

RAAK ARTS AND SCIENCE COLLEGE
DEPARTMENT OF COMMERCE (UG) 2020-2023 BATCH
PROJECT TOPIC

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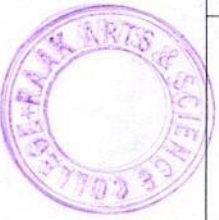
14.02.2023

<u>S.NO</u>	REGISTER NUMBER	STUDENT NAME	TOPIC
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2	43220U10003	ABINESH S	A STUDY ON SUMMER TRAINING REPORT IN LARSEN AND TOUBRO LTD. PUDUCHERRY
3	43220U10004	AMUTHAN I	A STUDY OF FINANCIAL STATEMENT ANALYSIS OF ASIAN PAINTS PVT.LTD
4	43220U10005	ANANDHARAJ S	A STUDY ON TRAINING NEED ANALYSIS IN SUPREME INDUSTRIES SANKYASIKUPPAM, PUDUCHERRY
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75	43220U10084	VISHWA J	A STUDY ON " ADVERTISING AND EFFECTIVENESS "



**A STUDY ON IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR
INCREASING SALES OF CONSUMABLES PRODUCT IN MYNTRA**

PROJECT REPORT

Submitted by

J.ABDUL SUBAN

Reg.No: 43220U10002

OF

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Perambai-605 110



Under The Guidance Of

Mrs. R.DEVAKI M.COM., MBA., M.Phil., (B.Ed),
Head of the Department

In Partial Fulfillment of the Requirement for the Award of the Degree

of

BACHELOR OF COMMERCE
A Project Report Submitted to the
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This is to certify that the project entitled A STUDY ON IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR INCREASING SALES OF CONSUMABLES PRODUCT IN MYNTRA Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by J.ABDUL SUBAN Register No: 43220U10002

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R. Devaki
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5.4 CONCLUSION

Today online marketing strategies are very important for the customers to get to know about the products and also for the company to increase their sales which in turn helps to achieve their goals like profitability and survival. Marketing strategies are means for achieving the organizational goals. Social media marketing, e-mail marketing, content marketing etc. are some of the online marketing strategies that helps consumers in selecting the right products at the right time and at the right cost where customers can get a clear understanding of the products. Customer satisfaction is one of the major and significant factors that has to be met with the help of various marketing tools and techniques. Here an attempt is made to understand the implementation of online marketing strategies by Myntra in increasing the sale of products. It can be concluded that, Myntra has adopted various strategies so as to help customers and also to increase the sale of products in the highly competitive market.



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**"A STUDY ON HUMAN RESOURCE MANAGEMENT IN LOYALA
TEXTILE MILL,MANDAVELI, CHENNAI"**

Submitted by

ABINESH S

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Date: 06.02.2023

To

The Head of the Department,
Department of B.Com,
RAAK Group of Institutions,
Puducherry.

Dear Sir,

SUB: B.Com-Internship Training- Completion for your student – reg

We here by permit the following student of your esteemed institution to conduct his B.Com Internship Training. The period of Training will be from **23.01.2023 to 06.02.2023**. During this Training period of he showed keen interest in learning and his conduct was good.

S.NO	Student Name	Course of Study	REG.NO
1	ABINESH S	B.Com	43220U10003

Thanking You

For Loyal Textile Mills Ltd



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CHAPTER - V

5. CONCLUSION

This summer training report is a result of endless effort and immense degree of many great minds. It was pleasure to work in Loyal textile mills.

I would like to thank all those people who graciously helped me by sharing their valuable time, experience and knowledge. I would like to express heartiest thanks to my guide in Loyal textile mills, Chennai for his constructive guidance, constant encouragement and proper criticism with affection.

I thanks to the entire team of Loyal textile mills who influenced me to work positively at each and every step by giving their precious time to discuss and to provide relevant information and providing me co-operation and cordial environment for making me comfortable during my stay in company. I would like to dedicate this work to my revered institute where I am getting the shape of future business manager.

Towards the end I would like to thank all those who have directly or indirectly helped me to complete this project successfully.




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**A STUDY OF FINANCIAL
STATEMENT ANALYSIS OF ASIAN PAINTS PVT. LTD**

PROJECT REPORT

Submitted by

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This is to certificate that the project entitled A STUDY OF FINANCIAL STATEMENT ANALYSIS OF ASIAN PAINTS PVT. LTD Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by AMUTHAN.I Register No: 43220U10004

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CONCLUSION

From the above financial project report what can be concluded is that the Asian paints industry is the largest paint company providing the customer of all kind of the product they want. It is the leading firm in this industry. The company has expanded its business in different segments. Asian paint is operating in 21 countries and has 29 manufacturing units in the world servicing consumers over 65 countries. The company's financial position is also good and they have the brand position in the market. The profit of the firm has been increasing year by year.

