

RAAK ARTS AND SCIENCE COLLEGE
DEPARTMENT OF COMMERCE(CA)
STUDENT PROJECT DETAILS
BATCH:2020-2023

S.NO	REG.NO	STUDENT NAME	PROJECT TOPIC
1	4321U1911008	BHUVANESHWARI.V	A STUDY OF CUSTOMER PERCEPTION TOWARDS FOOD DELIVERY APPLICATION DURING COVID-19
2	4321U1911012	DHATCHAYINI.V	A STUDY ON EMPLOYEE LOYALTY IN ALLIANCE BIOSCIENCE PRIVATE LIMITED
3	43220U11001	AFZALBASHA N	IMPACT OF TELEVISION ADVERTISEMENT AND STUDENTS BUYING BEHAVIOR
4	43220U11002	BALAKUMARAN P	A STUDY ON POST PURCHASE BEHAVIOR OF CUSTOMERS OF HERO MOTOR BIKE
5	43220U11003	DHEENA R	A STUDY ON CONSUMER PERCEPTION AND LEVEL OF SATISFACTION REGARDING ONLINE SHOPPING
6	43220U11005	HARIHARAN E	IMPACT OF MONETARY AND NON-MONETARY INCENTIVES ON EMPLOYEE PERFORMANCE
7	43220U11006	HARIKRISHANAN V	IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR INCREASING SALES OF CONSUMABLE PRODUCT IN MYNTRA
8	43220U11007	JAYARAM U	SAVING AND INVESTMENT BEHAVIOR OF COLLEGE FACULTY MEMBERS
9	43220U11008	MOHAMED RAFI A	A STUDY ON CONSUMER BEHAVIOR TOWARDS FMCG PRODUCT AMONG URBAN CONSUMER
10	43220U11009	MOHAMMED THAMIN T	A STUDY ON INVESTMENT PREFERENCE TOWARDS COMMODITY MARKET
11	43220U11010	MUSTHALIBA J	A STUDY ON CONSUMER SATISFACTION TOWARDS E-BANKING SERVICE WITH ONLINE SHOPPING
12	43220U11011	NOORULIMAM S	A STUDY ON CONSUMER AWARENESS AND BUYING BEHAVIOR TOWARDS ORGANIC FOOD PRODUCTS
13	43220U11012	PRAVIN R	IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS
14	43220U11013	PRADEEPRAJ N	ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS
15	43220U11014	PREMKUMAR M	A COMPARATIVE STUDY ON JOB SATISFACTION OF BANK EMPLOYEES IN IOB AND ICICI BANK WITH SPECIAL REFERENCE
16	43220U11015	RAGHAV RAJ K	IMPACT OF FINANCIAL LITERACY ON INVESTMENT BEHAVIOR OF SMALL ENTREPRENEURS
17	43220U11016	RAGUMAN M	TEACHERS PERCEPTION ON ONLINE TEACHING PROBLEMS AND PROSPECTS



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18	43220U11017	SAIPRASANNA R	A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING TOWARDS FLIPKART
19	43220U11018	SATHIK BASHA S	A STUDY ON EMPLOYEE ABSENTEEISM IN SHENBAGA CARS PRIVATE LIMITED AT PUDUCHERRY
20	43220U11019	SIRAJUDEEN J	A STUDY ON AWARENESS OF BANKING SERVICE IN COLLEGE STUDENTS
21	43220U11020	SRIBARATH P	A STUDY ON RECRUITMENT AND SELECTION PROCESS IN RANE MADARAS LIMITED
22	43220U11021	SURIYA B	FINANCING FOR MICRO, SMALL MEDIUM ENTERPRISE
23	43220U11022	VADIVAZHAGAN A	A STUDY ON EMPLOYEE ATTITUDE TOWARDS WAGES AND SALARY ADMINISTRATION IN PRIVATE COMPANY



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**IMPACT OF MONETARY AND NON-MONETARY INCENTIVES ON
EMPLOYEE PERFORMANCE**

*A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of*

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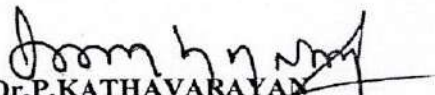


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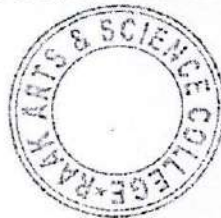
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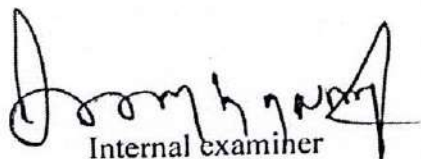
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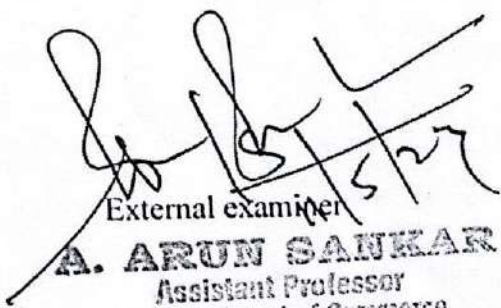

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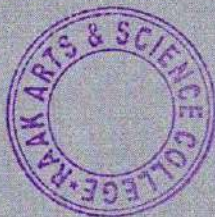



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CONCLUSION

- 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 CONSUMER PERCEPTION AND LEVEL OF SATISFACTION
REGARDING ONLINE SHOPPING**

A Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

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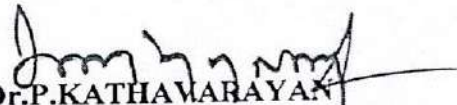


