

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE,**  
**Tiruchendur Road, Kayalpatnam - 628 204.**

**MAJOR PROJECT DETAILS - 2022-2023**

**III BBA**

REGISTER NO.	NAME	TOPIC	GUIDE NAME
20202241201202	ANANDHAPARVATHI.P	A STUDY ON JOB SATISFACTION OF SCHOOL TEACHERS WITH SPECIAL REFERENCES TO KAYALPATNAM	Miss. V.P. Anusuya
20202241201203	AYSHA FAZILA		
20202241201204	BISMI AFIN.N		
20202241201205	FARHETH JUMMANA.H		
20202241201206	FINOL.J		
20202241201207	GNANA KARTHIKA.P	A STUDY ON THE IMPACT OF ENTREPRENEURIAL INTEREST AND SKILLS AMONG ED CELL STUDENTS AT WAVOO WAJEEHA WOMEN'S COLLEGE KAYALPATNAM	Mrs. S.A. Rahmath Ameena Begum
20202241201208	HAJ NOORIYA ROFINA.S		
20202241201209	HAWWA JESSIMA.M.A.S		
20202241201211	INDHUMATHI.B		
20202241201212	INDHUMATHI.M		
20202241201213	IRFANA.A	A STUDY ON FACTORS INFLUENCING INVESTORS ON WEALTH MANAGEMENT AT TIRUCHENDUR TALUK	Mrs. S. Karthika
20202241201214	JEMIMA.J		
20202241201215	JESEEMA		
20202241201216	JEYANTHI .M		
20202241201217	JOSE QUEEN RISHVANA		
20202241201218	KADER THASNEEM M.L.S	A STUDY ON FACTORS THAT INFLUENCE WORK - FAMILY CONFLICT OF WOMEN NURSES WORKING IN TIRUCHENDUR TALUK	Mrs. A.Aysha Muzammila
20202241201220	KATHIJATHUL RAZIYA M.S		
20202241201221	KAYATHRI. N		
20202241201222	KEERTHANA DURGA .V		
20202241201224	MOUFIKA .N		
20202241201225	MUTHULAKSHMI .K	AN EMPIRICAL STUDY ON CONSUMER PREFERENCE AND USAGE OF ADOPTING MOBILE APPS	Mrs. S.A. Rahmath Ameena Begum
20202241201226	MUTHULAKSHMI.P		
20202241201228	NAGASORNA.K		
20202241201229	NAJEEBA NUZAIHA A.A		
20202241201230	NANTHINI .B		

20202241201232	PETCHI ARASI .M	A STUDY ON IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN HEALTHCARE SECTORS IN TIRUCHENDUR TALUK	Mrs. A.Aysha Muzammila
20202241201233	PRIYA .T		
20202241201234	REESHMA BEGAM .S		
20202241201235	RISHIKA .U		
20202241201236	ROSHAN NIGHARA FATHIMA J.A	A STUDY ON CUSTOMER ATTITUDE TOWARDS BABY PRODUCTS OF JOHNSON AND JOHNSON AND HIMALAYA PRODUCT IN THOOTHUKUDI	Miss. K. Saranya
20202241201237	SAKTHI PRIYA. T		
20202241201238	SARANYA. E		
20202241201239	SHALINI. M		
20202241201240	SHRI THARSHINI .S	A STUDY ON INVESTORS INVOLVEMENT IN LIFE INSURANCE AT TIRUCHENDUR TALUK	Mrs. S. Karthika
20202241201241	SNOWQUEEN.K		
20202241201242	SOWMIYA .S		
20202241201243	SRI KOTTAI RANJA		
20202241201244	STELLA.A	A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANICFOOD PRODUCTS WITH SPECIAL REFERENCES TO TIRUCHENDUR	Miss. V.P. Anusuya
20202241201245	SUBAIDA MAFROOHA M.R		
20202241201246	SUBARNA.A		
20202241201247	SUBASHINI.S		
20202241201248	SUBBULAKSHMI.M	A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED WATCHES IN KAYALPATNAM	Miss. K. Saranya
20202241201249	SUDHA.M		
20202241201250	SUGUNESHWARI.P		
20202241201251	SUMAIRA MEHNAZ.S		
20202241201253	VEERA MUTHU.A		
20202241201254	VELAMMAL ALIAS KARTHIKA S		
20202241201255	VINITHA.S		
20202241201256	ZAINAB JADHEERA M.A		
20192241201263	ZUBAIDHA RIKASHA A.A.		

