

**1.3.4 Number of students undertaking field projects / research projects / internships during the year**

**2020-2021  
RESEARCH PROJECTS  
DEPARTMENT OF COMMERCE  
B.COM**

S.No	Name Of The Student	Reg Number	Research Projects
1	S.SHRIVAISHNAVI	1802CM1062	DATA MINING IN MARKETING
2	T.MYTHILI	1802CM1061	A STUDY ON CONSUMER SATISFACTION TOWARDS CREDIT CARD
3	C.P.JAYASHREE	1802CM1113	A STUDY ON CUSTOMER SATISFACTION TOWARDS CHATPOT FACILITY IN CITY UNION BANK
4	S. SATHA SIVAM	1802CM1146	PROFILE OF KARUR VYSYA BANK
5	J.JUFRI AHAMED	1802CM1070	JOB SATISFACTION
6	V. SOWMIYA	1802CM1092	A STUDY ON ELECTRONIC COMMERCE
7	M.SABEENA	1802CM1076	A STUDY ON CONSUMER BEHAVIOUR AND SALES AT PROMOTION IN THANJAVUR CITY
8	C. LAKSHMANAN	1802CM1125	A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS BRAND PREFERENCE FOR MOBILE PHONES IN THANJAVUR
9	M.MOHAMED ABUBAKKAR SIDDIQ	1802CM1074	A STUDY ON CUSTOMER SATISFACTION OF MARUTI SUZUKI CARS IN THANJAVUR CITY
10	M.PRABHAKARAN	1802CM1100	A STUDY ON CUSTOMER SATISFACTION ON DIGITAL MARKETING IN THANJAVUR CITY
11	S. MALINI	1802CM1118	CREATIVITY IN ADVERTISEMENT WITH RESPECT TO VARIOUS ADVERTISEMENTS AGENCY
12	S.JAVITH MAKSHITH	1802CM1154	A STUDY ON PERFORMANCE OF WOMEN ENTERPRENEURS IN THANJAVUR CITY
13	R.SANTHOSH KUMAR	1802CM1043	A STUDY ON SOCIAL WELFARE MEASURES OF WOMAN EMPLOYEES WITH SPECIAL REFERENCE TO THANJAVUR TOWN
14	V.KARTHIK	1802CM1075	STUDYAN NON PERFORMING ASSET OF ICICI BANK AND SBI BANK
15	J.MUJAMEEN JAKKIRIYA	1802CM1045	A STUDY ON EMPLOYEE MOTIVATION AT ORIENTAL SUPER MARKET WITH SPECIAL REFERENCE TO THANJAVUR CITY

16	K.DEEPAK	1802CM1005	A STUDY OF E-COMMERCE IN INDIA
17	S.ABDUL ASATHKHAN	1802CM1026	A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS BRAND PREFERENCE FOR MOBILE PHONES IN THANJAVUR
18	B.KANMANI	1802CM1032	A STUDY ON BUDGET WITH SPECIAL REFERENCE TO THANJAVUR
19	S.GOKUL	1802CM1072	A STUDY ON IMPORT AND EXPORT MANAGEMENT IN INDIA
20	T. MOHAMED MUKTHAR KATHAR	1802CM1021	A STUDY ON SOCIAL WELFARE MEASURES OF WOMAN EMPLOYEES WITH SPECIAL REFERENCE TO THANJAVUR TOWN
21	G.ASHARAF ALI	1802CM1110	A STUDY OF CONSUMER BEHAVIOUR TOWARDS ORGANIC CEREALS WITH SPECIAL REFERENCE TO THANJAVUR CITY
22	S.SRI DHARANI	1802CM1123	A STUDY ON PEPPE NUTRITIONS PVT. LTD FOR CUSTOMER SATISFACTION
23	M.MAHADIER MOHAMED	1802CM1064	A STUDY ON CONSUMER PREFERENCE TOWARDS HOMECARE PRODUCTS OF HUL IN THANJAVUR TOWN
24	K.MOHAMED SAIBUDEEN	1802CM1057	A STUDY ON CUSTOMER SATISFACTION TOWARDS NIPPON PAINT IN THANJAVUR CITY
25	A.N.RASITH AHAMED	1802CM1050	STUDY ON FINANCIAL INSURANCE IN PRIVATE AND PUBLIC SECTOR
26	P.YOGAPRIYA	802CM1056	A STUDY OF RATIO ANALYSIS
27	A.N.RASITH AHAMED	1802CM1050	A STUDY ON FINANCIAL INSURANCE IN PRIVATE AND PUBLIC SECTOR
28	S.ABDUL HAMEED	1802CM1089	A STUDY ON MARKETING MIX STRATEGY OF BATA FOOTWEAR COMPANY IN THANJAVUR CITY
29	B.VIGNESHKUMAR	1802AP1022	A STUDY ON ORGANIZATIONAL CLIMATE AIR FLOW EQUIPMENTS ( INDIA ) PVT. LTD., CHENNAI
30	M.SATHIK	1802CM1048	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL WITH TVS MOTOR COMPANY IN THANJAVUR CITY
31	M.MOHAMED RIFAI	1802CM1039	A STUDY ON CONSUMER SATISFACTION TOWARDS TOOTHPASTE IN THANJAVUR CITY
32	M.HABEEBU IMRAN	1802CM1035	A STUDY ON EMPLOYEE WELFARE MEASURES AT ARN MOTORS IN THANJAVUR
33	M.MOHAMED KASSIM	1802CM1017	A STUDY ON RAW MATERIAL OF LEATHER AND LEATHER PRODUCTS IN INDIA
34	S. ABDUL ASATHKHAN	1802CM1026	A STUDY ON DIGITAL MARKETING FOR CONSUMER SATISFACTION IN INTERNET