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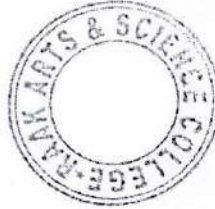
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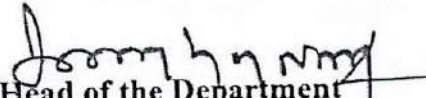

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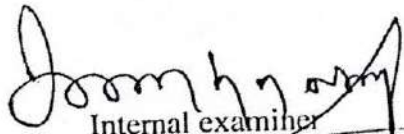
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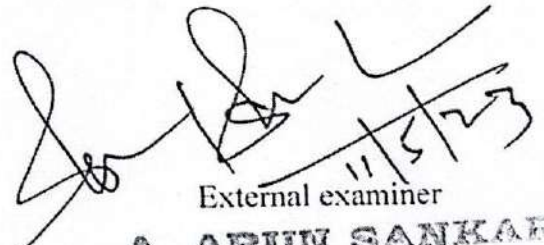
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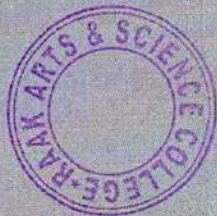
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CONCLUSION

Online shopping is a suitable framework for core activities in marketing on the Internet. The online shopping involves its customers of online shopping by determining their needs on a personal level by encouraging consumers to participate enthusiastically and listening to their desires and requirements.

Online shopping is described as the convergence of technologies that make it possible for individuals to easily communicate, share information and form new communities online. The website companies can gain benefits through using online shopping in their marketing. They can achieve better understanding of the customer needs and can build relationship with the consumers of online shopping. Social marketing is a popular and effective way of getting vital information that is essential to the success of your business.



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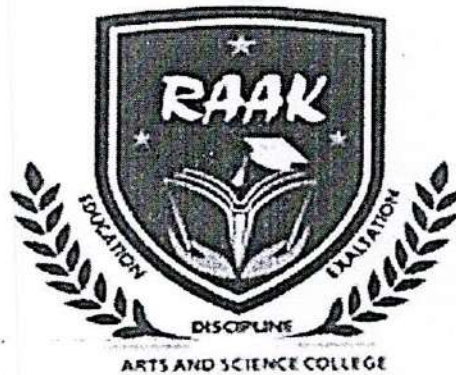
**A STUDY ON CONSUMER AWARENESS AND BUYING BEHAVIOUR
TOWARDS ORGANIC FOOD PRODUCTS**

*A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of*

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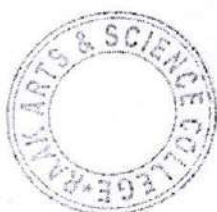
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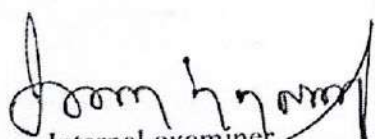
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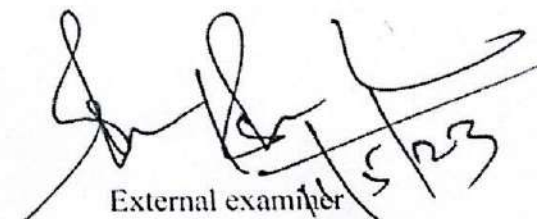

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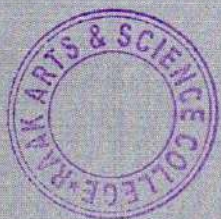
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CONCLUSION

From the literature reviews, it has been understood that, today, the market for organic food products in India has been growing at a rapid pace. Changing lifestyle of today's consumers, rising health awareness, higher disposable income and increasing number of modern retail outlets across the country are the major growth drivers for the organic food segment. From the elaborate data analysis, it has been inferred that 73 percent of the sample populations believe that organic foods is more nutritious and good for health and are very rational towards their buying behavior. Subsequently it has been observed that most of the respondents procure organic goods regularly and they prefer to buy grains, cereals and pulses in organic farms. Majority of the respondents have stated that organic foods are pesticides free and they were able to feel the difference in their health before and after using organic food product



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**IMPACT OF FINANCIAL LITERACY ON INVESTMENT BEHAVIOUR
OF SMALL ENTREPRENEURS**

A Dissertation submitted in partial fulfillment of the requirements

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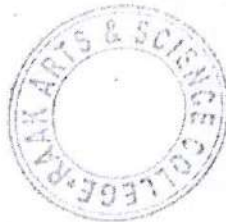
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5.3 CONCLUSION

The result of the study suggested that level of financial literacy among small entrepreneurs it can be conclude that financial literacy level determine by education, monthly income. Overall it can be concluded that financial literacy level is low among small entrepreneurs in Pondicherry and necessary measures should be taken by government to increase awareness about financial related matters and organizing skill development programme.



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**A STUDY ON INVESTMENT PREFERENCE TOWARDS COMMODITY
MARKET**

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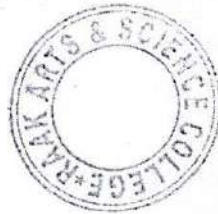
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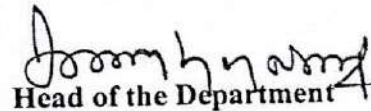

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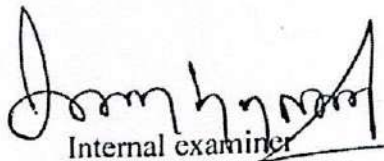
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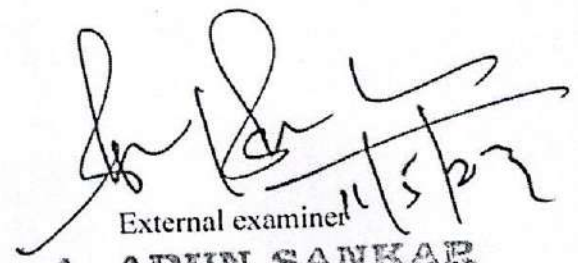
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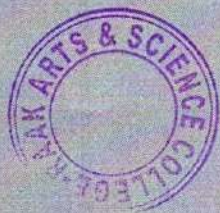
Conclusion

The investor has their own choices and preferences in making decisions for investment there is a need for understand investors' preferences. This study dealt with investors' preference in commodity trading by finding out the characteristics of investors who invest under the guidance of different share brokers, trading mechanism in the commodity market, level of awareness, level of preferences in the process of investment and perception and involvement in commodity trading and market.