ADVISOR  
2022/05/23

HOD  
2022/05/23

PRINCIPAL  
2022/05/23  
PRINCIPAL  
WAVEEMA WOMEN'S COLLEGE  
OF ARTS AND SCIENCE  
Tiruchendur Road, Koyilur  
Thoothukudi Dist. 626 009.

**A STUDY ON JOB SATISFACTION OF SCHOOL TEACHERS WITH  
SPECIAL REFERENCE TO KAYALPATNAM.**

Major project report submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

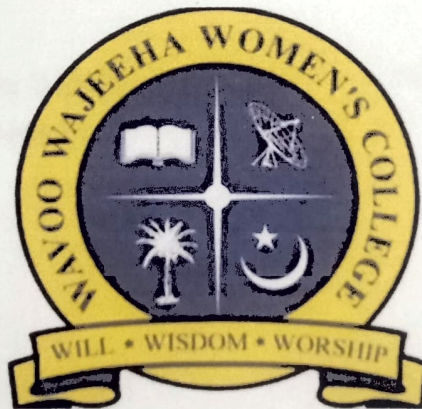
**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO.</b>
1	ANANDHA PARVATHI. P	20202241201202
2	AYSHA FAZILA. A	20202241201203
3	BISMI AFRIN. N	20202241201204
4	FARHETH JUMMANA. H	20202241201205
5	FINOL. J	20202241201206

**UNDER THE GUIDANCE OF**

**Miss. V. P. ANUSUYA B.E., MBA.,**

**ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM -628204**

**MAY – 2023**

Miss. V. P. ANUSUYA B.E., MBA.,

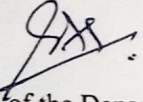
Assistant Professor, Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam - 628204

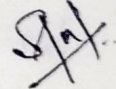
### CERTIFICATE

This is to certify that the project entitled "A STUDY ON JOB SATISFACTION OF SCHOOL TEACHERS WITH SPECIAL REFERENCE TO KAYALPATNAM" is done by **P. Anandha Parvathi, A. Aysha Fazila, N. Bismi Afrin, H. Farheth Jummana, J. Finol**, has been prepared during the month (February 2023 – May 2023) under my guidance and that is their original work to the best of my knowledge.



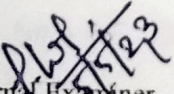
Head of the Department

**Mrs. S.A. Rahmath Ameena Begum**  
MBA., M. Phil., MBA (HR)

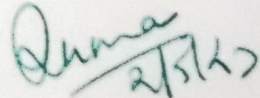


Faculty Guide

**Miss. V. P. Anusuya B.E., MBA.,**



External Examiner



Principal

**Dr. Mrs. V. Rama M. Sc., M. Phil., Ph.D.**

Place: Kayalpatnam

Date: 05 - 05 - 2023

## DECLARATION

We hereby, declare that the project report entitled "A STUDY ON JOB SATISFACTION OF SCHOOL TEACHERS WITH SPECIAL REFERENCE TO KAYALPATNAM" submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of Miss. V. P. Anusuya B.E., MBA., Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February 2023 – May 2023) is done by our team members and it is our original work.

1. P. Anandha Parvathi
2. A. Aysha Fazila
3. N. Bismillah
4. H. Farheth Jamma
5. J. Finol

(Signature of candidates)

Place: Kayalpatnam

Date: 05-05-2023

**A STUDY ON THE IMPACT OF ENTREPRENEURIAL INTEREST &  
SKILLS AMONG ED CELL STUDENTS AT WAVOO WAJEEHA  
WOMEN'S COLLEGE, KAYALPATNAM**

Major project report submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO.</b>
1	GNANA KARTHIKA. G	20202241201207
2	HAJ NOORIYA ROFINA. S	20202241201208
3	HAWWA JESSIMA. M. A. S	20202241201209
4	INDHUMATHI. B	20202241201211
5	INDUMATHI. M	20202241201212

**UNDER THE GUIDANCE OF**

Mrs. S.A. RAHMATH AMEENA BEGUM MBA, M. PHI, MBA (HR)  
ASSISTANT PROFESSOR & HEAD OF THE DEPARTMENT



**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM -628204**

**MAY – 2023**

**Mrs. S.A. RAHMATH AMEENA BEGUM** MBA, M. PHI, MBA (HR)

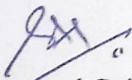
Assistant Professor & Head of the department, Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam - 628204.

