

**“A STUDY OF MARKETING STRATEGY OF MERRIBOY ICE  
CREAM 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*

**AISWARYA SUDHEER**

**Register No. – 180021085109**

**Under the Guidance of**

**Prof. TIJI THOMAS**



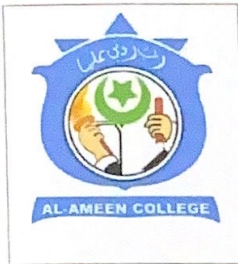
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE


DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A MARKETING STRATEGY OF MERRIBOY ICE CREAM" is the bonafide work of Ms. AISWARYA SUDHEER 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. TIJI THOMAS

Project Guide

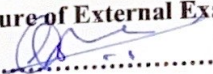
  
-----  
Prof. DEEPTHI SERENE JOSE  
Head of the Department

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

1.  .....
2. ....



**“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**

**Register No. –180021085110**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**



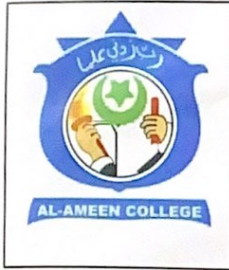
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS  
ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “A STUDY ON WORKERS’

PARTICIPATION IN MANAGEMENT AT APPLE INC.” is the bonafide work  
of Mr. AKASH C MOHANAN 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

1.  .....

2. ....



**“ 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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**AKHIL ANILKUMAR**

**Register No. –180021085111**

**Under the Guidance of**

**Prof. ASHINA ZAKEER**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON BRAND PREFERENCE IN COSMETIC INDUSTRY WITH REFERENCE TO LOREAL PARIS CO." is the bonafide work of Mr. AKHIL ANILKUMAR 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. ASHINA ZAKEER

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<sup>th</sup> 07<sup>th</sup> 2021  
09/04/2021

Signature of External Examiner

- 1.
2. ....



**“A STUDY BASED ON MARKETING STRATEGY IN  
FOOTWEAR 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*

**AKSHAY HARIDAS**

**Register No. –180021085112**

**Under the Guidance of**

Prof. ASHINA Z



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY BASED ON MARKETING STRATEGY IN FOOTWARE – BATA" is the bonafide work of Mr. AKSHAY HARIDAS 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. ASHINA Z

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

09/04/2021 14.07.2021

Signature of External Examiner

1. .....
2. ....



**“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**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**



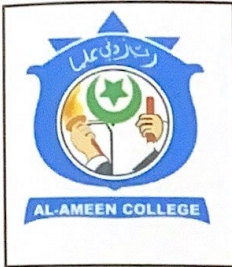
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**







## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "IMPACT OF BRANDING ATTITUDE AT EASTERN CONDIMENT PVT LTD" is the bonafide work of Ms. AKSHAYA BABU 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.

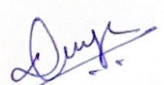
  
Prof. DEEPTHI SERENE JOSE  
Project Guide

  
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



**“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**

*Submitted by*

**ANAKHA C R**

**Register No. – 180021085114**

**Under the Guidance of**

**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**




**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN RELIANCE INDUSTRIES" is the bonafide work of Mrs. ANAKHA C R 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. **TIJI THOMAS**  
Project Guide


  
Prof. **DEEPTHI SERENE JOSE**  
Head of the Department

DEPARTMENT OF BUSINESS ADMINISTRATION  
AL-AMEEN COLLEGE  
EDATHALA, ALUVA - 683 661

Submitted for the Viva Voce examination held on

14/07/2021

Signature of External Examiner

1.  .....
2. ....