A survey is carried out with general public. The analysis was made on awareness, involvement and perception on investment in commodity market. It is found that, investors are having willingness to know about commodity trading, most of the respondents are willing to trade in the commodity market, investors are investing to make high return with low risk through their confidence, most of the respondents prefer to invest in commodity market than shares, Insurance, mutual funds and debenture, majority of the respondents are having full awareness about commodity market. It is suggested to investors that, discuss not only with friends but also with share brokers, investors has to take high-risk, invest in other commodity traded in the market, and the investor has to have interest to know more about trading in commodity market.

The non-investors have to get interest to invest in securities and commodity market, invest to earn return and to manage influencing factors. Market and brokers has to make settlement of transaction quickly, improve and increasing promotional activities, and develop trading technology. The regulated market and government has to provide support and encouragement for investors and non-investors, introduce new schemes in the commodity market and margin amount may be reduced to encourage small investors.

Thus, the investors prefer to have more return with adequate risk and assistance of the brokers' expertise for trading in the commodity market but the investors has to have interest towards learning about the commodity market by their participation to improve their investment choices and preferences.



IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS

A Dissertation submitted in partial fulfillment of the requirements

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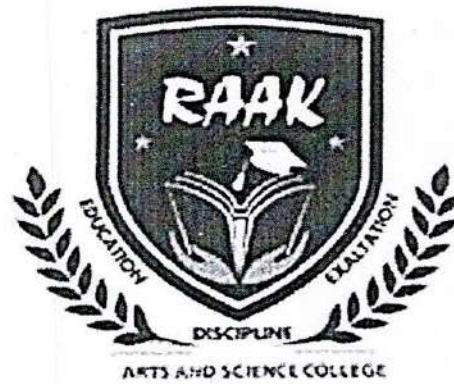
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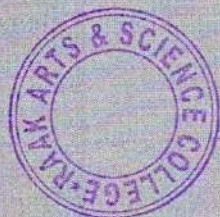
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CONCLUSION

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 EMPLOYEES ATTITUDE TOWARDS WAGES AND
SALARY ADMINISTRATION IN PRIVATE COMPANY**
*A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of*

BACHELOR OF COMMERCE (CA)

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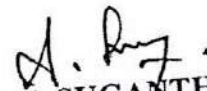
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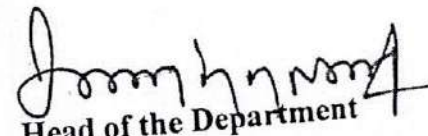
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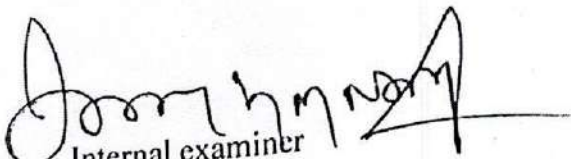
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CONCLUSION OF THE STUDY

DEF PHARMA INDIA private Ltd had its humble beginning in 2008 with the visionary BUSINESSMAN Mr. Suresh babu with a team of committed expertise in business friendly location of cuddalore, a old French colony now a union territory of republic of India. Situated about 150 kms from Chennai, Tamilnadu, a major business hub of South India. Although a new beginning we have a reputation of timely deliveries, unwavering custom service, effective partnership, unmatched quality and customer focused innovation

Monetary remuneration computed on hourly, daily, weekly, or piece work basis. A fixed weekly or monthly is usually called a salary. Wages received on a regular basis, usually weekly, bi-weekly, or monthly. Sometimes the term is used to include other benefits, including insurance and a retirement plan Salary is a fixed amount of money or compensation paid to an employee by an employer in return for work performed. Salary is paid, most frequently, in a bi-weekly pay check to an exempt or professional employee.



A handwritten signature in green ink, appearing to be "Jhu".

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The main objective of wage and salary administration is to have a scientific, rational, and balanced wage and salary structure

Majority of the respondents were satisfied with the salary provided by the organization and also they said that organization providing salary in time. Most of the respondents said that organization providing bonus to employees and also they satisfied with the house allowances, medical allowances and other allowances provided by the organization. Hence researcher concludes that wage and salary administration of DEF pharma India company is good.



A handwritten signature in green ink, appearing to be "Jam.".