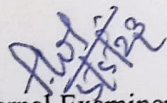
### **CERTIFICATE**

This is to certify that the project entitled "A STUDY ON THE IMPACT OF ENTREPRENEURIAL INTEREST & SKILLS AMONG ED CELL STUDENTS AT WAVOO WAJEEHA WOMEN'S COLLEGE, KAYALPATNAM" is done by Gnana Karthika. G, Haj Nooriya Rofina. S, Hawwa Jessima. M.A.S, Indhumathi. B, Indumathi. M has been prepared during the month (February – May 2023) under my guidance and that is their original work to the best of my knowledge.

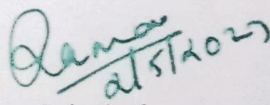


Head of the Department and Guide

**Mrs. S.A. Rahmath Ameena Begum** MBA., M. Phil., MBA (HR)



External Examiner



Principal

**Dr. Mrs. V. Rama** M. Sc., M. Phil., Ph.D

Place: Kayalpatnam

Date: 05/05/2023

## DECLARATION

We hereby, declare that the project report entitled “A STUDY ON THE IMPACT OF ENTREPRENEURIAL INTEREST & SKILLS AMONG ED CELL STUDENTS AT WAVOO WAJEEHA WOMEN’S COLLEGE, KAYALPATNAM” submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of **Mrs. S.A. Rahmath Ameena Begum** MBA., M. Phil., MBA (HR) Head and Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women’s College of Arts & Science, Kayalpatnam, during the month (February – May 2023) is done by our team members and it is our original work.

1. P. Gnanaraj Karthika
2. S. Haj Nooriya Rofia
3. M.A.S. Hawwa Jessima
4. B. Indhumathi
5. M. Indumathi

(Signature of candidates)

Place: Kayalpatnam

Date: 05/05/2023

**A STUDY ON FACTORS INFLUENCING INVESTORS ON WEALTH  
MANAGEMENT AT TIRUCHENDUR TALUK**

Major Project submitted to Manonmaniam Sundaranar University, Tirunelveli

**BACHELOR OF BUSINESS ADMINISTRATION**

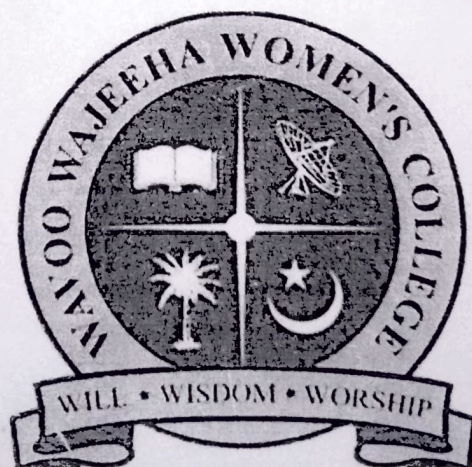
SUBMITTED BY

S.NO	NAME	REGISTER NO.
1	A.IRFANA	20202241201213
2	J.JEMIMA	20202241201214
3	M.A.C.JESEEMA	20202241201215
4	M.JEYANTHI	20202241201216
5	M.JOSE QUEEN RISHVANA	20202241201217

UNDER THE GUIDANCE OF

**Mrs. S. KARTHIKA** MBA., SET., DBPO.

ASSISTANT PROFESSOR



DEPARTMENT OF BUSINESS ADMINISTRATION

WAVOO WAJEEHA WOMEN'S COLLEGE

OF ARTS AND SCIENCE

KAYALPATNAM - 628204

MAY 2023

**Mrs. S. KARTHIKA** MBA., SET., DBPO.

Assistant Professor,

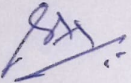
Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

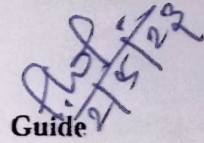
Kayalpatnam - 628204.

### **CERTIFICATE**

This is to certify that the major project entitled "A STUDY ON FACTORS INFLUENCING INVESTORS ON WEALTH MANAGEMENT AT TIRUCHENDUR TALUK" by A.Irfana, J.Jemima, M.A.C.Jeseema, M.Jeyanthi, M.Jose queen rishvana, has been prepared during the month (February 2023 – May 2023) under my guidance and that is their original work to the best of my knowledge.



