOHAMED IRSHATH.PJ (18SBB32)

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DEPARTMENT OF BUSINESS ADMINISTRATION

SADAKATHULLAH APPA COLLEGE

(AUTONOMOUS)

TIRUNELVELI-627011

**A STUDY ON CUSTOMER'S SATISFACTION IN CHENNAI
SILKS , TIRUNELVELI AMONG (YOUNGSTERS -MALE)**

A project submitted to
Sadakathullah Appa College (Autonomous)
In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

ABDUL AZEEZ S.M.S (18SBB16)
MOHAMED THAMEEM S (18SBB37)
MOHAMED WALEED H (18SBB38)
AMRISH PANDIAN K.M (18SBB46)
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Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)
TIRUNELVELI-627011**

**A STUDY ON THE BUSINESS INTEREST AMONG MANAGEMENT
STUDENTS**

A project submitted to

Sadakathullah Appa College (Autonomous)

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

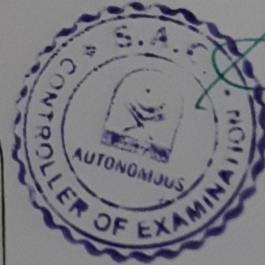
Submitted By

K. MOHAMED ITHRISH (18SBB33)
A. MOHAMED MYDEEN (18SBB34)
J.H. JAMAL MOHAMED (18SBB28)
S. NOORUL AMEEN (18SBB41)
O.S. ABRAR AHAMED (18SBB21)

Under the Guidance of

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Department of Business Administration



**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)
TIRUNELVELI-627011**

APRIL - 2021

**A STUDY ON CONSUMER SATISFACTION TOWARDS
BSNL TELECOMMUNICATION IN TIRUNELVELI**

A Project report submitted to

Sadakathullah Appa College (Autonomous)

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

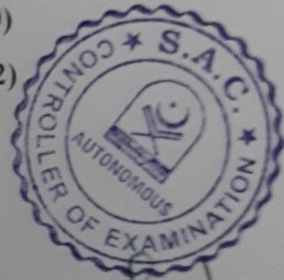
A.FAIYAZAHAMED (18SBB24)

M.M.HAMDHAN (18SBB25)

S.T.IJAZAHAMED (18SBB26)

S.S.MOHAMEDARKKAM (18SBB30)

A.H.NOWFALMOHIDEEN (18SBB42)



Under the Guidance of

Mr. S. MOHAMEDMEERAN, B.E., M.B.A., NET

Department of Business Administration



**DEPARTMENT OF
SADAKATHULLAHAPPA**

**BUSINESS ADMINISTRATION
COLLEGE**

(AUTONOMOUS)

TIRUNELVELI-627011

2021

“A STUDY OF CONSUMER PREFERENCE TOWARDS GOLD AS AN INVESTMENT

A project report submitted to the
Sadakathullah Appa College (Autonomous)
In partial fulfilment of the requirement for the degree of
BACHEALOR OF BUSINESS ADMINISTRATION

BY

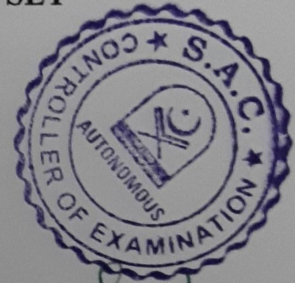
M.S. MUBARAK SHAHITH AFRIDI(17SBB35)

Under the Guidance of

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)**

(Reaccredited by NAAC at an 'A' Grade with a CGPA of 3.40 out of 4.0 in the III cycle

An ISO 9001:2008 Certified Institution)

RAHMATH NAGAR, TIRUNELVELI-627011

APRIL-2021

SAC/BBA/2020/2017/ REPEAT