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**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE
SHOPPING TOWARDS FLIPKART**

A Dissertation submitted in partial fulfillment of the requirements

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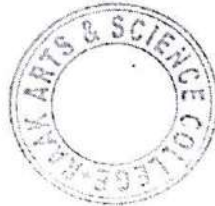
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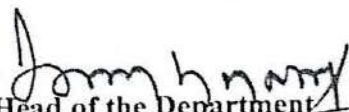
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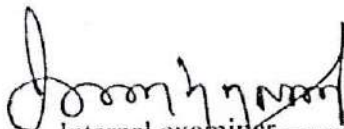

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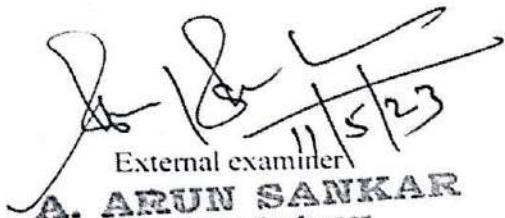



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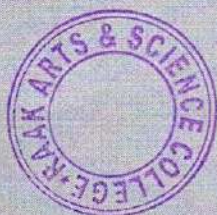

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CONCLUSION:

The online Shopping becomes a daily part of our live as it is more convenient customers are looking for timely service good quality of products customer service and also security and privacy in payment method. The study reveals that most of the (professional courses 44%) are educational qualification are more aware about shopping from Flipkart. The study conclude that the online shopping from Flipkart is best one. The study about from online shopping through Flipkart.



Jahy.

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**A STUDY ON EMPLOYEE ABSENTEEISM IN SIENBAGA CARS
PRIVATE LIMITED AT PUDUCHEERY**
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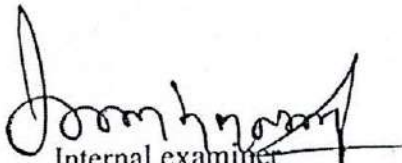
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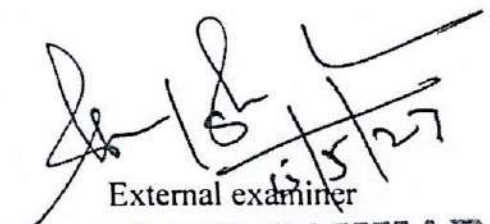
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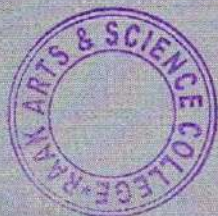

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option against him.

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 sriperambatur and it will be useful to the organization when it is implementing in the right way.



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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
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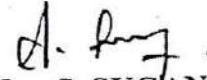
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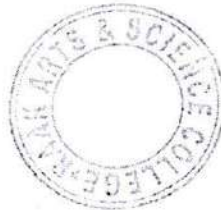
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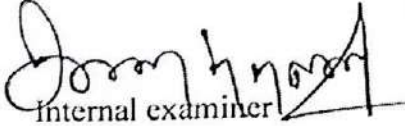
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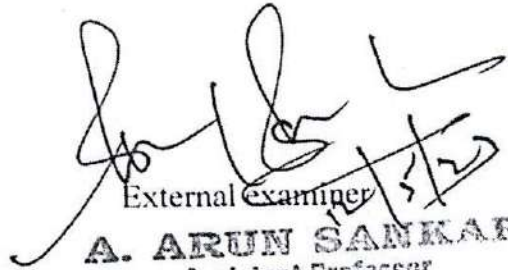

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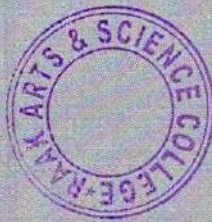

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CONCLUSION

- 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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FINANCING FOR MICRO, SMALL, MEDIUM ENTERPRISE
A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of

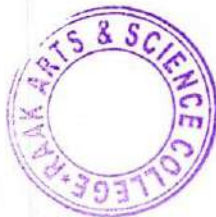
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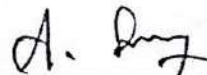
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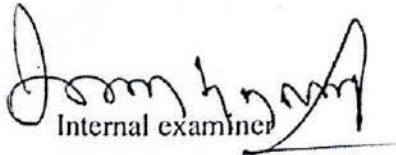

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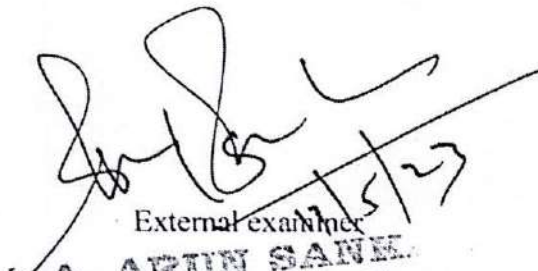

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CONCLUSION

The micro small and medium enterprises (MSME's) have been accepted as the engine of economic growth and play an important role in the equitable economic development of country. A study is carried out to understand the finance assistance for MSME with different financing schemes of District Industries Center (DIC) for Micro Small and Medium Enterprises (MSME), to level of finance assistance to micro small and medium enterprises (MSME) and perceptions of MSME on financing scheme provide by DIC. Amount borrowers of business enterprises in Pondicherry.

A primary survey was conducted to collect data from the selected respondents in Karaikal, who got financial assistance from District Industries Center (DIC) Pondicherry.

The study has made analysis on business defects of borrowers, financial assistance to borrowers and borrower expectation from DIC. The study found that, most of the borrowers are involving the hold business for below 3 years, having employees less than 10, profitable condition of the business is though finance assistance and got loan for working capital rather initial capital, got loan only after 3 weeks, the repayment of loan is regular without any delay availed subsidy. The borrowers having exception from DIC on requirement loan for all purpose of business, most of them availed all the finance assistance scheme of DIC, attended training programme organized by DIC and received benefit through loan from DIC.

Based on the finding, the DIC was suggested to modify the finance assistance scheme based on expectation of borrowers, increase the number of loan and subsidy, provided subsidized converting of variance finance assistance, under the scheme, gained lenses for borrowers, containing business capacity building programme.

The borrowers has to personally and professionally impure the competency of the running a micro business and attended the programme organized by DIC by their willingness. The govt. has to initialed effort finance assistance to first generate to business enter and provided promotion about the finance assistance under MSME scheme for void reach of the Benifishers.