Asian Paints has sold its loss-making units in China, Hong Kong, Malaysia and Thailand. This will remove the dampening effects these units have, on its profitability. Asian Paints is looking at an upswing in consumer demand and strong recovery in real-estate, construction & automotive industry. The demand for decorative paints segment (75% of the paint industry) will be spear-headed by the demand from growing real estate industry. Asian Paints is the market leader in the decorative paints segment. Currently per capita paint consumption in India is at 0.5-0.75 kg which is very low compared to developed countries average of 22kg. This shows a huge potential ahead for Indian paint companies and especially for Asian Paints.

The company is also focusing aggressively on the industrial paints segment where it is currently in the 2nd position. The demand for industrial paints is expected to rise with the growing demand from the automotive sector and other industries.




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**A STUDY ON TRAINING NEED ANALYSIS IN SUPREME INDUSTRIES
SANYASIKUPPAM, PUDUCHERRY**

PROJECT REPORT

Submitted by

**STUDENT NAME: S.ANANDHARAJ
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5.3 CONCLUSION OF THE STUDY

The main aim of the organization is to produce more products with high turnover. To attain more profit and further development employee skills play major role for the above.

From the study it is identified that equipment breakdown, individual enhancement, product knowledge, communication skills are some factors which needs to be concentrated on TNA.

This study concludes by suggesting to concentrate more training on the above factors mentioned. The TNA should be maintained for each individuals as it helps to reach right training for right person.




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**A STUDY ON PRODUCTION MANAGEMENT OF JYOTHY
LABORATORY LIMITED, PUDUCHERRY**

PROJECT REPORT

Submitted by

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This is to certificate that the project entitled **A STUDY ON PRODUCTION MANAGEMENT OF JYOTHY LABORATORY LIMITED, PUDUCHERRY**

Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by **Mr. G. ARISH** Register No: 43220U1006.

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**A STUDY ON QUALITY OF WORK LIFE AT MONTECH
LTD, CHENNAI**

PROJECT REPORT

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3.3 CONCLUSION

Quality of Work Life plays a vital role in Human Resource Management. QWL creative awareness of workers in successful Organization. QWL in India can be improved through a variety of instrumentalities like education and training, employee communication, union participation, research projects, and appreciation of changing environment. A good human resources practice would encourage all employees to be more productive while enjoying work.

Therefore, QWL is becoming an important human resources issue in all organizations. The

Quality of Work Life intends to develop enhance and utilize human resource effectively, to improve Quality of products, services, productivity and reduce cost of production per unit of output and to satisfy the workers psychological needs for self-esteem, participation, recognition, etc.,

Improved Quality of Work Life leads to improved performance. Performance means not only physical output but also the behaviour of the worker in helping his colleagues in solving job related problems, team spirit and accepting temporary unfavourable work conditions without complaints. An assured good Quality of Work Life will not only attract young and new talent but also retain the existing experience talent.




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**A STUDY ON "TEACHERS' PERCEPTION ON ONLINE TEACHING:
PROBLEM AND PROSPECTS"**

PROJECT REPORT

Submitted by

P. AZHAGUVEL
(Reg. No: 43220U10009)

Of

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Perambai-605 110



Under The Guidance Of

Mrs. R.DEVAKI M.COM., MBA., M.Phil., (B.Ed).,
Head of the Department

In Partial Fulfillment of the Requirement for the Award of the Degree

of

BACHELOR OF COMMERCE
A Project Report Submitted to the
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This is to certificate that the project entitled A STUDY ON "TEACHERS' PERCEPTION ON ONLINE TEACHING: PROBLEMS AND PROSPECTS" Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by P.AZHAGUVEL (Reg. No: 43220U10009) .

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5.3 CONCLUSIONS

The implications and effects of the pandemic on education are yet to be known, but they will surely be more challenging for educators and learners in more fragile and unstable contexts. Most countries in the world experienced total or partial lockdown which led to the immediate closure of universities and school. As such, teachers and students had to learn instantly how to adapt to remote teaching. This has led to dissatisfaction among teachers in colleges.

At the end of the study we are able to understand the various perceptions of teachers regarding online classes. We are also capable to know that the problems of teachers during online classes and further prospects of online classes. This emerging COVID situation had proved that the coming education sector will anyway undergo online classes and it will definitely replace the traditional methods. So the online education sector including the teachers need more and more improvement in order to make the online learning effective. The necessary steps are recommended as suggestions above. It has to be followed effectively. Anyway the online learning has totally changed the concept of education. It has also proved that distance education is also possible without face to face communication and it has also paved the way to success without any hindrance to the education sector during the COVID-19 situation.



