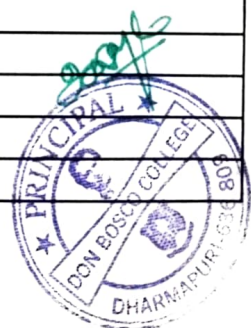


PROGRAM ME NAME:B.COM

COURSE NAME:PROJECT WORK

S.NO	Course code	Year of offering	Name of the student studied course on
1	19UCMEPR1	2021-2022	Abinesh.S
2	19UCMEPR1	2021-2022	Ajith.P
3	19UCMEPR1	2021-2022	Charles.J
4	19UCMEPR1	2021-2022	Dhakashanamoorthy.S
5	19UCMEPR1	2021-2022	Dhinesh Kumar.M
6	19UCMEPR1	2021-2022	Govinda.M
7	19UCMEPR1	2021-2022	Gowtham.C
8	19UCMEPR1	2021-2022	Gowtham.V
9	19UCMEPR1	2021-2022	Harish.C
10	19UCMEPR1	2021-2022	Jaya prakesh.K
11	19UCMEPR1	2021-2022	Jeeva.V
12	19UCMEPR1	2021-2022	Karthikeyan.K
13	19UCMEPR1	2021-2022	Kathirvel.K
14	19UCMEPR1	2021-2022	Kulothungan.P
15	19UCMEPR1	2021-2022	Madhan Raj.V
16	19UCMEPR1	2021-2022	Murugaa.S.R
17	19UCMEPR1	2021-2022	Murugan.K
18	19UCMEPR1	2021-2022	Narasimman.M
19	19UCMEPR1	2021-2022	Naveen Kumar.R
20	19UCMEPR1	2021-2022	Pachiyappan.M
21	19UCMEPR1	2021-2022	Perumal.V
22	19UCMEPR1	2021-2022	Prasanth.R
23	19UCMEPR1	2021-2022	Ragual.S
24	19UCMEPR1	2021-2022	Sabari.T
25	19UCMEPR1	2021-2022	Sanjai.M
26	19UCMEPR1	2021-2022	Sarankumar.S
27	19UCMEPR1	2021-2022	Sayeed Ahmed.S
28	19UCMEPR1	2021-2022	Seenivasan.P
29	19UCMEPR1	2021-2022	Sellagiri.R
30	19UCMEPR1	2021-2022	Sivanandham.V
31	19UCMEPR1	2021-2022	Srinivasan.M
32	19UCMEPR1	2021-2022	Subash.G
33	19UCMEPR1	2021-2022	Surya.P
34	19UCMEPR1	2021-2022	Tarun Kumar.R
35	19UCMEPR1	2021-2022	Vignesh.M
36	19UCMEPR1	2021-2022	Auxiliya.R
37	19UCMEPR1	2021-2022	Dakshayani.R
38	19UCMEPR1	2021-2022	Ishwariya.M
39	19UCMEPR1	2021-2022	Pramika.S
40	19UCMEPR1	2021-2022	Shafya Banu.F
41	19UCMEPR1	2021-2022	Shiny Elizabeth.S



**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAKTHI  
MASALA PRODUCT IN DHARMAPURI TOWN**

*Project Report submitted in partial fulfilment of the requirements for the  
Award of the Degree of Bachelor of Commerce in  
Periyar university, Salem- 636011*

*By*

<b>ABINESH S</b>	<b>(Reg.No:19UCM4741)</b>
<b>AJITH P</b>	<b>(Reg.No:19UCM4742)</b>
<b>CHARLES J</b>	<b>(Reg.No:19UCM4745)</b>
<b>DHAKASHANAMOORTHY S</b>	<b>(Reg.No:19UCM4746)</b>
<b>DHINESH KUMAR M</b>	<b>(Reg.No:19UCM4747)</b>