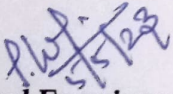
**Head of the Department**



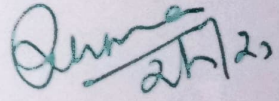
**Guide**

**Mrs. Rahmath Ameena Begum** MBA., M. Phil., MBA (HR)

**Mrs. S. KARTHIKA** MBA., SET., DBPO.



**External Examiner**



**Principal**

**Dr. V. Rama**

Place: Kayalpatnam

Date: 5/5/2023

## DECLARATION

We hereby, declare that the major project report entitled “**A STUDY ON FACTORS INFLUENCING INVESTORS ON WEALTH MANAGEMENT AT TIRUCHENDUR TALUK**” has been submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of **Mrs. S.KARTHIKA** MBA., SET., DBPO. Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February 2023 – May 2023) is done by our team members and it is our original work.

1. A. Infana
2. J. Jemima
3. M.A.C. Jeseema
4. M. Jeyanthi
5. M. Jose Queen Rishwana

(Signature of candidates)

Place: Kayalpatnam

Date: 5/5/2023

**A STUDY ON FACTORS THAT INFLUECE WORK-FAMILY  
CONFLICT OF WOMEN NURSES WORKING IN TIRUCHENDUR  
TALUK**

Major project report submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO.</b>
1	KADER THASNEEM.M.L. S	20202241201218
2	KATHEEJATHUL RAZIYA.M. S	20202241201220
3	KAYATHRI.N	20202241201221
4	KEERTHANA DURGA.V	20202241201222
5	MOUFIKA.N	20202241201224

**UNDER THE GUIDANCE OF**

**Mrs. A. AYSHA MUZAMMILA B.E., MBA., SET., PGDHRM.,**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM -628204**

**MAY – 2023**

**Mrs. A. AYSHA MUZAMMILA B.E., MBA., SET., PGDHRM.,**

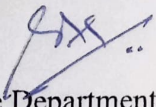
Assistant Professor, Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam - 628204.

### **CERTIFICATE**

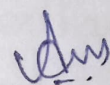
This is to certify that the Major project entitled “**A STUDY ON FACTORS THAT INFLUECE WORK- FAMILY CONFLICT OF WOMEN NURSES IN TIRUCHENDUR TALUK**” is done by **Kader Thasneem. M.L.S, Katheejathul Raziya. M.S, Kayathri. N, Keerthana Durga. V, Moufika. N** has been prepared during the month (February 2022 – May 2023) under my guidance and that is their original work to the best of my knowledge.



Head of the Department

**Mrs. S.A. Rahmath Ameena Begum**

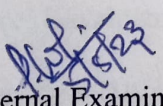
**MBA., M. Phil., MBA (HR)**



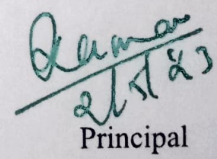
Faculty Guide

**Mrs. A. Aysha Muzammila**

**B.E., MBA., SET., PGDHRM**



External Examiner



Principal

**Dr. Mrs. v. Rama M. SC., M. Phil., Ph. D**

Place: Kayalpatnam

Date: 05/05/2023

## DECLARATION

We hereby, declare that the project report entitled "A STUDY ON FACTORS THAT INFLUENCE WORK- FAMILY CONFLICT OF WOMEN NURSES IN TIRUCHENDUR TALUK" submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of Mrs.A.Aysha Muzammila B.E., MBA., SET., PGDHRM., Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February 2022 – May 2023) is done by our team members and it is our original work.

1. M.L.S. Jader Thasneem
2. M.S. Kathirajathul Rajiya
3. N. Kayathri
4. V. Keerthana Durga .
5. N. Moufika

(Signature of candidates)

Place: Kayalpatnam

Date: 05/05/2023

**AN EMPRICAL STUDY OF CONSUMER PREFERENCE AND USAGE  
OF ADOPTING MOBILE APPS**

Major Project submitted to Monomania Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

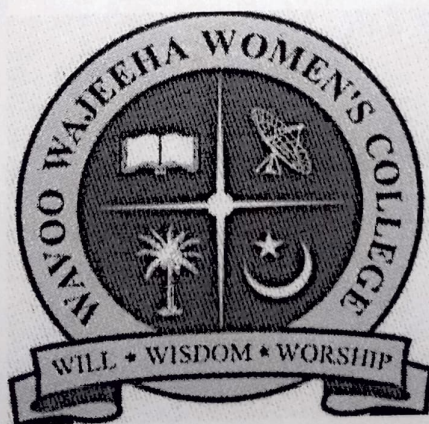
**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO.</b>
1	MUTHU LAKSHMI. K	20202241201225
2	MUTHU LAKSHMI. P	20202241201226
3	NAGASORNA. K	20202241201228
4	NAJEEBA NUZAIHA. A.A	20202241201229
5	NANTHINI. B	20202241201230

**UNDER THE GUIDANCE OF**

**Mrs. S. A. RAHMATH AMEENA BEGUM** MBA, M.PHIL, MBA(HR)

**HEAD AND ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**  
**KAYALPATNAM -628204**

**MAY- 2023**

**Mrs. S. A. RAHMATH AMEENA BEGUM** MBA, M.PHI, MBA(HR)

Head and Assistant Professor,

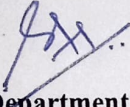
Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam-628204.