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**"A STUDY ON IMPACT OF CRYPTOCURRENCY ON INVESTORS AND
INDIAN ECONOMY"
PROJECT REPORT**

Submitted by

STUDENT NAME

DEIPAK R

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This is to certificate that the project entitled **A STUDY ON "A STUDY ON IMPACT OF CRYPTOCURRENCY ON INVESTORS AND INDIAN ECONOMY"** Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafide work done by

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CONCLUSION

Crypto-currency is such an invention which has become a global phenomenon. Earlier RBI warned the Indians from using cryptocurrency that to be associated with money laundering and terrorist financing. However, cryptocurrency is a modern technology and a tool which needs to look forward for. Even though there has been no regulatory response from the Indian government, the number of investors in cryptocurrency is increasing rather swiftly over the last few years. Indian government should take responsible steps now to regulate such currency as its user in India is rapidly growing. Future of cryptocurrency in India looks promising and there is ray of hope.

Crypto currencies could provide a significant benefit by overcoming the lack of social trust and by increasing the access to financial services (Nakamoto, 2008) as they can be considered as a medium to support the growth process in developing countries by increasing financial inclusion, providing a better traceability of funds and to help people to escape poverty .



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**A STUDY ON "IMPACT OF PRODUCT BRANDING ON
SALES PERFORMANCE" OF COMFORT PRODUCT WITH
SPECIAL REFERENCE TO HUL, PONDICHERRY
PROJECT REPORT**

Submitted by

DHANUSH B

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Of

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Perambai-605 110



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APRIL 2023



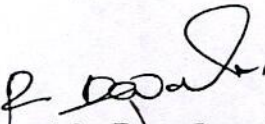
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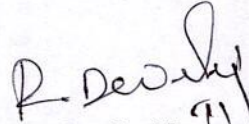


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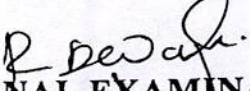
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This is to certificate that the project entitled A STUDY ON "IMPACT OF PRODUCT BRANDING ON SALES PERFORMANCE" OF COMFORT PRODUCT WITH SPECIAL REFERENCE TO HUL, PONDICHERRY Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by **DHANUSH B Register No:43220U10015**

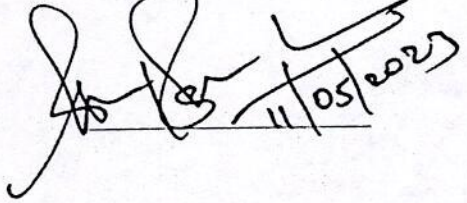

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5.3 CONCLUSION

A well aware consumer is likely to make a better brand decision as compared to an uninformed consumer brand. Consumers often feel that recognizing a brand through its name, or features like quality, comfort, durability, price is quite easy and it help them to make branding decisions. The most important factor for creating brand preference is the favorable image of brand, followed by price and followed by celebrities.

It was observed that despite of buying a particular brand repeatedly consumers might not promote them always either through word-of-mouth publicity or their past experience. Majority of consumers are satisfied and trust their brand; they fear purchasing products from another brand which they do not trust. Hence product branding has greater influence on sales performance of a product.

From the study, the researcher concludes that majority of the customers are satisfied with the brand of comfort. Further researcher suggestions may be considered for improving sales in future.



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A STUDY ON EMPLOYEE RETENTION IN AURO
FOOD (IBPL) PVT LTD

THIRUCHITRAMBALAM SUMMER PROJECT REPORT

Submitted by

DHINESH D

REG NO:43220U10017

Under the Guidance of

Mrs.R.DEVAKI M.COM.,MBA.,M.Phil.,B.Ed

Head of the department

in partial fulfilment for the award of the degree of

BACHELOR OF COMMENCE



DEPARTMENT OF COMMENCE
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This is to certificate that the project entitled A STUDY ON EMPLOYEE RETENTION IN AURO FOOD (IBPL) Submitted in partial fulfilment of the award of degree of B. Com under my Guidance is a bonafied work done by **student name: DHINESH D Register No: 43220U10017**

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Head of the Department
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R. Devaki
Faculty Guide
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International Bakery Products Limited

14 Km Milestone, Pondicherry - Tindivanam Highway, Post T.C. Balam - 605 111. Tamil Nadu.
Tel: 0413 - 2677469 Fax: 0413 - 2677885 E-mail: ibpl@rediffmail.com CIN No. : U15419TN1997PLC037876

Date: 18-02-2023

WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. DHINESH D (Reg.No.43220U10017) student of B.COM, Raak Arts and Science College, has completed A study in Human Resource Department titled "Employee Retention" with special reference to IBPL in our Biscuit Manufacturing Plant for the period from 26/01/2023 to 06/02/2023 successfully.

For International Bakery Products Ltd.,



[Signature]

Human Resource



[Signature]

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CONCLUSION

Retention is an important concept that has been receiving considerable attention from academicians, researchers and practicing HR managers. In its essence, Retention comprises important elements such as the need or content, search and choice of strategies, goal-directed behaviour, social comparison of rewards reinforcement, and performance-satisfaction. The increasing attention paid towards retention is justified because of several reasons. Motivated employees come out with new ways of doing jobs. They are quality oriented. They are more productive.