*Under the Guidance of*

**Dr. R. VENKATESH, M.Com, M.Phil., Ph.D.**

Assistant Professor



**POST GRADUATE AND RESEARCH**

**DEPARTMENT OF COMMERCE**

**DON BOSCO COLLEGE**

**(Affiliated to Periyar University, Salem – 11)**

**DHARMAPURI – 636 809**

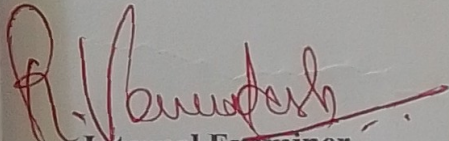
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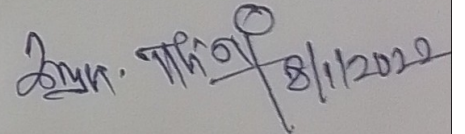
Name: ABINESH S	Reg.No	: 19UCM4741
AIJTH P		19UCM4742
CHARLES J		19UCM4745
DHAKSHANAMOORTHY S		19UCM4746
DHINESH KUMAR M		19UCM4747

Degree: B.Com Paper Code : 19UCMEPR1

Paper Name : Project Work

The project Report entitled "A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SAKTHI MASALA PRODUCT IN DHARMAPURI TOWN is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08-07-2022

  
Internal Examiner

  
8/1/2022

External Examiner  
**R. SIVAKUMAR,**  
M. Com., M.Phil., B.Ed., D.Co-op., D.T.Ed., Ph.D.,  
HOD Cum Assistant Professor,  
P.G. & Research Department of Commerce & CA., & BBA.,  
P.M.P Arts & Science College,  
Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CUSTOMER'S PURCHASE ATTITUDE  
TOWARDS DEPARTMENT STORES IN  
DHARMAPURI TALUK**

*Project Report submitted in partial fulfillment of the requirements for the  
Award of the Degree of Bachelor of Commerce in  
Periyar University, Salem- 636 011*

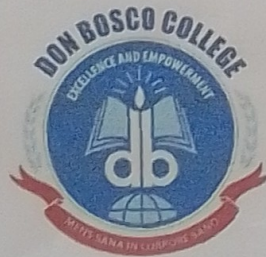
*By*

GOVINDA M (Reg.No: 19UCM4749)  
GOWTHAM C (Reg.No: 19UCM4750)  
GOWTHAM V (Reg.No: 19UCM4751)  
HARISH C (Reg.No: 19UCM4752)  
JAYA PRAKESH K (Reg.No: 19UCM4753)

*Under the Guidance of*

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**POST GRADUATE AND RESEARCH  
DEPARTMENT OF COMMERCE  
DON BOSCO COLLEGE**

**(Affiliated to Periyar University, Salem – 11)**

**DHARMAPURI – 636 809**

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Name: GOVINDA M	Reg.No	: 19UCM4749
GOWTHAM C		19UCM4750
GOWTHAM V		19UCM4751
HARISH C		19UCM4752
JAYA PRAKESH K		19UCM4753

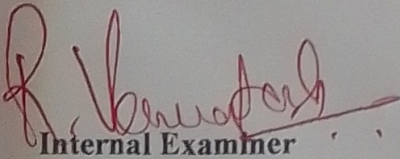
Degree: B.Com Paper Code : 19UCMEPR1

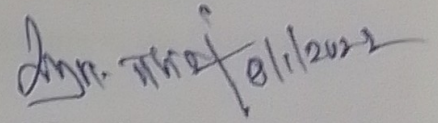
Paper Name : Project Work

The project Report entitled "A Study on Customer's Purchase Attitude towards

Department Stores in Dharmapuri Taluk" is submitted for the valuation during the

Viva-voce Examination held at Don Bosco College, Dharmapuri on 8.01.2022

  
Internal Examiner

  
01/1/2022

External Examiner  
**R. SIVAKUMAR,**  
M. Com., M.Phil., B.Ed., D.Co-op., D.T.Ed., Ph.D.,  
HOD Cum Assistant Professor,  
P.G. & Research Department of Commerce & CA., & BBA.,  
P.M.P Arts & Science College,  
Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE SHOPPING IN DHARMAPURI DISTRICT**

*Project Report submitted in partial fulfillment of the requirements for the Award of the Degree of Bachelor of Commerce in Periyar University,*