**“AN ORGANIZATIONAL STUDY ON BRAND LOYALTY AT  
LOREAL PARIS CO.”**

Submitted to the  
MAHATMA GANDHI UNIVERSITY  
*In partial fulfillment of the requirements for the award of the degree of*

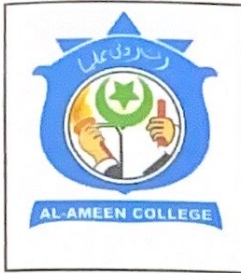
**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*  
ANEESHA MH  
**Register No. –180021085115**

**Under the Guidance of**  
Prof. KAVYA PV



**DEPARTMENT OF BUSINESS ADMINISTRATION  
AL-AMEEN COLLEGE, EDATHALA  
NAAC ACCREDITED INSTITUTION  
2018-2021**



**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “ A STUDY ON BRAND LOYALTY TOWARDS LOREAL PARIS” is the bonafide work of Mrs.ANEESHA MH 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. KAVYA PV  
Project Guide

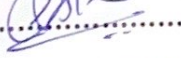
Prof. DEEPTHI SERENE JOSE  
Head of the Department

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

Submitted for the Viva Voce examination held on

09/04/2021 14.07.2021

Signature of External Examiner

1. 
2. ....



**"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**

*Submitted by*  
**ANITTA KRISHNAN**  
**Register No. -180021085116**  
**Under the Guidance of**  
Prof. KAVYA PV



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**



**AL-AMEEN COLLEGE**

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "JOB SATISFACTION AT GROVE LIMITED CO." is the bonafide work of Mrs. ANITTA KRISHNAN 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. KAVYA P V**

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

1. ....
2. ....



**“COMPARITIVE STUDY ON THE INVESTMENT  
PREFERENCE AMONG MALE AND FEMALE EMPLOYIES  
WITH SPECIAL REFERENCE TO TCC ELOOR”**

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*  
**ANJITHA PRABHAKARAN**  
**Register No. –180021085117**

**Under the Guidance of**  
Prof. TIJI THOMAS



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



**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled  
"Comparative study on Investment..." is the bonafide work  
of Ms. Arjitha.....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.

Project Guide

For Tiji Thomas

Prof. DEEPTHI SERENE JOSE

Head of the Department

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

Submitted for the Viva Voice examination held on

14/07/2021

Signature of External Examiner

1. ....

2. ....



**“A STUDY ON WORKING CAPITAL MANAGEMENT OF  
HERO MOTOCORP”**

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*

**AZAD.KS**

**Register No: - 180021085119**

**Under the Guidance of**

**Prof. KAVYA P.V**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON WORKING CAPITAL MANAGEMENT OF HERO MOTOCORP" is the bonafide work of Mr. AZAD K.S 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. KAVYA P.V

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

1. ....
2. ....



**"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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*  
**DEVIKA VINOD**  
**Register No. 180021085120**

*Under the Guidance of*  
**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

*This is to certify that this study titled “An Organisational Study on Consumer Behaviour at Hindalco Ltd” is the bonafide work of Ms. Devika Vinod 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. TIJI THOMAS

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

1. ....

2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*  
FARSANA JABBAR  
**Register No. –180021085121**

**Under the Guidance of**  
Prof. ASHINA ZAKIR



**DEPARTMENT OF BUSINESS ADMINISTRATION  
AL-AMEEN COLLEGE, EDATHALA  
NAAC ACCREDITED INSTITUTION  
2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON CUSTOMER LOYALTY AT PEPSICO CO." is the bonafide work of Mrs.FARSANA JABBAR 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. ASHINA ZAKIR

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

09 / 04 / 2021

Signature of External Examiner

1. ....
2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**FASIL K.K**

**Register No. –180021085122**

**Under the Guidance of**

**Prof. TIJI THOMAS**



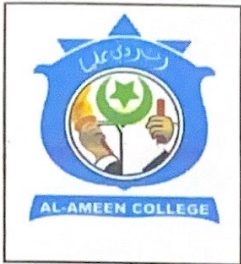
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**

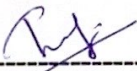





**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "STRATEGIC MANAGEMENT OF MILMA" is the bonafide work of Mr. Fasil k.k 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. TIJI THOMAS**  
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

\_\_\_ / \_\_\_ / 20\_\_

Signature of External Examiner

1. ....
2. ....