35	S.ABDUL RAHMAN	1802CM1041	STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS SANGAM HOTEL AT THANJAVUR CITY
36	T.ABDUL MUTHALIFF	1802CM1049	A STUDY ON PERFORMANCE OF WOMEN ENTERPRENEURS IN THANJAVUR CITY
37	K.M.IMTHIYAS AHAMED	1802CM1040	A STUDY ON MARKETING STRATEGY OF AAVIN MILK IN THANJAVUR CITY
38	P.M.MOHAMED HISHAM	1802CM1011	A STUDY ON CONSUMER PERCEPTION TOWARDS MUTUAL FUNDS WITH SPECIAL REFERENCE TO THANJAVUR CITY
39	G.VENGATESH	1802CM1135	A STUDY ON WORK LIFE WITH SPECIAL REFERENCE TO INDIAN BANK PATTUKKOTTAI
40	R.VENKATESHWARAN	1802CM1065	IMPROVING PENETRATION OF HEALTH INSURANCE IN INDIA
41	A.RIYAS KHAN	1802CM1079	A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO COMMUNICATION IN THANJAVUR CITY
42	T.JAGADEESHWARAN	1802CM1148	A STUDY ON ADVERTISING STRATEGY OF SAMSUNG MOBILES IN THANJAVUR CITY
43	M.BALAJI	1802CM1094	A STUDY ON INVESTORS PERCEPTION TOWARDS ONLINE STOCK TRADING IN THANJAVUR TOWN
44	S.MOHAMED MUSRAF	1802CM1084	A STUDY OF CUSTOMER SATISFACTION OF MOBILE WALLET SERVICE PROVIDED BY PAYTM IN THANJAVUR CITY
45	N.D.THIRUNAVUKARAS U	1802CM1059	“A STUDY ON IMPACT OF TEAM WORK ON ORGANIZATIONAL PRODUCTIVITY WITH SPECIAL REFERANCEAT TVS TRAINING AND SERVICE PVT LTD. TRICHY”.
46	JANVIERE TWAMBAZIMANA	1802CM1163	A STUDY ON AGRICULTURAL INSURANCE IN INDIA PROBLEMS AND PROSPECTS
47	IRADUKUNDA JEAN PAUL	1802CM1162	A STUDY ON STATE BANK CUSTOMER EXPERIENCE IN KIOSK MECHINES OPREATIONS FOR OR PASSBOOK ENTRY EXPERIENCE
48	M.FASULUL AFRATH	1802CM1066	A STUDY ON JOHNSON & JOHNSON HEALTH CARE FOR CUSTOMER SATISFACTION
49	B.MOHAMED SHAZWAN	1802CM1046	A STUDY ON CUSTOMER SATISFACTION OF YAMAHA TWO WHEELER IN THANJAVUR CITY
50	A.SIVASANKARI	1802CM1093	A CREATIVITY IN ADVERTISING