*Salem- 636 011*

*By*

JEEVA V	(Reg.No: 19UCM4754)
KARTHIKEYAN K	(Reg.No: 19UCM4755)
KATHIRVEL K	(Reg.No: 19UCM4756)
KULOTHUNGAN P	(Reg.No: 19UCM4757)
MADHAN RAJ V	(Reg.No: 19UCM4758)

Under the Guidance of

**Dr.M.RAJA.,M.Com(CA),M.Phil., Ph.D.**

**Head and Assistant Professor in Commerce**



**POST GRADUTATE AND RESEARCH DEPARTMENT OF  
COMMERCE, DON BOSCO COLLEGE**

**(Affiliated to Periyar University, Salem-11)**

**DHARMAPURI-636 809**

**DECEMBER – 2021**

# CERTIFICATE

Name: JEEVA V

Reg.No : 19UCM4754

KARTHIKEYAN K

19UCM4755

KATHIRVEL K

19UCM4756

KULOTHUNGAN P

19UCM4757

MADHAN RAJV

19UCM4758

Degree: B.Com

Paper Code : 19UCMEPR1

Paper Name : Project Work

The project Report entitled "A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE SHOPPING IN DHARMAPURI DISTRICT" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College,

Dharmapuri on 08/01/2022

Internal Examiner

External Examiner

**R. SIVAKUMAR,**

M. Com., M. Phil., B. Ed., D. Co-op., D. T. Ed., Ph. D.,

HOD Cum Assistant Professor,

P.G. & Research Department of Commerce & CA., & BBA.,

P.M.P Arts & Science College,

Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CONSUMERS PREFERENCE AND SATISFACTION  
TOWARDS BATHING SOAP (FMCG) PRODUCTS IN DHARMAPURI  
TALUK**

*Project Report submitted in partial fulfillment of the requirements for the Award of  
the Degree of Bachelor of Commerce in Periyar University,*

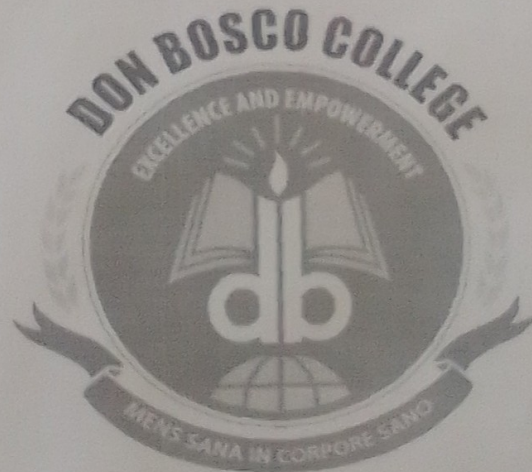
*Salem- 636 011*

*By*

MURUGAA S R (Reg.No:19UCM4759)  
MURUGAN K (Reg.No:19UCM4760)  
NARASIMMAN M (Reg.No:19UCM4761)  
NAVEEN KUMAR R (Reg.No:19UCM4762)  
PACHIYAPPAN M (Reg.No:19UCM4763)

**Under the Guidance of**

**Dr.M.RAJA., M.Com(CA),M.Phil., Ph.D.**  
**Head and Assistant Professor in Commerce**



**POST GRADUTATE AND RESEARCH DEPARTMENT OF  
COMMERCE, DON BOSCO COLLEGE**

**(Affiliated to Periyar University, Salem-11)**

**DHARMAPURI-636 809**

**DECEMBER – 2021**



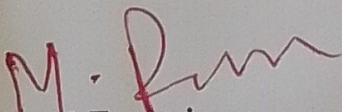
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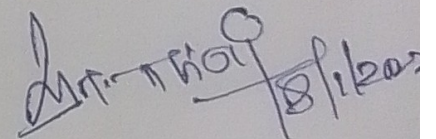
Name: MURUGAA SR	Reg.No	:	19UCM4759
MURUGAN K			19UCM4760
NARASIMMAN M			19UCM4761
NAVEENKUMAR R			19UCM4762
PACHIYAPPAN M			19UCM4763

Degree: B.Com Paper Code : 19UCMPR1

Paper Name : Project Work

The project Report entitled "A STUDY ON CONSUMERS PREFERENCE AND SATISFACTION TOWARDS BATHING SOAP (FMCG) PRODUCTS IN DHARMAPURI TALUK" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.10.2022.