**“A STUDY ON MARKET ANALYSIS OF AMUL INDIA”**

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*

FATHIMA SAEEDA PA

**Register No. –180021085123**

**Under the Guidance of**

Prof. DEEPTHI SERENE JOSE



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**




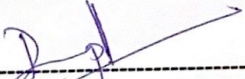
## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "MARKET ANALYSIS ON AMUL INDIA" is the bonafide work of Ms. FAHIMA SAEEDA PA 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

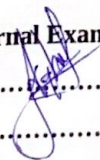
  
-----  
**Prof. DEEPTHI SERENE JOSE**  
Head of the Department

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

1. ....
  2. ....
- 



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

FATHIMA A S

**Register No. –180021085124**

**Under the Guidance of**

Prof. ASHINA ZAKIR

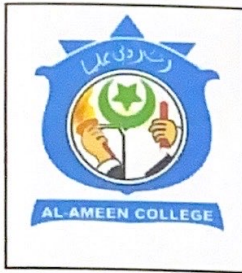


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “ A STUDY ON QUALITY WORK LIFE AT HCL TECHNOLOGIES” is the bonafide work of Mrs.FATHIMA A S 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. ASHINA ZAKIR  
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

09 / 04 / 2021

Signature of External Examiner

1. ....
  2. ....
-



**“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**

*Submitted by*

**FATHIMA KM**

**Register No. -180021085125**

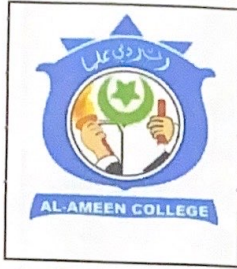
**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**



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

**2018-2021**



**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS  
ADMINISTRATION  
[Affiliated to Mahatma Gandhi University,  
Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "FACTORS INFLUENCING KIPSTA FOOTBALL AND ACCESSORIES" is the bonafide work of MS. FATHIMA K M. 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 JOSÉ

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

1.  .....
2. ....



**“A STUDY ON SALES PROMOTION ACTIVITIES  
IMPLIMENTED IN BIG BAZAR.”**

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*

*FATHIMA RAMEENA V.M*

**Register No. –180021085126**

**Under the Guidance of**

Prof. ASHINA ZAKEER



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON SALES PROMOTION ACTIVITIES IMPLIMENTED IN BIG BAZAR." is the bonafide work of Mrs.FATHIMA RAMEENA V.M 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. ASHINA ZAKEER  
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

1. .........
2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**FATHIMA SAFVANA M S**

**Register No. –180021085127**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

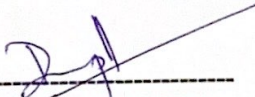
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “ A STUDY ON EMPLOYEE ENGAGEMENT MANAGEMENT AT APOLLO TYRES” is the bonafide work of Mrs.FATHIMA SAFVANA MS 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

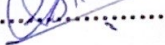
Head of the Department

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

Submitted for the Viva Voce examination held on 14.07.2021

09 / 04 / 2021

Signature of External Examiner

1. .... 
2. ....



**“A STUDY ON RETAILERS PERCEPTION TOWARDS  
SAMSUNG COMPANY.”**

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*

**FATHIMA SHABANU N.B**

**Register No. –180021085128**

**Under the Guidance of**

**Prof. ASHINA ZAKEER**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### 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.

Prof. ASHINA ZAKEER

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

1. ....
2. ....



**“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**

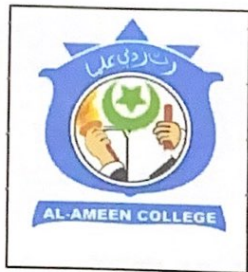
**Under the Guidance of**

**Prof. ASHINA Z.**



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

**2018-2021**



**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS  
ADMINISTRATION  
[Affiliated to Mahatma Gandhi University,  
Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

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.

Prof. ASHINA Z

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

1. ....
2. ....



**“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**

*Submitted by*  
**MARY BRINTA SABU**  
**Register No. -180021085130**  
**Under the Guidance of**  
Prof. ASHINA Z



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**



**AL-AMEEN COLLEGE**

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "INTERPERSONAL RELATIONSHIP AND EMPLOYEE BEHAVIOUR AT TRAVANCORE CHEMICAL 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.

ASHINA Z

Prof.

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

1. ....
2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**MOHAMMED AFLAH PK**

**Register No. –180021085131**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**

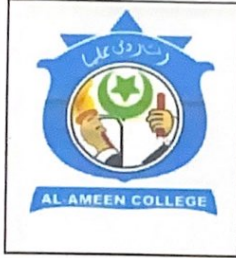


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON IMPACT OF ADVERTISING ON CUSTOMERS WITH REFERENCE TO TATA MOTORS LIMITED" is the bonafide work of Mr. MOHAMMED AFLAH PK 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

1. ....
2. ....