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S.No	Name Of The Student	Reg Number	Research Projects
1	R. NISHANTH	1802AP1027	THE BRAND PREFERENCE OF MOBILE PHONE
2	J.VENKATRAMANA N	1802AP1021	INDIAN BANKING INDUSTRY
3	S.STALIN	1802AP1005	"A STUDY ON IMPACT OF E-COMMERCE AMONG YOUNGSTERS IN SPECIAL REFERANCE TO THANJAVUR"
4	I.JUSTIN SAMRAJ	1802AP1007	A STUDY ON DESIGN AND IMPLEMENTATION OF WIRLESS NETWORK
5	M.KALAISELVAN	1802AP1018	SMALL BUSINESS AND ENTREPRENEURSHIP A MICROFINANCE PROJECT
6	H.DEEN MOHAMED	1802AP1022	IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR
7	M. MOHAMED MALIK	1802AP1038	IMPACT OF ATM
8	ABDUL QADER.M	1802AP1015	A STUDY ON CONSUMER'S SATISFACTION TOWARDS KTM BIKER IN THANJAVUR
9	S.STALIN	1802AP1005	"A STUDY ON IMPACT OF E-COMMERCE AMONG YOUNGSTERS IN SPECIAL REFERANCE TO THANJAVUR"
10	M.JENITHA	1802AP1018	A STUDY ON BEHAVIOUR OF CUSTOMERS TOWARDS MEASURING THE EFFIECTIVENESS OF ONLINE SHOPPING
11	V. SHANTHI	1802AP1032	A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS RELATIONSHIP MARKETING
12	K.KANIMOZHI	1802AP1035	A STUDY THE CUSTOMER PERCEPTION TOWARDS INTERNET BANKING IN THANJAVUR CITY, THANJAVUR.
13	V.YAZHILNI	1802AP1009	DESIGN AND ANALYSIS OF THE CONNECTING ROD USING DIFFERENT MATERIALS IN ANSYS SOFTWARE
14	S. BHUVANESHWARI	1802AP1008	A STUDY ON BUYING BEHAVIOUR OF CONSUMER TOWARDS SOURCES OF FUNDS
15	K.SAKTHI	1802AP1030	A STUDY OF INDIAN OIL AND GAS SECTOR
16	D. SNEHA	1802AP1032	A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS FINANCIAL ACCOUNTING
17	S.SOUNDHARYA	1802AP1028	A STUDY ON BUYING BEHAVIOUR OF CONSUMER TOWARDS STUDY OF STOCK EXCHANGE

18	P.INDUMATHI	1802AP1011	AN ANALYSIS ON INVESTORS PERCEPTION TOWARDS INVESTING IN LIFE INSURANCE SCHEMES
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S.No	Name Of The Student	Reg Number	Research Projects
1	M.YUVARANI	1901CM2001	A STUDY ON PERCEPTION OF CONSUMESSS OF PATANAJALI PRODUCTS WITH SPECIAL REFERENCE TO THANJAVUR
2	M.VANITHAMANI	1901CM2002	A STUDY ON LOANS AND ADVANCES AT STATE BANK OF INDIA THANJAVUR TOWN
3	A.VIGNESH	1903CM2001	A STUDY ON EFFIEVENESS ADVERTISING ON CONSUMER BEHAVIOUR
4	.V.TAMILZHSELVA N	1903CM2002	A STUDY ON EMPLOYEES PERSONALITY IN NATURAL CAPSULES LIMITED PUDUCHERRY
5	J.MADHAN	1903CM2004	A STUDY ON INDUSTRIAL SAFETY MANAGEMENT IN SHASUN PHARMACEUTICALS PVT.LTD, PUDUCHERRY
6	S.KARAN	1903CM2007	A STUDY ON DIGITAL MARKETING STRATEGIES AND BUSINESS DEVELOPMENT OF MI CORPORATION
7	P.MEENATCHI SUNDARA NATCHIYAR	1903CM2006	A STUDY ON CUSTOMER SATISFACTION TOWARDS LAVA (MOBILES)
8	V.NEELA MARY .V	1903CM2005	A STUDY ON EMPLOYEE RETENTION STRATEGY ON ACCSYS CONSULTING
9	M.GAYATHRI	1903CM2003	STUDY ON CONSUMER BEHAVIOUR TOWARDS TITAN WATCH WITH REFERENCE TO NEYVELI
10	M.RAJESHKUMAR	1903CM2008	A STUDY ON PROBLEMS AND CHALLENGES FACED BY URBAN WORKING WOMEN IN PONDICHERRY.

**2020-2021  
RESEARCH PROJECTS  
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B.COM CA  
INTERNSHIP**

S.No	Name Of The Student	Reg Number	INTERNSHIP
1	P.INDHUMATHI	1802AP1011	CONCERN IN ACCOUNTS DEPARTMENT

12.07.2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. P. Indhumathi, 3<sup>rd</sup> year B.Com (CA), (1802AP1011) PRIST University, had successfully undergone her Internship work with our Concern in Accounts Department from 21.03.2021 to 23.04.2021.

We wish all success in her future endeavor.

For DSR Madhanam Inn,

  
HR Manager



  
General Manager