Thus the DIC is doing better in the study region still it can perform to the expectation of the business entrepreneurs. This study will birches cape between the DIC and micro business entrepreneurs in the in Pondicherry which is having huge potential at present and in the future.



**A STUDY ON POST PURCHASE BEHAVIOUR OF CUSTOMERS OF HERO
MOTOR BIKE**

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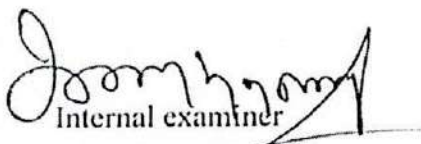
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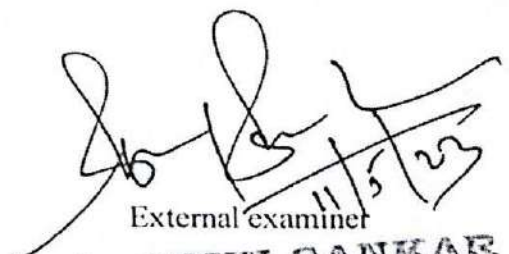

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CONCLUSION

The study on Post purchase behaviour of customers of Hero Motor bikes with a special reference to Puducherry was mainly intended to assess the attitude of customers of Hero Bikes after their purchase and use. Through analyzing whether the customers are satisfied or not, the company can take necessary strategies to sustain a steady or increased demand for the growth of the Company and to compete in the present complex and unpredictable market situation.

From the analysis, it's very clear that the customers still have hope in Hero Motocorps even somebody records their depression. Customers are mere satisfied only in the performance of the Hero Bikes and Hero's service. Defects related with some bike parts such as chain, self-start system etc..., became a major problem to customers and they seeks a variety of models also from Hero. Reputation and legacy are the major demand generating factors rather than the advertisement and sales promotion strategies of Hero Motocorp.

The company should introduce new models and resolve the defects of parts to make their customers as satisfied. It's necessary to formulate effective sales promotion strategies and financial services to boost up the sales. It's understandable from this study, that the users still give priority to Hero Bikes when they decide to change the Bike. So, we can assume that customers have hope in Hero Motocorp even the withdrawal of Honda affected its reputation. In short, the post purchase behaviour of customers of Hero motor bike is good and satisfactory.




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ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS

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5.3 CONCLUSION

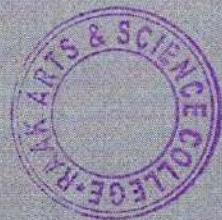
Green products or eco-friendly products have a prominent role in conservation of environment. So, there is a need for promoting the green products.

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 CONSUMER SATISFACTION TOWARDS E-BANKING
SERVICES WITH ONLINE SHOPPING**

A Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF COMMERCE (CA)

Submitted by

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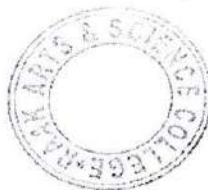
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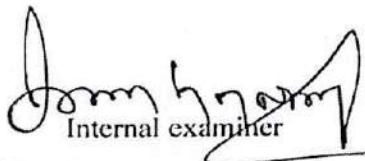
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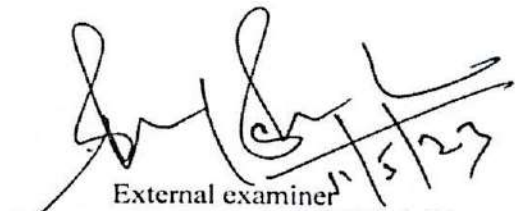

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- Build customer care centre in zonal wise through reserve bank of India for easy to approach customers.
- The customer to use a net banking system only URL in „https“ for the purpose of high security.

CONCLUSION

In the past few years, the Indian banking sector has fully reworked. The banks face many challenges and lots of opportunities are accessible with the banks. Many monetary innovations like ATMs, credit cards, RTGS, debit cards, mobile banking etc. have completely changed the face of Indian banking. But still there is a need to have more innovative solutions so that the challenges can be solved and opportunities can be availed efficiently by the Indian banks. BY the study conducted on “Customer’s expertise with E-banking” we will conclude that altogether respects the purchasers are happy with their net bank. Major concerns of customer include security and privacy because of growing member of online frauds, cheating cases and hacking. Banks ought to maintain secrecy and confidentiality of customer’s account and take adequate risk management measures against hacking and technology failures. Banks should use latest versions software or upgrade existing software which gives better security & control to remove bugs and loopholes.



IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR
INCREASING SALES OF CONSUMABLES PRODUCT IN MYNTRA

Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

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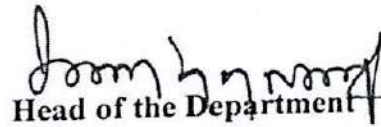
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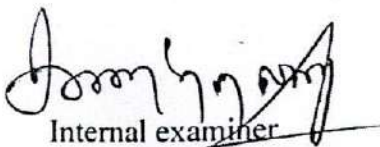
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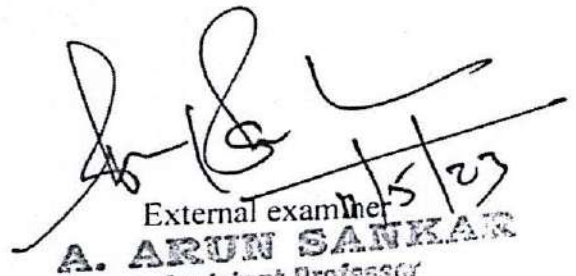
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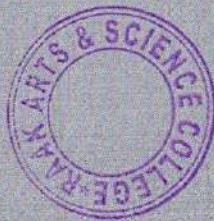