**“AN ORGANISATIONAL STUDY ON MARKET  
POTENTIAL ANALYSIS AT ITC 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*  
**MOHAMMED JUBAIR K.U**  
Register No. – 180021085132

*Under the Guidance of*  
**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS  
ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “AN ORGANISATIONAL STUDY ON MARKET POTENTIAL ANALYSIS AT ITC LTD” is the bonafide work of **Mr. MOHAMMED JUBAIR K.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.

Prof. TIJI THOMAS

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

1. ....

2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**MUHAMMED FAZAL KJ**

**Register No. – 180021085133**

**Under the Guidance of**

**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "AN ORGANIZATIONAL STUDY ON STRATEGIC PROCESS IN DELL" is the bonafide work of Mr. MUHAMMED FAZAL KJ 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. TIJI THOMAS

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

Signature of External Examiner

1. ....
2. ....



**“AN ORGANISATIONAL STUDY ON TOTAL QUALITY  
MANAGEMENT AT ROLEX”**

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*

**MUHAMMED HAMDHAN M.J**

**Register No. 180021085134**

Under the Guidance of

**Prof. TIJI THOMAS**

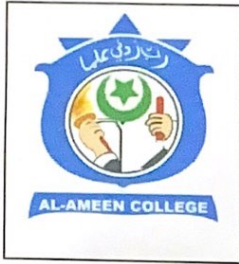


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "AN ORGANISATIONAL STUDY ON TOTAL QUALITY MANAGEMENT AT ROLEX" is the bonafide work of Mr. MUHAMMED HAMDHAN M.J 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. TIJI THOMAS

Project Guide

*For Tiji Thomas*  
*[Signature]*

-----  
Prof. DEEPTHI SERENE JOSE  
Head of the Department

*[Signature]*

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

Submitted for the Viva Voce examination held on

*14/07/2020*

Signature of External Examiner

1. .... *[Signature]* .....
2. ....



**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted*

**MUHAMMAD NISSAM AL**

**Register No. –180021085135**

**Under the Guidance of**

**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY BASED ON THE EFFECTIVENESS OF SERVICES PROVIDED TO CUSTOMERS OF HDFC BANK LTD" is the bonafide work of Mr. MUHAMMAD NISSAM AL 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. TIJI THOMAS

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

1. ....

2. ....



**“A STUDY ON PURCHASING BEHAVIOUR OF MATERIALS IN  
PUMA SPORTS 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*

**MUHAMMED AFTHAB M.A**

**Register No: - 180021085136**

**Under the Guidance of**

**Prof. KAVYA P.V**



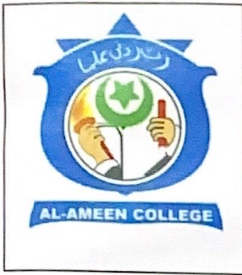
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON PURCHASING BEHAVIOUR OF MATERIALS IN PUMA SPORTS PVT LTD" is the bonafide work of Mr. MUHAMMED AFTHAB M.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.

Prof. KAVYA P.V

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

1. ....

2. ....



**“A STUDY ON COMPETITIVE ADVANTAGE OF NESTLE  
INDIA 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*

*MUHAMMED ALTHAF C.A*

**Register No. – 180021085137**

**Under the Guidance of**

**Prof. KAVYA P V**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





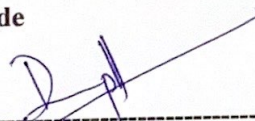
**AL-AMEEN COLLEGE**  
DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

**BONAFIDE CERTIFICATE**

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.

  
-----

**Prof. KAVYA P V**  
**Project Guide**

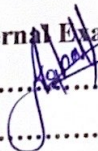
  
-----

**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

1. ....  
2. ....
- 



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

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*  
**MUHAMMED BILAL T.A**  
**Register No. – 180021085138**

**Under the Guidance of**  
**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**

**“A STUDY ON BRAND EQUITY OF BMW”**

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*

*MUHAMMED MUHSIN K I*

**Register No. –180021085139**

**Under the Guidance of**

Prof. ASHINA Z



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

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.