Any technology needs motivated employees to adopt it successfully. Several approaches to retention are available. Early theories are too simplistic in their approach towards retention. For example, advocates of scientific management believe that money is the motivating factor. The human relations movement posits that social contacts will motivate. Mere knowledge about the theories will not help manage their subordinates. They need have to certain techniques that help them change the behaviour of employees. One such technique is reward. Reward, particularly money, is a motivator according to need-based and process theories of retention. For the behavioural scientists, however, money is not important as a motivator.

Whatever may be the arguments, it can be stated that money can influence some people in certain circumstance. Being an outgrowth of IBPL union theory of retention, job enrichment is considered to be powerful motivator. An enriched job has added responsibilities. The makes the job interesting and rewarding. Job enlargement refers to adding a few more task elements horizontally. Task variety helps motivate job holders. Job rotation involves shifting an incumbent from one job o another.



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IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS

PROJECT REPORT

Submitted by

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A Project Report Submitted to the
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APRIL 2023



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CONCLUSION

This study is reveal that under the proposed GST regime, various Indirect Taxes would be subsumed and hence it is expected that it would result in a simpler tax regime, especially for industries like FMCG, Textiles, Hotel, Medical shop, Jewellery etc.... Apart from simplification of tax compliances, the rate of tax will also have a significant impact on the all the specified sectors. In FMCG sector the VAT rate is amount to approximately 22-24%, under the GST regime the rate would be in the range of 5% to 28%. And in Textile industry the VAT rate was 4-5%, under the GST regime the rate would be in the range of 5% to 18%. And in Hotel industry the VAT rate was 5-20%, under the GST regime the rate would be in the range of 5% to 18%. And in Medical sector the VAT rate was 4%, under the GST regime the rate would be in the range of 5% to 12%. And in jewellery industry the VAT rate was 1%, under the GST regime the rate would be 5%. Thereby resulting in significant impact for these sectors.

i.e. the all these sectors have both positive and negative impact from GST.

Hence I would like to conclude by saying that the Central government have get more benefit from GST implementation, and the retailers are the main looser. That is the GST have both positive and negative impact




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**A STUDY ON EMPLOYEE ABSENTEENISM MANTECH PRIVATE
LIMITED AT PUDUCHEERY"**

PROJECT REPORT

Submitted by

FAUZIA BEGAM
Register No: 43220u10020

Of

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(Affiliated to Thiruvalluvar University)
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This is to certificate that the project A STUDY ON EMPLOYEE ABSENTEEISM MANTECH PRIVATE LIMITED AT PUDUCHEERY Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by Fauzia begam. S Register No: 43220U10020

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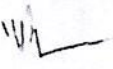
Date: 06.02.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.S. Fauzia Begam (Regn.No.43220U10020) doing B.Com final year at Raak Arts & Science College, Puducherry has successfully completed Project in our Company from 23.01.2023 to 06.02.2023.

During this period, her conduct and character were good. We wish her all success in life.

for Manatec Electronics Pvt Ltd.


Authorised Signatory




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disciplinary action is the only option against him.

7.1. CONCLUSION

According to research study employee's regular presence is a must to every company as work progress can take place effectively only if the employees are working without any break. Studying the absenteeism helps to find out the reason for major absenteeism in particular department. The researcher have founded that most of employees frequently taking a leave for health problem so providing proper medical check-up can reduce the sickness leave. Majority of the employees are satisfied with welfare facilities that should be maintained. This research study was carried out in Myoung Shine India Automotive Private Limited in sriperambarur and it will be useful to the organization when it is implementing in the right way.




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**A STUDY ON PRODUCTION MANAGEMENT OF
JYOTHY LABORATORY LIMITED, PUDUCHERRY**

PROJECT REPORT

Submitted by

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Register No:43220U10011

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APRIL 2023



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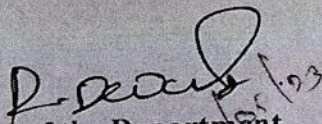
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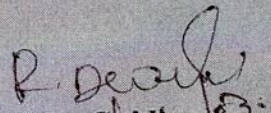


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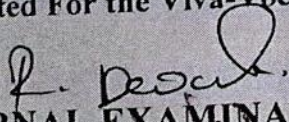
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This is to certificate that the project entitled **A STUDY ON PRODUCTION MANAGEMENT OF JYOTHY LABORATORY LIMITED, PUDUCHERRY** Submitted in partial fulfillment of the award of degree of B.Com under my Guidance is a bonafied work done by **Mr. S. BALU** Register No: 43220U10011.