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5.4 CONCLUSION

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 RECRUITMENT AND SELECTION PROCESS IN RANE
(MADRAS) LIMITED**

A Dissertation submitted in partial fulfillment of the requirements

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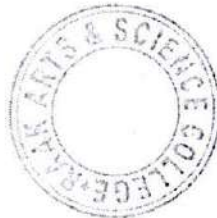
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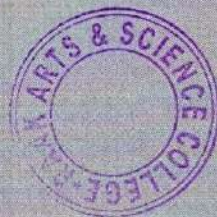


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CONCLUSION

This project "A STUDY ON RECRUITMENT AND SELECTION PROCESS" was helpful to know about the recruitment and selection process in Flavors India (p) Ltd Company. This study inferred that most of the employers and employees are satisfied with the present process. This study was helpful to study the sources of recruitment and selection techniques & methods used.

The study on recruitment and selection is more an ART rather than a process. HR professional is having a big responsibility to hire a best person from the available talent pool. At the same time, one needs to be cost conscious. The employer should judge on individual merits and set the same standards for all. In the present scenario, "It is the biggest challenge for a HR manager to hunt for talent."



Jan

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SAVINGS AND INVESTMENT BEHAVIOUR OF COLLEGE FACULTY
MEMBERS

*A Dissertation submitted in partial fulfillment of the requirements
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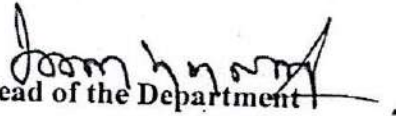

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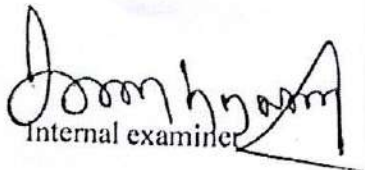
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Conclusion

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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**IMPACT OF MONETARY AND NON-MONETARY INCENTIVES ON
EMPLOYEE PERFORMANCE**

A Dissertation submitted in partial fulfillment of the requirements

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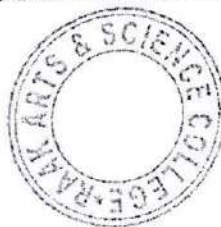
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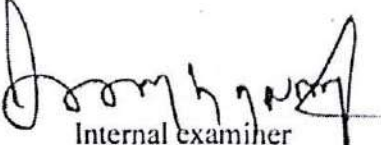
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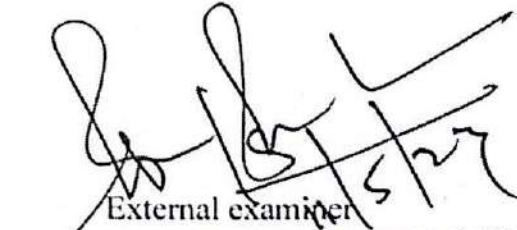
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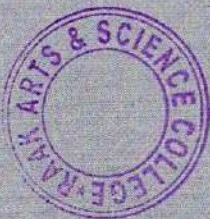

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CONCLUSION

- 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 CONSUMER BEHAVIOUR TOWARDS FMCG PRODUCTS
AMONG URBAN CONSUMER**

A Dissertation submitted in partial fulfillment of the requirements

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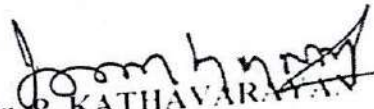
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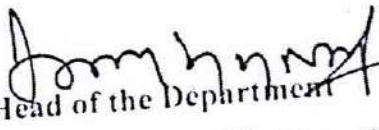
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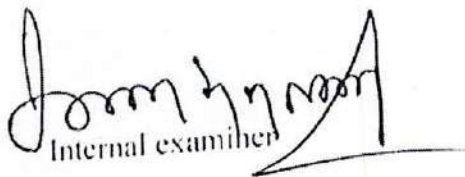

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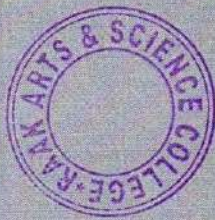


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CONCLUSION

It is concluded from the study that FMCG sector is developing and will be stable to grow very fast in the current scenario. The future for the FMCG sector look highly encouraging. The FMCG sector must need to undergo changes to capture more market growth. There is opportunity for the FMCG markets of branded and quality products. The study on the FMCG market remains highly fragmented. The study on the consumer behavior towards FMCG products plays a vital role in the analysis of market for toothpaste, bathing soap, detergent cake, dishwash bar, chocolates, biscuits, health drinks and soft drinks although. There are many competitors in the market. So that it is conclude that FMCG was able to maintain a hold its top rank providing quality products at reasonable prices to the consumers. Quality and price are the main motivating factors for the consumers to buy the products of FMCG.

Introduction of the new products in the markets to satisfy the consumer is also an important reason for FMCG to hold the top position in the consumer market. In this research, during the study period FMCG acquire a major share in the consumer goods market and the manufacturers has to provide quality goods at reasonable prices. At the same time this study tries to find out consumers behaviour towards extended brands and their impact on parent brands image. The study signals the emergence of a pattern of consumer behavior towards producing quality products and reasonable price.