Prof. ASHINA Z

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

1. ....

2. ....

**“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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**MUHAMMED RAFNAJ E.K**

**Register No: - 180021085140**

**Under the Guidance of**

**Prof. ASHINA Z**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



**“A STUDY BASED ON MARKETING IN AUTOMOBILE AT  
TOYOTA 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*

**MUHAMMED RISVAN E N**

**Register No. –180021085141**

**Under the Guidance of**

**Prof. TIJI THOMAS**

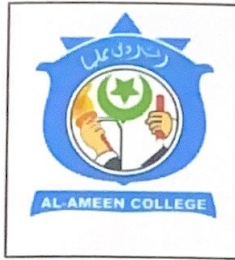


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

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.

Prof. TIJI THOMAS

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

09 / 04 / 2021

Signature of External Examiner

1. ....

2. ....



**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*

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted by*

**MUHAMMED SHAMMAS**

**Register No. -180021085142**

**Under the Guidance of**

**Prof. KAVYA P V**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**

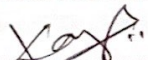


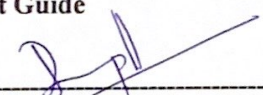
## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY ON COMPETITIVE ANALYSIS IN AUTOMOBILE INDUSTRY ON MARUTI SUZUKI LTD." is the bonafide work of Mr. MUHAMMED SHAMMAS 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. KAVYA P V

Project Guide  
  
-----

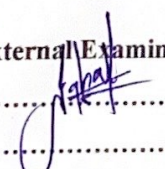
Prof. DEEPTHI SERENE JOSE  
Head of the Department

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

1. ....  

2. ....



**“AN ORGANIZATIONAL STUDY BASED ON BRAND  
PERCEPTION AT MARUTI SUZUKI.”**

Submitted to the

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

*Submitted*

**MUHASIN PK**

**Register No. –180021085143**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**

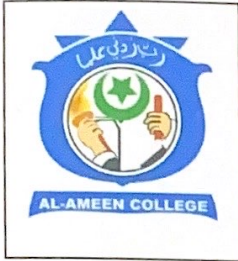


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**




## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY BASED ON BRAND PERCEPTION AT MARUTI SUZUKI" is the bonafide work of Mr. MUHASIN PK 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

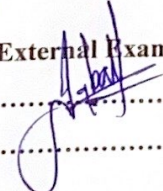
  
-----  
Prof. DEEPTHI SERENE JOSE  
Head of the Department

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

Submitted for the Viva Voice examination held on

14/07/2021

Signature of External Examiner

1. ....
2. ....



**“A STUDY OF ADVERTISING STRATEGIES AT NESTLE”**

Submitted to the

**MAHATMA GANDHI UNIVERSITY**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

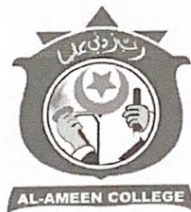
*Submitted by*

**NAJIYA P U**

**Register No. 180021085144**

**Under the Guidance of**

**Prof. KAVYA P V**

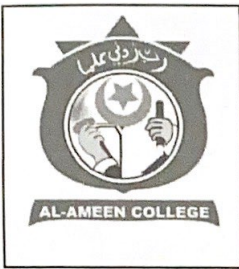


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

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.

Prof. KAVYA P V  
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

1. ....
  2. ....
-



**“A STUDY BASED ON MARKETING STRATERGIES OF  
COSMETICS PRODUCTS AT GARNIER 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*

**NASIF NAZAR**

**Register No. –180021085145**

**Under the Guidance of**

**Prof. KAVYA PV**

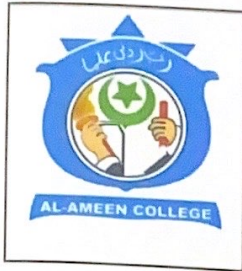


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "A STUDY BASED ON MARKETING STRATEGIES OF COSMETICS PRODUCTS – GARNIER" is the bonafide work of Mr. NASIF NAZAR 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. KAVYA PV

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

1. ....
2. ....