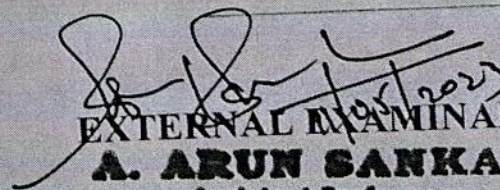

Head of the Department


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Jyothy labs

JYOTHY LABS LIMITED COMPANY

Office Address: Ujala house, Ramakrishna Mandir Road, Therhampakkam,
Puducherry- 605501

Internship Completion Certificate

8 February 2023

To Whom it may concern:

This is to certify that **Mr. Balu S** has completed his on the job training in emirates Jyothy Laboratories limited, Thethampakkam, Puducherry from a period of two weeks from 23 January 2023 to 06 February 2023.

As part of the internship, he learnt to prepare the project related manufacture and related work.

At works, he had proven satisfactory results and highly dependable. This is to certify also that he has no pending assignment in relation to his work, and so he is therefore cleared.


We wish him all the best for his future endeavors.

for: Jyothy Laboratories Limited.

Thanking you,

Yours faithfully,

For Jyothy laboratoris limited, Pondicherry.


(S. Arul Kumar),
Managing Director.




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**A STUDY ON SAVINGS AND INVESTMENT BEHAVIOUR OF SCHOOL
TEACHERS**

PROJECT REPORT

Submitted by

BALU.S
Register No: 43220U10012

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12/5/2023

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Conclusion

This study confirms that more significant different between age, gender, education, marital status and income shows highly significant towards investment preferences is significant at 1% level of significance it means all demographic variables affects the investment preferences. Most of the respondents prefer GPF/CPF, life insurance; postal office and awareness towards investment avenues and education have significant relationship is significant. Satisfaction level towards investment has association between age, gender, monthly income, marital status; education is significant association at 5% level of significant finally the most of the faculty members are saving their money for children's education, marriage and most of faculty members investing reason for tax concession also.




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**A STUDY ON EMPLOYEE LOYALTY IN ALLIANCE BIOSCIENCES
PRIVATE LIMITED, THIRUVANDARKOIL, PUDUCHERRY**
A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of

**BACHELOR OF COMMERCE
PROJECT REPORT
Submitted by**

**BHARATH.V
(Reg.No:43220U10013)**

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Under The Guidance Of

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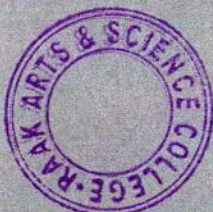
In Partial Fulfillment of the Requirement for the Award of the Degree

of

**BACHELOR OF COMMERCE
A Project Report Submitted to the
THIRUVALLUVAR UNIVERSITY
VELLORE**



APRIL 2023



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CONCLUSION

- The main aim of the organization is to earn profit. But to attain the maximum profit, the organization should concentrate more on employees and the ways to retain them for their long run.
- The objectives of the study were to find out the impact of job satisfaction on employee loyalty among academicians and to find out the various factors underlying Job satisfaction and employee loyalty.
- The findings of the research conclude that there is a significant impact of job satisfaction on employee loyalty among academicians.
- The underlying factors of job satisfaction emerged from this study are career growth, motivation, work place environment and self- satisfaction.
- The underlying factors of employee loyalty emerged from this study are belongingness, job involvement and organizational commitment.




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A STUDY ON INTERNAL AUDITING ACTIVITIES IN VRKSJP
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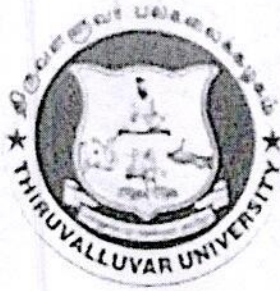


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**A STUDY ON SUMMER TRAINING REPORT IN LARSEN & TOUBRO
LTD., PUDUCHERRY**

PROJECT REPORT

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CHAPTER III

CONCLUSION

It was a wonderful learning experience at L&T Construction B&F IC's site of L&T project for two months in Sanand. I gained a lot of insight regarding almost every aspect of site. I was given exposure in almost all the departments at the site. The friendly welcome from all the employees is appreciating, sharing their experience and giving their peace of wisdom which they have gained in long journey of work. I am very much thankful for the wonderful accommodation facility from L&T. I hope this experience will surely help me in my future and also in shaping my career.



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**A STUDY ON IMPACT OF MONETARY AND NON-MONETARY
INCENTIVES ON EMPLOYEE PERFORMANCE ON MANTECH. PVTD.**

PROJECT REPORT

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CONCLUSION

- On the basis of the results of the study it is found that both monetary and non monetary incentives affect employee performance in positive way but the employees of company industry value the monetary incentives most.
- The study has revealed the preference of the employees among Monetary and Non monetary incentives which will help the employers and HR managers in the management to frame the incentive plans accordingly to draw best out of the employees and to boost their performance.
- Furthermore the research results will also help the future researchers interested in finding out the effects of types of incentives on the performance of employees.




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**A STUDY ON ATTITUDE PEOPLE TOWARDS GREEN PRODUCTS
PROJECT REPORT**

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5.3 CONCLUSION

Green products or eco-friendly products have a prominent role in conservation of environment. So, there is a need for promoting the green products.