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**A STUDY ON AWARENESS OF BANKING SERVICES IN COLLEGE
STUDENTS**

A Dissertation submitted in partial fulfillment of the requirements

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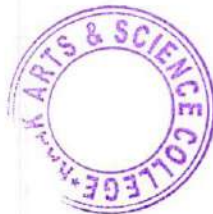
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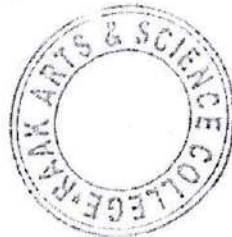
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CONCLUSION

Banks provide security and convenience for managing money and sometimes allow making money by earning interest. Convenience and fees are two of the most important things to consider when choosing a bank. Writing and depositing cheques are perhaps the most fundamental ways to move money in and out of a checking account, but advancements in technology have added ATM and debit card transactions and ACH transfers to the mix. All banks have rules about how long it takes to access deposits, how many debit card transactions allowed in a day, and how much cash withdraw from an ATM. Access to the balance in checking account can also be limited by businesses that place holds funds. Debit cards provide easy access to the cash in account, but can cause to rack up fees if not careful. While debit cards encourage more responsible spending than credit cards, they do not offer the same protection or perks to consumers. Regularly balancing checkbook or developing another method to stay on top of account balance is essential to successfully managing and checking account and avoiding fees and bounced cheques. To protect money from electronic theft, identity theft, and other forms of fraud, it's important to implement basic precautions such as shredding account statements, having complex passwords and only doing online banking through secure internet connections.



PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

**IMPACT OF TELEVISION ADVERTISEMENT AND STUDENTS BUYING
BEHAVIOUR**

A Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF COMMERCE (CA)

Submitted by

AFZAL BASHA.N

(Reg.No:43220U11001)

Dr. P. KATHAVARAYAN., M.Com, MBA, M.Phil, Ph.D.

Guide & Supervisor



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MAY – 2023




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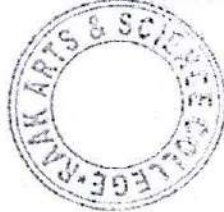
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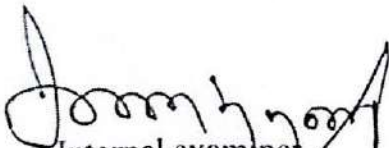
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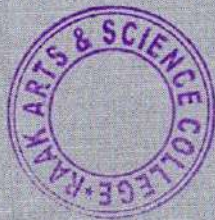

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Conclusion

It has been concluded that T.V. advertising have great impact on buying behavior of students consumers. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities hence advertising. There are different factors influenced on buying behavior of students in that personal and friends' have more influenced. In my analysis most of the students are female consumer the female consumer mostly prefer product of cosmetic and textiles and remaining male consumer prefer bike and mobile. it is my conclusion about television advertising and students buying behaviour.



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

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RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

**“TEACHERS’ PERCEPTION ON ONLINE TEACHING:
PROBLEMS AND PROSPECTS”**

*A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of*

BACHELOR OF COMMERCE (CA)

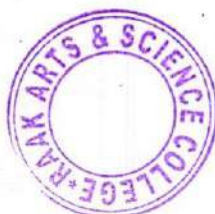
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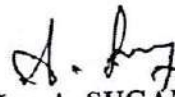
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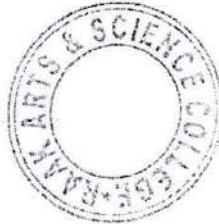
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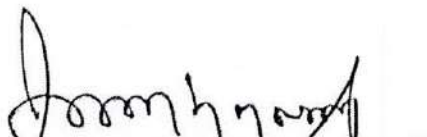

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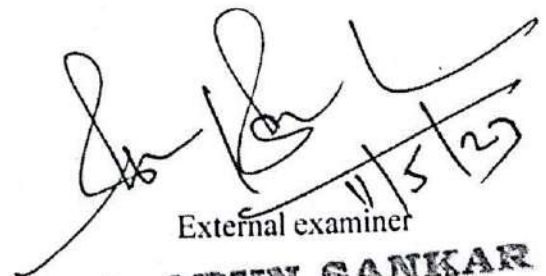



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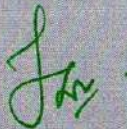

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5.3 CONCLUSIONS

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 OF CUSTOMER PERCEPTION TOWARDS FOOD
DELIVERY APPLICATIONS DURING COIVD-19**
*A Dissertation submitted in partial fulfillment of the requirements
For the award of the degree of*

BACHELOR OF COMMERCE (CA)

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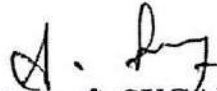
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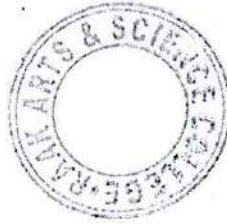
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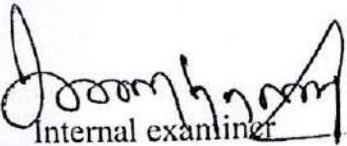

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(Guide and Supervisor)

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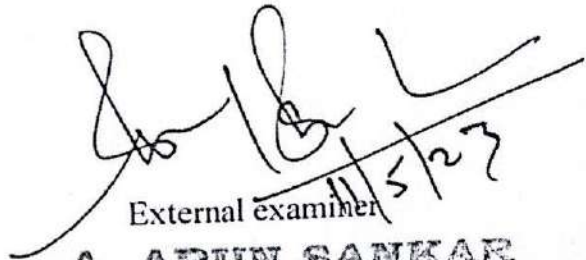

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Conclusion

After studied the customers' perception toward online food ordering, it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion. The chief reason of electronic ordering is convenience. This study found that online food ordering is reasonably popular among residents in THRISSUR town. Nearly 83 percent of the respondents were

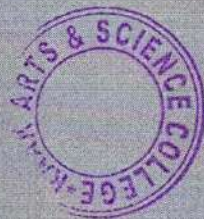


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aware of the electronic food ordering. Young customers are more likely to use online, mobile or text ordering. Customers between 20-30 years of age ordered more online food.