**“A STUDY ON CUSTOMER ENGAGEMENT ON MICROSOFT”**

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*

*RENAS K N*

**Register No: - 180021085147**

**Under the Guidance of**

**Prof. TIJI THOMAS**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “A STUDY ON CUSTOMER ENGAGEMENT ON MICROSOFT” is the bonafide work of Mr. RENAS K 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.

Prof. TIJI THOMAS

Project Guide

Prof. DEEPTHI SERENE JOSE

Head of the Department

DEPARTMENT OF BUSINESS ADMINISTRATION  
AL-AMEEN COLLEGE  
EDATHALA, ALUVA - 683 661

Submitted for the Viva Voce examination held on

14/07/2021

Signature of External Examiner

1. ....
  2. ....
-



**“A STUDY ON SALES PROMOTION ACTIVITIES OF BAJAJ 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*

**SABEEL P SHAHUL**

**Register No. –1800210850149**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**

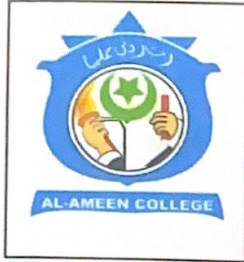


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "SALES PROMOTION ACTIVITIES OF BAJAJ CO." is the bonafide work of Mr. SABEEL P SHAHUL 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

17/06/2021

Signature of External Examiner

1. ....
2. ....



**“A STUDY ON E-MARKETING STRATEGY OF WILDCRAFT”**

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*

**SAHAL K UBAIDE**

**Register No: - 180021085151**

**Under the Guidance of**

**Prof. Ashina Zakeer**

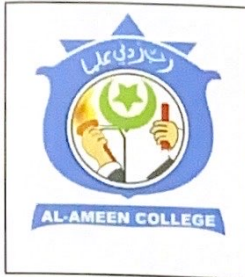


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "E-MARKETING STRATEGIES OF WILDCRAFT" is the bonafide work of Mr. Sahal K Ubaide 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. ASHINA ZAKEER

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

1. ....
  2. ....
-



**“A STUDY ON INFLUENCE OF ADVERTISEMENT ON  
CUSTOMERS ON TOYOTA”**

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*  
SAHLA MN

**Register No. –180021085152**

**Under the Guidance of**  
Prof. DEEPTHI SERENE JOSE



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### 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

1. .... 

2. ....



**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**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled A STUDY ON FINANCIAL PERFORMANCE AT PepsiCo is the bona-fide work of Ms. SAUTHA.M.R 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

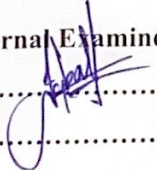
  
Prof. DEEPTHI SERENE JOSE  
Head of the Department

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

1. ....
2. ....



**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



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION  
[Affiliated to Mahatma Gandhi University, Kottayam]  
Edathala, Aluva- 6836221  
NAAC Accredited Institution

### BONAFIDE CERTIFICATE

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.

Prof. KAVYA P.V

Project Guide: KAVYA P.V

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

1. ....
2. ....



**“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**

**Register No. –180021085155**

**Under the Guidance of**

**Prof. DEEPTHI SERENE JOSE**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**AL-AMEEN COLLEGE, EDATHALA**

**NAAC ACCREDITED INSTITUTION**

**2018-2021**





## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled “ A STUDY ON CUSTOMER SATISFACTION AT AMAZON ONLINE SHOPPING” is the bonafide work of Mrs.SHAHIDHA V 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.

  
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

09 / 04 / 2021

Signature of External Examiner

1. ....
2. ....



**“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*  
**THANSIYA P A**  
**Register No. 180021085156**

**Under the Guidance of**

Prof.  
ASHINA Z.



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**AL-AMEEN COLLEGE, EDATHALA**  
**NAAC ACCREDITED INSTITUTION**  
**2018-2021**



## AL-AMEEN COLLEGE

DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION

[Affiliated to Mahatma Gandhi University, Kottayam]

Edathala, Aluva- 6836221

NAAC Accredited Institution

### BONAFIDE CERTIFICATE

This is to certify that this study titled "AN ORGANISATIONAL STUDY ON PRICING STRATEGY AT TATA CO." is the bonafide work of Mrs. THANSIYA P 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.

ASHINA Z

Prof.

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

1. ....
  2. ....
-