From this study, it is clear that most of the people are in the habit of purchasing green products like solar light, solar heater, paper bags, handicraft items and clay products.

Most of the customers are willing to pay higher price for these products because of the quality and environment protection.

Here, the null hypothesis is rejected and accepted the alternative hypothesis. So, we can assume that the purchase behavior and income level are dependent

This study reveals that people have positive opinion towards solar lights and solar heater. On the other hand, handicraft items, paper bags and clay products are not much attracted to the respondents.




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**A STUDY ON PRODUCTION AND WORKSHOP MANATEC
PARTNER PVT.LTD.**

PROJECT REPORT

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**A STUDY ON BRAND PROMISE AND PRODUCT REPURCHASE
INTENTION OF HEALTH DRINKS**

PROJECT REPORT

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This is to certify that the project entitled A STUDY ON BRAND PROMISE AND PRODUCT REPURCHASE INTENTION OF HEALTH DRINKS, Submitted in partial fulfillment of the award of degree of Business Administration under my Guidance is a bonafied work done by Mr. HARIHARAN.S , Register No: 43220U10024.

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5.3 CONCLUSION

From this study, the brand preference among male and female users and the effect of brand promise on repurchase intention are analyzed. Brand promise is related with brand loyalty which can be established through providing good quality products, availability of products, taste and colorful packaging and production of good healthy products. Customers are attracted to companies not only based on what they deliver but also the purpose and values they stand for. So good promise create trust and that leads brand loyalty which in turn brings to repurchase intention. From this study it is clear that Boost and Horlicks brands has a very good brand loyalty among consumers which are top rated in the market. Hence brand promise has been a part of the consumers in choosing the brands of their health drinks.



A handwritten signature in green ink, appearing to read "John".

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""A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES: ZOMATO AND SWIGGY: WITH SPECIAL REFERENCE TO THRISSUR DISTRICT""

Submitted by

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This is to certificate that the project entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES: ZOMATO AND SWIGGY: WITH SPECIAL REFERENCE TO THRISSUR DISTRICT" Submitted in partial fulfillment of the award of degree of B. Com under my Guidance is a bonafide work done by HARIRAMJI S Register No:43220U10026.

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- Zomato provides more offers and promotion compared to Swiggy and other companies as per the response of the people.
- According to customer, Zomato provides good customer services than Swiggy.
- According to the people's response Zomato has more tie ups with most restaurants.
- Online ordering of food is strongly suggested by the customers to others.
- Zomato is the first to be suggested as more than half of the respondents prefer to suggest Zomato to swiggy.
- Many of the respondents use Zomato as their preferred mode to order food online.

Suggestions

These food aggregator services are only popular in few cities, they need to expand into other markets and explore the unexplored cities

- Understand the needs and wants of customers.
- Understand the choice, taste, and preference of customers.
- Provide proper quality and efficient training to staff.
- Takeover or acquire other food delivery aggregators who are not doing well in the market.
- Attract customers by providing new offers, promotions and schemes.
- Conduct research and development on regular basis to see which yields benefits.
- Be aware of the competitors
- Come up with ways to retain the existing customers.

Conclusion

The objective of the study was to determine the consumer preference towards online food delivery services in Thrissur district. The change in the standard of living of the people, increasing disposable income of people and the busy schedule has changed the life of people and their eating habits. where in people



**A STUDY OF “EFFECTIVENESS OF PERFORMANCE APPRAISAL
SYSTEM” IN DHARANI PACKAGING
PROJECT REPORT**

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CHAPTER - VIII

CONCLUSION

In this study, Performance Appraisal system of the organization was evaluated and found to be good. This project work also reveals the gaps in the existing system. By providing suitable training and development programmes, the organisation can improve the existing performance appraisal system.

Overall, this project work helps to understand every aspects of performance appraisal in detail. This study has given a wider exposure on the subject of Performance Appraisal System. This conveys Performance Appraisal System provides an opportunity to self review and reflection for the career development of the employees.



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"A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS
EFFECTS ON CONSUMERS OF MUMBAI REGION"

Submitted by

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Conclusion

- With respect to the above study and the findings thereby are that the company has definitely entrenched into the urban market.
- With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over.
- Customer Service and Satisfaction are of utmost important in this highly Competitive market
- Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market
- Constant Investment in R&D will help an Organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction.
- Brand Recall is of utmost importance and the Company should make efforts to increase the same
- Exclusive showrooms are of utmost importance and so the required investment should be done to expand for the same.
- Merchandises play an important role in extensive advertising and so the same should be innovated every now and then to take advantage of mass appeal.



- Picturization techniques can be improved by appointing more professional and so the investment for the same is proposed.
- Over all it's the product features that attracts different segments of the population.

