

**A STUDY ON ADVERTISING AND PUBLIC RELATIONS IN  
TRICHY**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

THE DEGREE

**MASTER OF COMMERCE**

**SUBMITTED BY**

**DHIVYA.A**

**P 16112103**

Under the Guidance of

**C.GOPALRAJU, M.COM.,M.B.A., M.PHIL.,(Ph.D)**



**DEPARTMENT OF COMMERCE**

**ANNAI COLLEGE OF ARTS & SCIENCE**

**KOVILACHERI – KUMBAKONAM – 612 503**

**APRIL-2018**

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**A STUDY ON RATIO ANALYSIS OF TATA MOTORS IN  
MUMBAI**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

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**MASTER OF COMMERCE**

**SUBMITTED BY**

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**A STUDY ON FINANCIAL PERFORMANCE OF DHANALAKSHMI  
BANK LIMITED-KUMBAKONAM**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE

**MASTER OF COMMERCE**

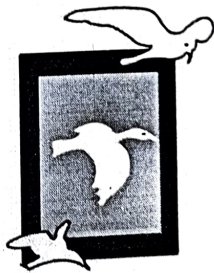
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This is to certify that the project entitled, "A STUDY ON FINANCIAL PERFORMANCE OF DHANALAKSHMI BANK LIMITED-KUMBAKONAM" is a record of project work done, RAJALAKSHMI.P[Reg. No.P 16112111] Submitted in partial Fulfillment of the requirement for the award of MASTER OF COMMERCE of the BHARATHIDASAN UNIVERSITY.

Place : Kumbakonam

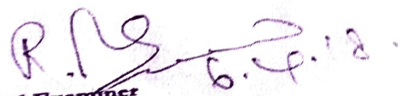
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**A STUDY ON EMPLOYEES ABSEENTISM WITH SPECIAL  
REFERENCE TO AI EXPORTER PVT LTD CHENNAI**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

THE DEGREE

**MASTER OF COMMERCE**

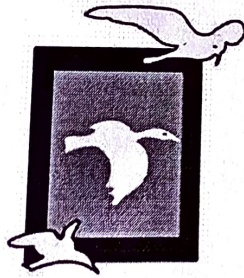
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**DEPARTMENT OF COMMERCE**

**ANNAI COLLEGE OF ARTS & SCIENCE**

**KOVILACHERI - KUMBAKONAM - 612 503**

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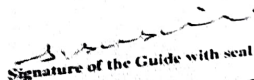
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This is to certify that the project entitled, "A STUDY ON EMPLOYEES ABSEENTISM WITH SPECIAL REFERENCE TO A1 EXPORTER PVT LTD CHENNAI" is a record of project work done, SINDHUJA.S [Reg. No.P 16112114] Submitted in partial Fulfillment of the requirement for the award of MASTER OF COMMERCE of the BHARATHIDASAN UNIVERSITY.

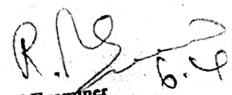
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**A STUDY ON CUSTOMER EXPERIENCE MANAGEMENT OF  
PERSONAL LOAN IN CITY FINANCIAL IN THANJAVUR  
DISTRICT**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

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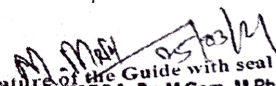
This is to certify that the project entitled, "A STUDY ON CUSTOMER EXPERIENCE MANAGEMENT OF PERSONAL LOAN IN CITY FINANCIAL IN THANJAVUR DISTRICT" is a record of project work done, THENMOZHIC [Reg. No. P 16112115] Submitted in partial Fulfillment of the requirement for the award of MASTER OF COMMERCE of the BHARATHIDASAN UNIVERSITY.

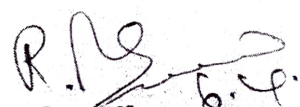
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**A STUDY ON CONSUMER BEHAVIOUR TOWARDS SAMSUNG  
IN THANJAVUR**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
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**MASTER OF COMMERCE**

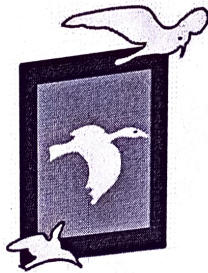
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Place : Kumbakonam

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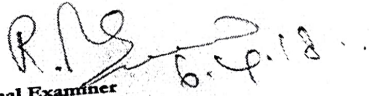
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KUMBAKONAM - 612 001

**A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOL FAB  
ENGINEERING INDUSTRY PVT LTD TRICHY**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE

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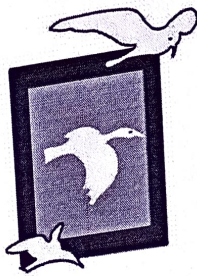
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**KOVILACHERI – KUMBAKONAM – 612 503**

**APRIL-2018**



**A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOL FAB  
ENGINEERING INDUSTRY PVT LTD TRICHY**

**PROJECT REPORT**

Submitted to the

**BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI**

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF

THE DEGREE

**MASTER OF COMMERCE**

**SUBMITTED BY**

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**DEPARTMENT OF COMMERCE**

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