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

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CERTIFICATE

This is to certify that the project entitled, "A STUDY ON ADVERTISING AND PUBLIC RELATIONS IN TRICHY" is a record of project work done, DHIVYA.A[Reg. No.P 16112103] Submitted in partial Fulfillment of the requirement for the award of MASTER OF COMMERCE of the BHARATHIDASAN UNIVERSITY.

Place: Kumbakonam

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Dr.R.REVATHI, M.Com, M.Phil, Ph.D., Assistant Professor PG & RESEARCH DEPARTMENT OF COMMERCE GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KOMBAKONAM - 812 001

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

THE DEGREE

MASTER OF COMMERCE

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SHINI, Com.R.F.M.M.Phil., (Ph.U.) stant Professor & Hoad, artment of Commerce, College of Arts & Science, lachert, Kumbakona...

-PROF.V.B.PRABAKARAN

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A STUDY ON FINANCIAL PERFOMANCE 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

SUBMITTED BY

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P 16112111

Under the Guidance of

PROF. SAKTHIVEL.,M.COM.,M.PHIL.,



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This is to certify that the project entitled, "A STUDY ON FINANCIAL PERFOMANCE 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.

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Signature of the Guide with seal J.SUBASHINI, M.Com. M.F.M., M.Phil (Ph. C). SUBADITINI, MCOM_MEM_MEML(Phi Assistant Profession & Head, Department of Commerce, Annal College of Arts & Science, Rovilacheri, Kumbakonach

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A STUDY ON EMPLOYEES ABSEENTISM WITH SPECIAL **REFERENCE TO A1 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

SUBMITTED BY

SINDHUJA.S

P 16112114

Under the Guidance of

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-PROF.J.SUBASHINI

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Dr.R.REVATHI,M.Com.,M.Phil.Ph.D., LI.I. I. V.A. I TI, M. COM, M. PAL, Ph.D., Assistant Professor PG & RESEARCH DEPARTMENT OF COMMERCE IVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KOMBAKONAM - 612 001 GOVER

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

THE DEGREE

MASTER OF COMMERCE

SUBMITTED BY

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Under the Guidance 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, THENMOZHI.C [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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gnature of the Guide with seal

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with seal Guide M.Com. M.Phil. Sign

Assistant Professor Department of Conumerco, Annai Collogs of Arts & Science, Kovilacheri, Kumbakonam

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External Examiner Dr.R.REVATHI,M.Com,M.Phil.,Ph.D., Assistant Professor PG & RESEARCH DEPARTMENT OF COMMERCE GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KOMBAKONAM - 612 001

A STUDY ON CONSUMER BEHAVIOUR TOWARDS SAMSUNG

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

VIJAYAPRAKASH.M

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Under the Guidance of

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This is to certify that the project entitled, "A STUDY ON CONSUMER BEHAVIOUR TOWARDS SAMSUNG IN THANJAVUR" is a record of project work done, VIJAYAPRAKASH.M [Reg. No. P 16112116] Submitted in partial Fulfillment of the requirement for the award of MASTER OF COMMERCE of the BHARATHIDASAN

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-DR.S.SIVAGAMY

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Signature of the Guide with seal LSUBASHINI, MCom, MEM, MPhil. (Ph.U). UBASHINI, KCom, MEM, MEM, (PI Assistant Professor & Head, Department of Conmerce, mail College of Arts & Science, Kovilacheri, Kumbakona.n

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Extern Dr.R.REVATHI,M.Com M.Phil.Ph.D. DI.R. REVALTI, M. COTL, M.LTHL, PTLD., Assistant Professor PG & RESEARCH DEPARTMENT OF COMMERCE VERNMENT COLLECE FOR WOMEN (AUTONOMOUS) KOMBAKIDNAM - 612 001 COVES

A STUDY ON EMPLOYEE JOB SATISFACTION IN TOOL FAB

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

VIJAIVARMAN.K

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Under the Guidance of

PROF. T.TAMILMARAN.,M.B.A.,



DEPARTMENT OF COMMERCE ANNAI COLLEGE OF ARTS & SCIENCE KOVILACHERI – KUMBAKONAM – 612 503

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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PROF.T.TAMILMARAN PROF.T.TAMILMARAN professor in commerce, professor in com

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