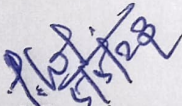
### **CERTIFICATE**

This is to certify that the major project entitled "AN EMPRICAL STUDY OF CONSUMER PREFERENCE AND USAGE OF ADOPTING MOBILE APPS" is done by Muthu Lakshmi.K, Muthu Lakshmi.P, Nagasorna.K, Najeeba Nuzaiha.A.A, Nanthini.B, has been prepared during the month( February – May 2023) under my guidance and that is their original work to the best of my knowledge.

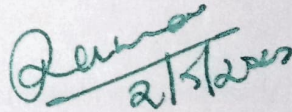


Head of the Department and Guide

**Mrs. S.A. Rahmath Ameena Begum** MBA., M.Phil., MBA (HR)



External Examiner



Principal

**Dr. Mrs. V.Rama** M.Sc., M. Phil.,

Place: Kayalpatnam

Date: 05/05/2023

## DECLARATION

We hereby, declare that the major project report entitled "AN EMPRICAL STUDY OF CONSUMER PREFERENCE AND USAGE OF ADOPTING MOBILE APPS" has been submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfilment of Bachelor of Business Administration which is carried out under the guidance of Mrs. Rahmath Ameena Begum MBA., M. Phil., MBA (HR), Head and Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February– May 2023) is done by our team members and it is our original work.

1. K. Mathu Lakshmi
2. P. Muthulakshmi
3. K. Naga Sona
4. A.A. Najeeba Nuzaiha
5. B. Ganithini

(Signature of candidates)

Place: Kayalpatnam

Date: 05/05/2023

**A STUDY ON IMPLEMENTATION OF TOTAL QUALITY  
MANAGEMENT IN HEALTH CARE SECTOR IN TIRUCHENDUR  
TALUK**

Major Project submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

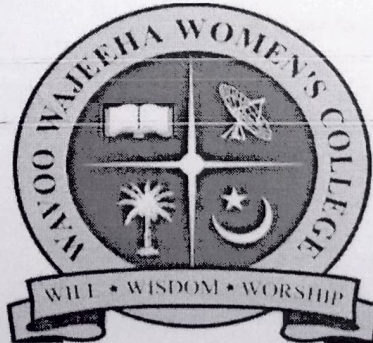
**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO</b>
1.	PETCHI ARASI .M	20202241201232
2.	PRIYA .T	20202241201233
3.	REESHMA BEGAM .S	20202241201234
4.	RISHIKA .U	20202241201235
5.	ROSHAN NIGHARA FATHIMA .J.A	20202241201236

**UNDER THE GUIDANCE OF**

**MRS. A. AYSHA MUZAMMILA BE., MBA, SET., PGDHRM.,**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM -628204**

**MAY - 2023**

**Mrs .A. Aysha Muzammila, BE., MBA., SET., PGDHRM.,**

Assistant Professor,

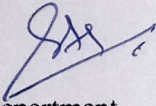
Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam-628204.

### **CERTIFICATE**

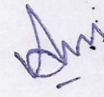
This is to certify that the major project entitled "**A STUDY ON IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN HEALTH CARE SECTOR IN TIRUCHENDUR TALUK**" is done by Petchi Arasi .M, Priya .T, Reeshma Begam .S, Rishika .U, Roshan Nighara Fathima .J.A. has been prepared during the month (February – May 2023) under my guidance and that is their original work to the best of my knowledge.



Head of the department

**Mrs. S. A. Rahmath Ameena Begum**

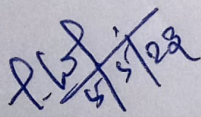
MBA., M.Phil., MBA (HR).,



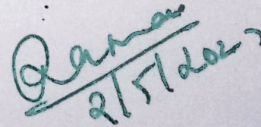
Guide

**Mrs. A. Aysha Muzammila, BE., MBA., SET.,**

PGDHRM.,



External Examiner



Principal

**Dr. Mrs. V. Rama M.Sc., M. Phil., Ph.D**

Place: Kayalpatnam

Date: 05/05/2023

## DECLARATION

We hereby, declare that the major project report entitled "A STUDY ON IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN HEALTH CARE SECTOR IN TIRUCHENDUR TALUK" has been submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfilment of Bachelor of Business Administration which is carried out under the guidance of Mrs. A. Aysha Muzammila, BE., MBA., SET., PGDHRM Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February – May 2023) is done by our team members and it is our original work.