Overall, One plus' marketing strategy has helped it reach the top level. It has become the no.1 smartphone with the launch of One plus Six series. It does have the potential of becoming the "future brand" of the nation as India has the largest number of tech geeks in the world. One plus' mission- "Our mission is to share the best technology built hand-in-hand with you" has helped it provide QUALITY at low mass appealable prices making its marketing strategy a very SMART approach.



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**A STUDY ON INTERNAL AUDITING ACTIVITIES IN VRKSJP
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**THE STUDY ON THE EFFECT OF CELEBRITY ENDORSEMENT ON
BUYING BEHAVIOUR OF WEARING APPARELS AMONG YOUTH
PROJECT REPORT**

MOHAMED ASHICK A

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Under The Guidance Of

Mrs. R.DEVAKI M.COM., MBA., M.Phil., (B.Ed).,
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In Partial Fulfillment of the Requirement for the Award of the Degree

of

BACHELOR OF COMMERCE
A Project Report Submitted to the
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5.3 Conclusion

This research was conducted to analyze the effect of celebrity endorsement on buying behaviour of wearing apparels among youth having the data obtained from survey of 70 youngsters.

Majority of youth participants are student. The study reveals that majority of respondents find celebrity endorsement as an effective tool for persuasion of wearing apparels. The study considered different factors that affecting purchase decision of consumer by celebrity endorsement. The study revealed that there is no significant difference between celebrity endorsement on buying behaviour of male and female. The study shows factors like Likeability, Celebrity Expertise, Celebrity Popularity, Experienced, Attractiveness, Celebrity Personality, and Celebrity Trustworthiness positively influences the purchase intention.



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**"A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS
EFFECTS ON CONSUMERS OF MUMBAI REGION"**

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Conclusion

- With respect to the above study and the findings thereby are that the company has definitely entrenched into the urban market.
- With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over.
- Customer Service and Satisfaction are of utmost important in this highly Competitive market
- Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market
- Constant Investment in R&D will help an Organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction.
- Brand Recall is of utmost importance and the Company should make efforts to increase the same
- Exclusive showrooms are of utmost importance and so the required investment should be done to expand for the same.
- Merchandises play an important role in extensive advertising and so the same should be innovated every now and then to take advantage of mass appeal.



**A STUDY OF "EFFECTIVENESS OF PERFORMANCE APPRAISAL
SYSTEM" IN DHARANI PACKAGING
PROJECT REPORT**

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CHAPTER – VIII

CONCLUSION

In this study, Performance Appraisal system of the organization was evaluated and found to be good. This project work also reveals the gaps in the existing system. By providing suitable training and development programmes, the organisation can improve the existing performance appraisal system.

Overall, this project work helps to understand every aspects of performance appraisal in detail. This study has given a wider exposure on the subject of Performance Appraisal System. This conveys Performance Appraisal System provides an opportunity to self review and reflection for the career development of the employees.



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**A STUDY ON CUSTOMER PERCEPTION ON TV ADVERTISEMENT ON
PRODUCTS RELATED TO FIGHT CORONA VIRUS
PROJECT REPORT**

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TV Advertisements customers are buy sanitizer by seeing advertisements in TV related to fight corona virus.

2.2 SUGGESTIONS

1. To avoid false promises of marketers.
2. To avoid misleading in TV advertisements.
3. To reduce the cost of product shown to fight Covid-19 in TV advertisements.

2.3 CONCLUSION

This period in which we all live is something that should be recorded in the pages of history. Because we now live in the corona pandemic period. In today there are so many products related to fight corona virus is available in the markets. Today we see advertisements for many products related to fight the corona virus on TV.

In this study majority customers are buy products to fight corona virus and they are satisfied with the quality of products. Advertisements and visual images have motivated to customers to buy products. But they are not buy all product related to fight corona virus. Customers said that the advertisements are useful to create awareness on fighting corona virus.



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**A STUDY ON FINANCIAL STATEMENT ANALYSIS IN TUBU INVETSMENT OF
DIAMOND CHAIN**

PROJECT REPORT

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CONCLUSION

The Uniqueness of MBA course is that it enables the student to gain practical knowledge during the period of study in college. This enables the students to have a correct view of the various practical aspects and difficulties of the various theoretical concepts. It was a wonderful experience for me to have undergone training for a period of 3 months. This project of financial statement analysis is a brief knowledge and experience of that how to analyse the financial performance of the firm. According to this project I came to know that from the analysis of financial statements it is clear that **"Tube investment of Diamond chain Company"** have been incurring profit during the period of study. So the firm is getting of profits in the coming years by taking care internal as well as external factors.