  
Internal Examiner

  
External Examiner  
**R. SIVAKUMAR,**  
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HOD Cum Assistant Professor,  
P.G. & Research Department of Commerce & CA., & BBA.,  
P.M.P Arts & Science College;  
Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CUSTOMERS' PURCHASE ATTITUDE  
TOWARDS DEPARTMENT STORES IN  
DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the  
award of the Degree of Bachelor of Commerce in Periyar University,  
Salem- 636 011*

*By*

**PERUMAL V (Reg. No: 19UCM4764)  
PRASANTH R (Reg. No: 19UC M4765)  
RAGUAL S (Reg. No: 19UCM4766)  
SABARI T (Reg. No: 19UC M4767)  
SANJAI M (Reg. No: 19UC M4768)**

*Under the Guidance of*

**Mr. M. SURESH, M.Com, M. Phil., NET.  
Assistant Professor**



**DEPARTMENT OF COMMERCE  
DON BOSCO COLLEGE  
(Affiliated to Periyar University, Salem - 11)  
DHARMAPURI - 636809**

**January 2022**

# CERTIFICATE

Name: Perumal V	Reg. No. : 19UCM4764
Prasanth R	19UCM4765
Ragual S	19UCM4766
Ragual S	19UCM4767
Sanjai M	19UCM4768


Degree: B.Com

Paper Code : 19UCMEPR1

Paper Name : Project Work

The Project Report entitled "A Study on Customers' Purchase Attitude towards Department Stores in Dharmapuri Town" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08-01-2022.

  
Internal Examiner

  
External Examiner  
**R. SIVAKUMAR,**  
M. Com., M. Phil., B. Ed., D. Co-op., D. T. Ed., Ph. D.,  
HOD Cum Assistant Professor,  
P.G. & Research Department of Commerce & CA., & SBA.,  
P.M.P Arts & Science College,  
Thokkampatty, Dharmapuri-636 705.

# **A STUDY ON CUSTOMER ATTITUDE TOWARDS USE OF ATM SERVICE IN DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the  
award of the Degree of Bachelor of Commerce in Periyar University,  
Salem- 636 011*

*By*

**SARAN KUMAR S (Reg. No: 19UCM4769)**  
**SAYEED AHMED S (Reg. No: 19UCM4770)**  
**SEENIVASAN P (Reg. No: 19UCM4771)**  
**SELLAGIRI R (Reg. No: 19UCM4772)**  
**SIVANANDHAM V (Reg. No: 19UCM4773)**

*Under the Guidance of*

**Mr. M. SURESH, M.Com, M. Phil., NET**  
Assistant Professor



**DEPARTMENT OF COMMERCE**  
**DON BOSCO COLLEGE**  
(Affiliated to Periyar University, Salem - 11)  
**DHARMAPURI - 636809**

**January 2022**

# CERTIFICATE

Name: Saran Kumar S  
Chandru D  
Kaviyarasan G  
Sathish K  
Sathish Kumar M

Reg. No. : 19UCM4769  
19UCM4770  
19UCM4771  
19UCM4772  
19UCM4773

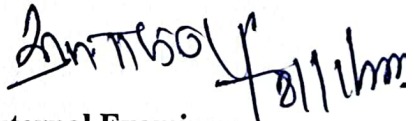
Degree: B.Com

Paper Code : 19UCMEPR1

Paper Name : Project Work

The Project Report entitled "A Study on Customer Attitude Towards Use of ATM Service In Dharmapuri Town " is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08/01/2022.