1. M. Petchi Arasi
2. T. Priya
3. S. Reeshma Begam.
4. U. Rushika..
5. J. A. Roshan Nighara Fathima.

(Signature of candidates)

Place: Kayalpatnam

Date: 05/05/2023

**A STUDY ON CUSTOMER ATTITUDE TOWARDS BABY PRODUCT OF  
JOHNSON & JOHNSON AND HIMALAYA PRODUCT IN  
THOOTHUKUDI**

Major project report submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

**SUBMITTED BY**

<b>S.NO</b>	<b>NAME</b>	<b>REGISTER NO.</b>
1	SAKTHI PRIYA .T	20202241201237
2	SARANYA.E	20202241201238
3	SHALINLM	20202241201239
4	SHRI THARSHINLS	20202241201240
5	SNOWQUEEN.K	20202241201241

**UNDER THE GUIDANCE OF**

**Miss. K.SARANYA M.B.A, M.PHIL**

**ASSISTANT PROFESSOR,**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM -628204**

**MAY – 2023**

**Miss. K. SARANYA MBA. M.Phil.,**


Assistant Professor, Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

Kayalpatnam-628204.

## CERTIFICATE

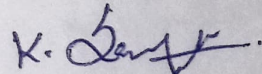
This is to certify that the project entitled "A STUDY ON CUSTOMER ATTITUDE TOWARDS BABY PRODUCT OF JOHNSON & JOHNSON AND HIMALAYA PRODUCT IN THOOTHUKUDI" is done by T.SAKTHI PRIYA, E. SARANYA, M.SHALINI, S. SHRI THARSHINI, K. SNOWQUEEN has been prepared during the month (February 2023 – May2023) under my guidance and that is their original work to the best of my knowledge.



Head of the Department

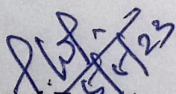
**Mrs. S.A. Rahmath Ameena Begum**

MBA., M.Phil., MBA (HR)

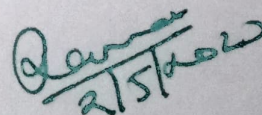


Faculty Guide

**Miss. K.SARANYA MBA., M. Phil.,**



External Examiner



Principal

**Dr. Mrs. V. Rama M.Sc., M. Phil., Ph.D**

Place: Kayalpatnam

Date: 05.05.2023

## DECLARATION

We hereby, declare that the project report entitled "A STUDY ON CUSTOMER ATTITUDE TOWARDS BABY PRODUCT OF JOHNSON & JOHNSON AND HIMALAYA PRODUCT IN THOOTHUKUDI " submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of Miss. K. SARANYA MBA., M.Phil., Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February 2023 – May 2023) is done by our team members and it is our original work.

1. T. Sakthi Priya
2. E. Saranya
3. M. Shalini
4. S. Shanthi
5. K. Snowqueen

(Signature of candidates)

Place: Kayalpatnam

Date: 05.05.2023

**A STUDY ON INVESTORS INVOLVEMENT IN LIFE INSURANCE AT  
TIRUCHENDUR TALUK**

Major Project submitted to Manonmaniam Sundaranar University, Tirunelveli

**BACHELOR OF BUSINESS ADMINISTRATION**

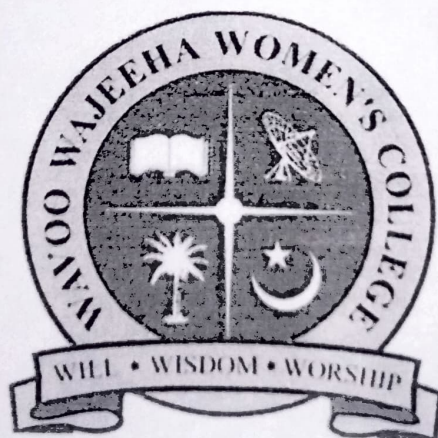
SUBMITTED BY

S.NO	NAME	REGISTER NO.
1	S.SOWMIYA	20202241201242
2	A.SRIKOTTAI RANI	20202241201243
3	A.STELLA	20202241201244
4	M.R SUBAIDA MAFROOHA	20202241201245
5	A. SUBARNA	20202241201246