The factors which influence the customer's choice of food delivery applications are quality of food, price of food, offers available, packing of food, delivery service etc. The male and female consumers have same level of perception on food delivery applications.



A handwritten signature in green ink, appearing to be "J. K. S.", written above the printed name.

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PERAMBAL.

**IMPACT OF FINANCIAL LITERACY ON INVESTMENT BEHAVIOUR
OF SMALL ENTREPRENEURS**

A Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

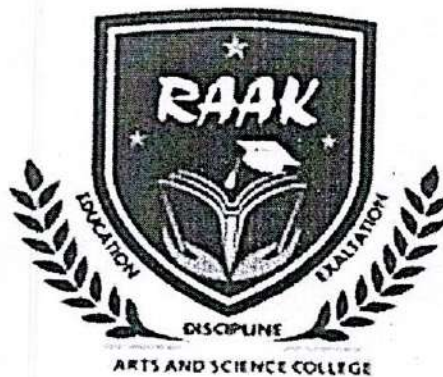
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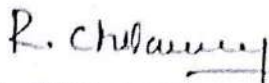
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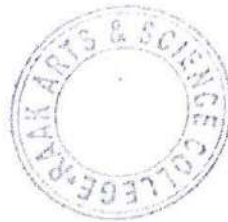
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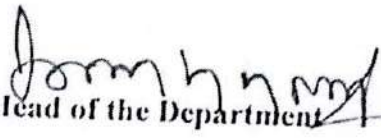
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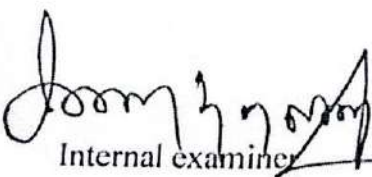

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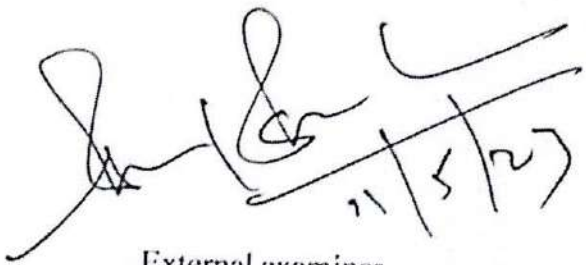

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5.3 CONCLUSION

The result of the study suggested that level of financial literacy among small entrepreneurs it can be conclude that financial literacy level determine by education, monthly income. Overall it can be concluded that financial literacy level is low among small entrepreneurs in Pondicherry and necessary measures should be taken by government to increase awareness about financial related matters and organizing skill development programme.




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**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE
SHOPPING TOWARDS FLIPKART**

A Dissertation submitted in partial fulfillment of the requirements

For the award of the degree of

BACHELOR OF COMMERCE (CA)

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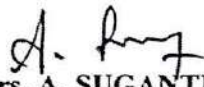


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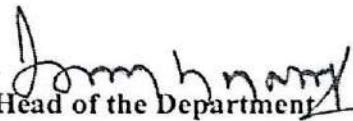
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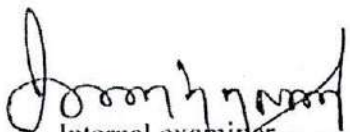

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CONCLUSION:

The online Shopping becomes a daily part of our live as it is more convenient customers are looking for timely service good quality of products customer service and also security and privacy in payment method. The study reveals that most of the (professional courses 44%) are educational qualification are more aware about shopping from Flipkart. The study conclude that the online shopping from Flipkart is best one. The study about from online shopping through Flipkart.



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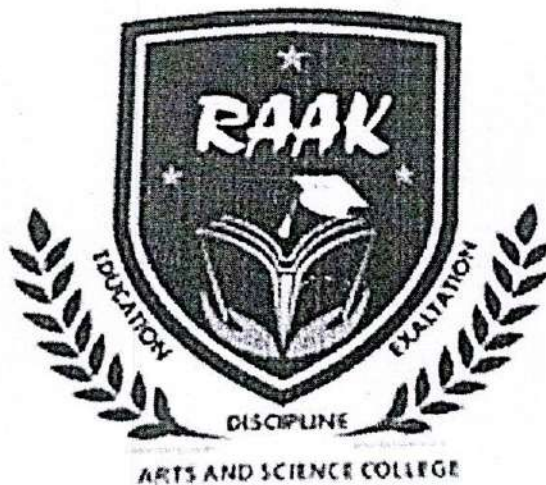
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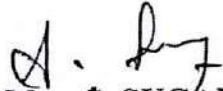
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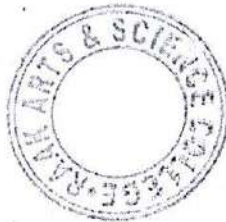
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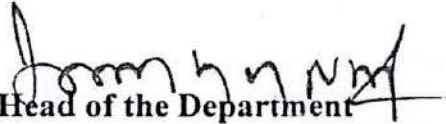
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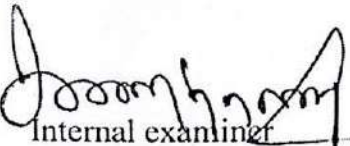

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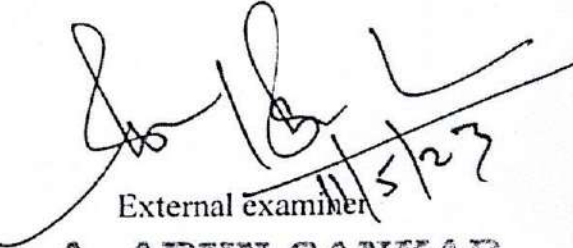

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