  
Internal Examiner

  
External Examiner

**R. SIVAKUMAR,**  
M. Com., M.Phil., B.Ed., D.Co-op., D.T.Ed., Ph.D.,  
HOD Cum Assistant Professor,  
P.G. & Research Department of Commerce & CA., & BBA.,  
P.M.P Arts & Science College,  
Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SONY  
SMART TV IN DHARMAPURI TOWN.**

*Project Report submitted in partial fulfillment of the requirements for the  
Award of the Degree of Bachelor of Commerce*

*in Periyar University, Salem- 636 011 By*

TARUN KUMAR .R (Reg.No: 19UCM4777)

SRINIVASAN.M (Reg.No: 19UCM4774)

VIGNESH .M (Reg.No: 19UCM4778)

SURYA .P (Reg.No: 19UCM4776)

SUBASH .G (Reg.No: 19UCM4775)

*Under the Guidance of*

**R. PALANISAMY , M.Com. (C.A), M. Phil.,**  
Assistant Professor In Commerce



**DEPARTMENT OF COMMERCE**

**DON BOSCO COLLEGE**

(Affiliated to Periyar University, Salem – 11)

**DHARMAPURI – 636 809**

## CERTIFICATE

Name: TARUN KUMAR.R

Reg.No : 19UCM4777

SRINIVASAN.M

19UCM4774

VIGNESH. M

19UCM4778

SURYA.P

19UCM4776

SUBASH.G

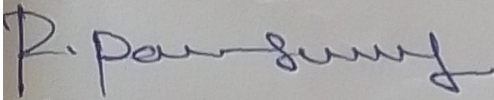
19UCM4775

Degree: B.Com

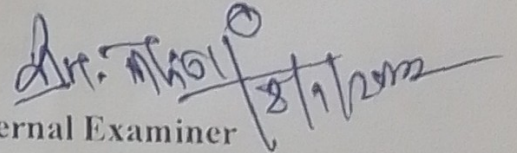
Paper Code : 19UCMEPR1

Paper Name: Project Work

The project Report entitled "A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SONY SMART TV IN DHARMAPURI TOWN" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on



Internal Examiner



External Examiner

**R. SIVAKUMAR,**  
M. Com., M. Phil., P. Ed., D. Co-op., D. T. Ed., Ph. D.,  
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P.G. & Research Department of Commerce & CA., & BBA.,  
P.M.P Arts & Science College,  
Thokkampatty, Dharmapuri-636 705.

**A STUDY ON CONSUMER BUYING BEHAVIOUR  
TOWARDS HERBAL COSMETIC PRODUCTS IN  
DHARMAPURI TOWN  
(WITH SPECIAL REFERENCE TO WOMEN COSMETICS)**

*Project Report submitted in partial fulfillment of the requirements for the  
award of the Degree of Bachelor of Commerce in Periyar University,*

*Salem- 636 011*

*By*

**AUXILIYA R (Reg. No.: 19UCM4779)  
DAKSHAYANI R (Reg. No.: 19UCM4780)  
ISHWARIYA M (Reg. No.: 19UCM4781)  
PRAMIKA S (Reg. No.: 19UCM4782)  
SHAFYA BANU F (Reg. No.: 19UCM4783)  
SHINY ELIZABETH S (Reg. No.: 19UCM4784)**

*Under the Guidance of*

**Ms. S. GLADIS MARY, M.Com, M. Phil.**

Assistant Professor



**DEPARTMENT OF COMMERCE  
DON BOSCO COLLEGE  
(Affiliated to Periyar University, Salem – 11)  
DHARMAPURI – 636809**

**January 2022**



# CERTIFICATE

Name: Auxiliya R	Reg. No. : 19UCM4779
Dakshayani R	19UCM4780
Ishwariya M	19UCM4781
Pramika S	19UCM4782
Shafya Banu F	19UCM4783
Shiny Elizabeth S	19UCM4784

Degree: B.Com

Paper Code : 19UCMPR1

Paper Name : Project Work

The Project Report entitled "A Study on Consumer Buying Behaviour towards Herbal Cosmetic Products in Dharmapuri Town (with special reference to women cosmetics)" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.01.2022.

  
Internal Examiner

  
External Examiner  
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P.G. & Research Department of Commerce & CA., & BBA.,  
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Thokkampatty, Dharmapuri-636 705.