UNDER THE GUIDANCE OF

**Mrs. S. KARTHIKA MBA., SET., DBPO.**

ASSISTANT PROFESSOR



DEPARTMENT OF BUSINESS ADMINISTRATION

WAVOO WAJEEHA WOMEN'S COLLEGE

OF ARTS AND SCIENCE

KAYALPATNAM - 628204

MAY 2023

**Mrs. S. KARTHIKA MBA., SET., DBPO.**

Assistant Professor,

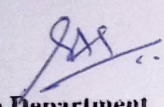
Department of Business Administration,

Wavoo Wajeeha Women's College of Arts and Science,

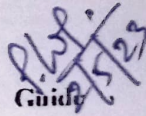
Kayalpatnam - 628204.

### **CERTIFICATE**

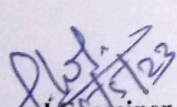
This is to certify that the major project entitled "A STUDY ON INVESTORS INVOLVEMENT IN LIFE INSURANCE AT TIRUCHENDUR TALUK" by S.Sowmiya, A.Sri Kottai Rani, A.Stella, M.R.Subaida Mafoooha, A.Subarna, has been prepared during the month (February 2023 – May 2023) under my guidance and that is their original work to the best of my knowledge.

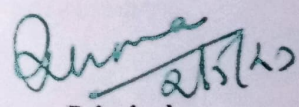
  
Head of the Department

Mrs. Rahmath Ameena Begum MBA., M. Phil., MBA (HR)

  
Guide

Mrs. S. KARTHIKA MBA., SET., DBPO.

  
External Examiner

  
Principal

Dr. V. Rama

Place: Kayalpatnam

Date: 05/05/2023

## DECLARATION

We hereby, declare that the major project report entitled “A STUDY ON INVESTORS INVOLVEMENT IN LIFE INSURANCE AT TIRUCHENDUR TALUK” has been submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of Bachelor of Business Administration which is carried out under the guidance of Mrs. S.KARTHIKA MBA., SET., DBPO. Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women’s College of Arts & Science, Kayalpatnam, during the month (February 2023 – May 2023) is done by our team members and it is our original work.

1. A. Gowmiya
2. A. Sri Kottai Rani
3. A. Stella .
4. M.R. Subaida Mapooha .
5. A. Subagya

(Signature of candidates)

Place: Kayalpatnam

Date: 05/05/2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC FOOD  
PRODUCTS WITH SPECIAL REFERENCE TO TIRUCHENDUR**

Major Project submitted to Manonmaniam Sundaranar University

**BACHELOR OF BUSINESS ADMINISTRATION**

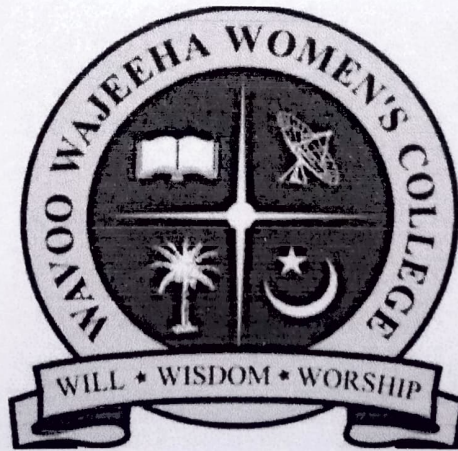
SUBMITTED BY

S.NO	NAME	REGISTER NO.
1.	S.SUBASHINI	20202241201247
2.	M.SUBBULAKSHMI	20202241201248
3.	M.SUDHA	20202241201249
4.	P.SUGUNESHWARI	20202241201250
5.	S.SUMAIRA MEHNAZ	20202241201251

UNDER THE GUIDANCE OF

**Miss. V.P.ANUSUYA** B.E., MBA.,

ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE**

**KAYALPATNAM - 628204**

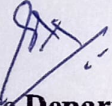
**MAY 2023**

**Miss. V.P.ANUSUYA B.E., MBA.,**

Assistant Professor, Department of Business Administration,  
Wavoo Wajeeha Women's College of Arts and Science,  
Kayalpatnam - 628204.

### **CERTIFICATE**

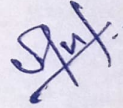
This is to certify that the major project entitled "**A STUDY ON CUSTOMER SATISFCATION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO TIRUCHENDUR**" by S.Subashini, M.Subbulakshmi, M.Sudha, P.Suguneshwari, S.Sumaira Mehnaz has been prepared during the month (February – May 2023) under my guidance and that is their original work to the best of my knowledge.



