### "A STUDY OF MARKETING STRATEGY OF MERRIBOY ICE CREAM co"

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### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by
AISWARYA SUDHEER
Register No. – 180021085109
Under the Guidance of
Prof. TIJI THOMAS





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# "A STUDY ON WORKERS' PARTICIPATION IN MANAGEMENT AT APPLE INC."

# Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

AKASH C MOHANAN

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Administration.

Prof. DEEPTHI SERENE JOSE

Project Guide

Prof .DEEPTHI SERENE JOSE

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AL-AMEEN COLLEGE

EDATHALA, ALUVA - 683 561

Submitted for the Viva Voce examination held on 14/07/2021

Signature of External Examiner

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### "A STUDY ON BRAND PREFERENCE IN COSMETIC INDUSTRY WITH REFERENCE TO LOREAL PARIS CO."

#### Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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Submitted for the Viva Voce examination held on  $\frac{1407}{09/04/2021}$ 

Signature of External Examiner

### "A STUDY BASED ON MARKETING STRATERGY IN FOOTWARE INDUSTRY AT BATA CO."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted
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Submitted for the Viva Voce examination held on 09/04/2021 /4-07.202)

Signature of External Examiner

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### "A STUDY ON IMPACT OF BRANDING ATTITUDE AT EASTERN CONDIMENTS PVT LTD"

## Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

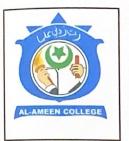
Submitted by
AKSHAYA BABU

Register No. – 180021085113

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Submitted for the Viva Voce examination held on

14/07/2021

Signature of External Examiner

### "A STUDY ON CUSTOMER RELATIONSHIP IN RELIANCE INDUSTRIES"

Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

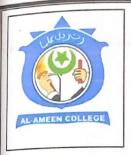
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Submitted for the Viva Voce examination held on

14/07/2021

Signature of External Examiner

Prof. TIJI THOMAS

1. .....

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### "AN ORGANIZATIONAL STUDY ON BRAND LOYALTY AT LOREAL PARIS CO."

### Submitted to the MAHATMA GANDHI UNIVERSITY

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#### "A STUDY OF JOB SATISFACTION AT GROVE LIMITED COMPANY, KALAMASSERY"

#### Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

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EDATHALA, ALUVA - 683 561

Submitted for the Viva Voce examination held on

14/07/2021

Prof. KAVYA P V

Signature øf External Examiner

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#### "COMPARITIVE STUDY ON THE INVESTMENT PREFERENCE AMONG MALE AND FEMALE EMPLOYIES WITH SPECIAL REFERENCE TO TCC ELOOR"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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### "A STUDY ON WORKING CAPITAL MANAGEMENT OF HERO MOTOCORP"

# Submitted to the MAHATMA GANDHI UNIVERSITY

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| Prof. KAVYA P.V                                  |  |
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### "AN ORGANISATIONAL STUDY ON CONSUMER BEHAVIOUR AT HINDALCO LTD"

Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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| submitted to Manatma Gandhi C                    | Iniversity, Kottayam as partial fulfillment o                                    |
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| Prof. TIJI THOMAS                                |  |
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| Submitted for the Viva Voce examinate            | tion held on   |
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### "AN ORGANIZATIONAL STUDY ON CUSTOMER LOYALTY AT PEPSICO CO."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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| Prof. ASHINA ZAKIR                              |  |
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### "A STUDY ON STRATEGIC MANAGEMENT OF MILMA"

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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#### "A STUDY ON MARKET ANALYSIS OF AMUL INDIA"

### Submitted to the MAHATMA GANDHI UNIVERSITY

n partial fulfillment of the requirements for the award of the degree of

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## "AN ORGANIZATIONAL STUDY ON QUALITY WORK LIFE AT HCL TECHNOLOGIES."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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| Prof. ASHINA ZAKIR                               |
| Project Guide                                    |
| Prof ,DEEPTHI SERENE JOSE Head of the Department |

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#### "A STUDY OF FACTORS INFLUENCING KIPSTA FOOTBALL AND ACCESSORIES DECATHALON PVT.LTD."

Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

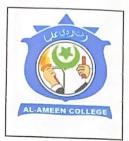
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2018-2021



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Head of the Department

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AL-AMEEN COLLEGE

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### "A STUDY ON SALES PROMOTION ACTIVITIES IMPLIMENTED IN BIG BAZAR."

Submitted to the

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In partial fulfillment of the requirements for the award of the degree of

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| Prof. ASHINA ZAKEER      |  |
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Prof.DEEPTHI SERENE JOSE
Head of the Department

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### "AN ORGANIZATIONAL STUDY ON EMPLOYEE ENGAGEMENT MANAGEMENT AT APOLLO TYRES."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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Prof.DEEPTHI SERENE JOSE Head of the Department

Prof. DEEPTHI SERENE JOSE

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### "A STUDY ON RETAILERS PERCEPTION TOWARDS SUMSUNG COMPANY."

#### Submitted to the

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#### **BONAFIDE CERTIFICATE**

This is to certify that this study titled "A STUDY ON RETAILERS PERCEPTION TOWARDS SAMSUNG COMPANY". is the bonafide work of Mrs.FATHIMA SHABANU N.B who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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Submitted for the Viva Voce examination held on 14.07.2021

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### "A STUDY OF CUSTOMER AWARENESS ABOUT ICICI LOMBARD LTD."

Submitted to the

#### MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by
HABEEB UL ISLAM
Register No. –180021085129

Under the Guidance of Prof. ASHINA Z.



DEPARTMENT OF BUSINESS ADMINISTRATION AL-AMEEN COLLEGE, EDATHALA NAAC ACCREDITED INSTITUTION

2018-2021



DEPT. OF BACHELOR OF BUSINESS
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This is to certify that this study titled "A STUDY OF CUSTOMER AWARENESS ABOUT ICICI LOMBARD LTD." is the bonafide work of Mr. HABEEB UL ISLAM who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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Prof. ASHINA Z

# "A STUDY OF INTERPERSONAL RELATIONSHIP AND EMPLOYEE BEHAVIOUR AT TRAVANCORE COCHIN CHEMICALS, UDYOGAMANDAL, ELOOR"

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### BACHELOR OF BUSINESS ADMINISTRATION

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This is to certify that this study titled "INTERPERSONAL RELATIONSHIP AND EMPLOYEE BEHAVIOUR AT TRAVANCORE CHEMCIAL CO." is the bonafide work of Mrs. MARY BRINTA SABU who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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Submitted for the Viva Voce examination held on

14-1-07/2021

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### "A STUDY ON IMPACT OF ADVERTISING ON CUSTOMERS WITH REFERENCE TO TATA MOTORS LIMITED."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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## "AN ORGANISATIONAL STUDY ON MARKET POTENTIAL ANALYSIS AT ITC LTD"

Submitted to the
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In partial fulfillment of the requirements for the award of the degree of

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| Head of the Department                     | AL-AMEEN COLLEGE<br>EDATHALA, ALUVA - 683 561 |

### "AN ORGANIZATIONAL STUDY ON STRATEGIC PROCESS IN DELL CO."

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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| the award of degree of Bachelor of Bu            | usiness Administration.   |
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### "AN ORGANISATIONAL STUDY ON TOTAL QUALITY MANAGEMENT AT ROLEX"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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This is to certify that this study titled "AN ORGANISATIONAL STUDY ON TOTAL OUALITY MANAGEMENT AT POLEY" is the honefide work

| QUALITY MANAGEMENT AT ROLEX IS                  |   |
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| HAMDHAN M.J who carried out the stu             | dy under my supervision. This report is |
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| Signature of External Examiner                  |   |
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# "AN ORGANIZATIONAL STUDY BASED ON THE EFFECTIVENESS OF SERVICES PROVIDED TO CUSTOMERS OF HDFC BANK LTD."

## Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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### "A STUDY ON PURCHASING BEHAVIOUR OF MATERIALS IN PUMA SPORTS PVT LTD"

#### Submitted to the

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Submitted for the Viva Voce examination held on

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### "A STUDY ON COMPETITIVE ADVANTAGE OF NESTLE INDIA LTD"

Submitted to the

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In partial fulfillment of the requirements for the award of the degree of

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This is to certify that this study titled "A STUDY ON COMPETITIVE ADVANTAGE OF NESTLE INDIA LTD" is the bonafide work of Mr. MUHAMMED ALTHAF C.A who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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14/07/ 2021

Signature of External Examiner

### A STUDY ON BUILDING A GLOBAL BRANDING IN WIPRO LIMITED

Submitted to the

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#### "A STUDY ON BRAND EQUITY OF BMW"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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This is to certify that this study titled "A STUDY ON BRAND EQUITY OF BMW" is the bonafide work of Mr. MUHAMMED MUHSIN K I who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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Submitted for the Viva Voce examination held on

| 14/07/2021              |         |
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### "A STUDY ON SOCIAL MEDIA STRATEGIES FOR ONLINE SHOPPING CART IN SAMSUNG"

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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### "A STUDY BASED ON MARKETING IN AUTOMOBILE AT TOYOTA CO."

### Submitted to the MAHATMA GANDHI UNIVERSITY

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This is to certify that this study titled "A STUDY BASED ON MARKETING IN AUTOMOBILE – TOYOTA" is the bonafide work of Mr. MUHAMMED RISVAN E N who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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### A STUDY ON COMPETITIVE ANALYSIS IN AUTOMOBILE INDUSTRY AT MARUTI SUZUKI LTD

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

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### "AN ORGANIZATIONAL STUDY BASED ON BRAND PERCEPTION AT MARUTI SUZUKI."

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#### "A STUDY OF ADVERTISING STRATEGIES AT NESTLE"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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This is to certify that this study titled "A STUDY OF ADVERTISING STRATEGIES AT NESTLE" is the bonafide work of Mrs. NAJIYA P U who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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### "A STUDY BASED ON MARKETING STRATERGIES OF COSMETICS PRODUCTS AT GARNIER CO."

#### Submitted to the

#### MAHATMA GANDHI UNIVERSITY

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14/07/2021-

#### "A STUDY ON CUSTOMER ENGAGEMENT ON MICROSOFT"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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This is to certify that this study titled "A STUDY ON CUSTOMER

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### "A STUDY ON SALES PROMOTION ACTIVITIES OF BAJAJ CO"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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### "A STUDY ON E-MARKETING STRATEGY OF WILDCRAFT"

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### "A STUDY ON INFLUENCE OF ADIVERTISEMENT ON CUSTOMERS ON TOYOTA"

### Submitted to the MAHATMA GANDHI UNIVERSITY

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#### **BONAFIDE CERTIFICATE**

This is to certify that this study titled "INFLUENCE OF ADVERTISEMENT ON CUSTOMERS AT TOYOTA" is the bonafide work of Ms. SAHLA MN who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

Prof. DEEPTHI SERENE JOSE

Project Guide

Prof.DEEPTHI SERENE JOSE Head of the Department

DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE
EDATHALA, ALUVA - 683 561

Submitted for the Viva Voce examination held on

14/07/2021 Signature of External Examiner

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### A STUDY ON FINANCIAL PERFORMANCE AT PepsiCo

# Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by
SAUTHA.M.R

Register No. 180021085153

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



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### A STUDY OF FINANCIAL STATEMENTS ANALYSIS OF PHILIPS DUTCH MULTINATIONAL CORPORATION

### Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

#### **BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by SHAHANA MOL O.S Register No. – 180021085154

> Under the Guidance of Prof. KAVYA P.V





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This is to certify that this study titled "A STUDY ON FINANCIAL STATEMENTS ANALYSIS OF PHILIPS DUTCH MULTINATIONAL CORPORATION." is the bonafide work of Mrs KAVYA P.V who carried out the study under my supervision. This report is submitted to Mahatma Gandhi University, Kottayam as partial fulfillment of requirement for the award of degree of Bachelor of Business Administration.

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Submitted for the Viva Voce examination held on

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Head of the Department

# "AN ORGANISATIONAL STUDY ON CUSTOMER SATISFACTION AT AMAZON ONLINE SHOPPING."

# Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

### BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
SHAHIDHA V A
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# "AN ORGANISATIONAL STUDY ON PRICING STRATEGY AT TATA CO."

# Submitted to the MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of the degree of

### BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
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