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IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS

PROJECT REPORT

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CONCLUSION

This study is reveal that under the proposed GST regime, various Indirect Taxes would be subsumed and hence it is expected that it would result in a simpler tax regime, especially for industries like FMCG, Textiles, Hotel, Medical shop, Jewellery etc.... Apart from simplification of tax compliances, the rate of tax will also have a significant impact on the all the specified sectors. In FMCG sector the VAT rate is amount to approximately 22-24%, under the GST regime the rate would be in the range of 5% to 28%. And in Textile industry the VAT rate was 4-5%, under the GST regime the rate would be in the range of 5% to 18%. And in Hotel industry the VAT rate was 5-20%, under the GST regime the rate would be in the range of 5% to 18%. And in Medical sector the VAT rate was 4%, under the GST regime the rate would be in the range of 5% to 12%. And in jewellery industry the VAT rate was 1%, under the GST regime the rate would be 5%. Thereby resulting in significant impact for these sectors.

i.e. the all these sectors have both positive and negative impact from GST.

Hence I would like to conclude by saying that the Central government have get more benefit from GST implementation, and the retailers are the main loser. That is the GST have both positive and negative impact



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"A STUDY ON IMPACT OF CRYPTOCURRENCY ON INVESTORS AND
INDIAN ECONOMY"

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CONCLUSION

Crypto-currency is such an invention which has become a global phenomenon. Earlier RBI warned the Indians from using cryptocurrency that to be associated with money laundering and terrorist financing. However, cryptocurrency is a modern technology and a tool which needs to look forward for. Even though there has been no regulatory response from the Indian government, the number of investors in cryptocurrency is increasing rather swiftly over the last few years. Indian government should take responsible steps now to regulate such currency as its user in India is rapidly growing. Future of cryptocurrency in India looks promising and there is ray of hope.

Crypto currencies could provide a significant benefit by overcoming the lack of social trust and by increasing the access to financial services (Nakamoto, 2008) as they can be considered as a medium to support the growth process in developing countries by increasing financial inclusion, providing a better traceability of funds and to help people to escape poverty .



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A STUDY OF MUTUAL FUND AS AN INVESTMENT AVENUE

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CONCLUSION

Mutual Funds now represent perhaps most appropriate investment opportunity for most investors. As financial markets become more sophisticated and complex, investors need a financial intermediary who provides the required knowledge and professional expertise on successful investing. As the investor always try to maximize the returns and minimize the risk. Mutual fund satisfies these requirements by providing attractive returns with affordable risks. The fund industry has already overtaken the banking industry, more funds being under mutual fund management than deposited with banks. With the emergence of tough competition in this sector mutual funds are launching a variety of schemes which caters to the requirement of the particular class of investors. Risk takers for getting capital appreciation should invest in growth equity schemes. Investors who are in need of regular income should invest in income plans.

The stock market has been rising for over three years now. This in turn has not only protected the money invested in funds but has also helped grow these investments.

This has also instilled greater confidence among fund investors who are investing more into the market through the MF route than ever before.

Reliance India mutual funds provide major benefits to a common man who wants to make his life better than previous.

India's largest mutual fund, UTI, still controls nearly 80 per cent of the market. Also, the mutual fund industry as a whole gets less than 2 per cent of household savings against the 46 per cent that go into bank deposits. Some fund managers say this only indicates the sector's potential. "If mutual funds succeed in chipping away at bank deposits, even a triple digit growth is possible over the next few years."



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A STUDY OF CONSUMER BEHAVIOUR

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CONCLUSION:

Consumer is the king of any organization and this project was made to study about their behavior towards purchase of Suzuki motor bikes. This analysis was made to improve the purchase decision of the consumers and also given the suggestion for the growth of the company. It is found that the majority of customers are satisfied in Suzuki motor bikes.



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A STUDY ON FUNDAMENTAL ANALYSIS OF MRF TYRE LIMITED

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CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION


FINDINGS:

- Net profit had recorded almost 100% growth. A net profit fall in 2018-2019. Then the Net profit started to increase in 2020. These shows that the company recovered from the Global slowdown and started to grow again.
- In Debt Equity Ratio, lower ratio indicates less risk but this ratio showed a fluctuating trend during the study period.
- The P/E ratio shows the investors' confidence level is more.
- Inventory turnover ratio registered in fluctuating trend during the period.
- The company current ratio improved and stood at 1.6x during FY 20, from 1.5x during FY 2016. The current ratio measure the company's ability to pay short term and long-term obligations.
- The company's interest coverage ratio deteriorated and stood at 5.9x during FY 20, from 7.2x during FY19. The interest coverage ratio of a company states how easily a company can pay its interest expense on outstanding debt. A higher ratio is preferable.
- The ROE for the company improved and stood at 11.6% during FY20, from 10.4% during FY-19.
- MRF is fundamentally strong company with zero promoters share pledged and low debt. Its promoters are also increasing their shareholding in MRF.

CONCLUSION:

- We figure out that MRF has been the fastest growing tyre manufacturer in India and reasonably priced, a company which has improving profitability margins and decreasing working capital cycle.
- Shares of MRF Ltd have been on a slippery slope for little over a month now. At the start of February, market players were talking about MRF becoming the first




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