**Head of the Department**

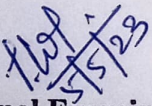
**Mrs. Rahmath Ameena Begum.S.A**

MBA., M. Phil., MBA(HR)

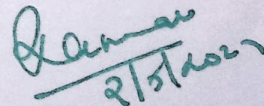


**Guide**

**Miss.V.P. Anusuya B.E., MBA.,**



**External Examiner**



**Principal**

**Dr. Mrs. V. Rama M. Sc., M. Phil., Ph.D**

Place: Kayalpatnam

Date: 5/5/23

## DECLARATION

We hereby declare that the project report entitled "A STUDY ON CUSTOMER SATISFCATION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO TIRUCHENDUR" submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfilment of Bachelor of Business Administration which is carried out under the guidance of Miss. V.P. Anusuya B.E., MBA., Assistant Professor, Department of Business Administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam during the month (February – May 2023) is done by our team members and it is our original work.

1. S. Subashini
2. M. Subbulakshmi
3. M. Sudha
4. P. Suguneshwari
- 5.
6. S. Sumaita Mehraz

(Signature of candidates)

Place: Kayalpatnam

Date: 5/5/23

# **A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED WATCHES IN KAYALPATNAM**

Major project report submitted to Manonmaniam Sundaranar University

## **BACHELOR OF BUSINESS ADMINISTRATION**

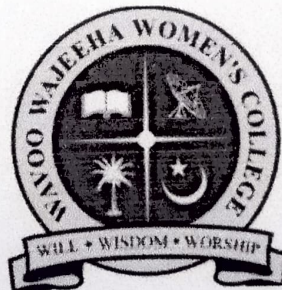
SUBMITTED BY

<b>S.NO</b>	<b>NAME</b>	<b>REGISTERNO</b>
1	VEERA MUTHU.A	20202241201253
2	VELAMMAL @KARTHIKA.S	20202241201254
3	VINITHA.S	20202241201255
4	ZAINAB JADHEERA.M.A	20202241201256
5	ZUBAIDHA RIKASHA.A.A	20192241201263

UNDER THE GUIDANCE OF

Miss. K. SARANYA MBA., M.PHIL

ASSISTANT PROFESSOR



DEPARTMENT OF BUSINESS ADMINISTRATION

WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE

KAYALPATNAM-628204

MAY-2023

**Miss. K.SARANYA MBA., M.Phil.,**

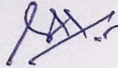
Assistant Professor, Department Of Business Administration,

Wavoo Wajeeha Women's College of Arts And Science,

Kayalpatnam - 628204.

### **CERTIFICATE**

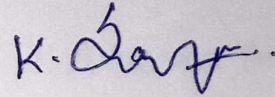
This is to certify that the project entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED WATCHES IN KAYALPATNAM" is done by A.Veeramuthu, S.velammal@karthika,S.Vinitha, M.A. zainabJadheera, A.A Zubaidharikasha, has been prepared during the month (February 2023 - May 2023) under my guidance and that is their original work to the best of my knowledge.



Head of the department

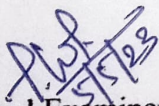
**MRS. S.A. RahmathAmeena Begum**

**MBA.,M. PHIL., MBA(HR)**

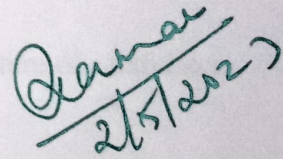


Faculty Guide

**Miss. k. SaranyaMBA., M. Phil**



External Examiner



Principal

**Dr. Mrs. V. Rama M.sc., M. Phil., Ph.D**

Place: Kayalpatnam

Date: 5/5/2023.

## DECLARATION

We hereby, declare that the project report entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED WATCHES IN KAYALPATNAM" submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of bachelor of business administration which is carried out under the guidance of Miss. K. Saranya MBA., M. Phil., assistant professor, department of business administration, Wavoo Wajeeha Women's College of Arts & Science, Kayalpatnam, during the month (February 2023 – May 2023) is done by our team members and it is our original work.

1. A. Veera Muthu
2. S. Velammal @ Karthika
3. S. Vinita.
4. M.A. Zainab Jadhav
5. A. Zubaidha Rikasha

(Signature of candidates)

Place: Kayalpatnam

Date: 5/5/2023