

**"A STUDY ON MARKET SEGMENTATION IN
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

V M NIHAD

190021082148

Under the Guidance of

Prof. IQBAL



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A STUDY ON
BUSINESS LEVEL AND CORPORATE LEVEL
STRATEGIES OF COCO-COLA"**

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
ADHIL P.A

Register No. -190021082149

Under the Guidance of
Prof. DEEPTHI SERENE JOSE.



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

2019-2022

**"A STUDY ON PROMOTIONAL STRATEGY WITH REFERENCE OF
AMUL "**

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

Ajinsha N N

Register No:190021082150

Under the Guidance of

Prof. Ashina Z.



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“CUSTOMER SATISFACTION ON TOYOTA
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
ALTHAF.K.A.
190021082151

Under the Guidance of
Prof. REYZA NAZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE, EDATHALA
NAAC ACCREDITED INSTITUTION
2019-2022

"A STUDY ON ENVIRONMENTAL MANAGEMENT IN PUMA SE"

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

ALTHAF P.N

Register No. -190020182152

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"THE STUDY ON BUSINESS STRATEGY AND COMPETITION
ANALYSIS ON HINDUSTAN UNILEVER 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

AMAL RAJ M R

Register No. -190021082153

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

A STUDY ON EFFECTIVENESS OF SALES PROMOTION OF HYUNDAI

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

AMITHA SANTHOSH

Register No. – 190021082154

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON MARKETING WITH REFERENCE TO
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

ANAND K A

Register No. –190021082155

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A study on effectiveness of recruitment and selection process in
Honda"**

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

ANANDU AYYAPPANKUTTY

Register No. -190021082156

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A study on Total Quality Management with reference to
ROLEX 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

ANFAS. M. A

Register No – 190021082157

Under the Guidance of

Prof. ASHINA. Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A study on How Brand Loyalty Effect The Brand Image
With reference to NIKE 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

ANSHEENA NISHAD

Register No – 190021082158

Under the Guidance of

Prof. REYZA NAZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A STUDY ON QUALITY WORK LIFE IN 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

ASHEEK M S

Register No. -190021082159

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A STUDY ON IMPACT OF HUMAN RESOURCE PLANNING IN
ORGANISATIONAL PERFORMANCE WITH REFERENCE TO
STARBUCKS PUBLIC 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
ATIF ABDULLA A.A
Register No. -190020182160

Under the Guidance of
Prof. DEEPTHY SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE, EDATHALA
NAAC ACCREDITED INSTITUTION
2019-2022

**"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
Aysha Sulaiman
Register No. – 190021082161

Under the Guidance of
Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE, EDATHALA
NAAC ACCREDITED INSTITUTION
2019-2022

**"A STUDY ON SOCIAL MEDIA MARKETING OF
ZOMATO"**

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

AZIFALI P.M

Register No. -190021082162

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A Study On Use of Materials And Supply Chain Management
of NIKE"**

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

B MUHAMMED HISHAM

Register No. -190021082163

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

A STUDY ON MARKETING STRATEGY WITH REFERENCE OF AMUL

Submitted to the

MAHATMA GANDHI UNIVERSITY

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

DIYA NASRIN P A

Register No. - 190021082164

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

"A study on customer satisfaction of insurance product in Honda"

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

ELDHOSE BOBBY

Register No. -190021082165

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

"A STUDY ON SERVICE QUALITY OF LG"

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
FAHAD ALI C.A
Register No. -190021082166

Under the Guidance of
Prof. DEEPTHI SERENE JOSE



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

2019-2022

STUDY ON THE IMPACT OF PERSONAL SELLING ON THE SALES VOLUME OF TATA MOTORS

**A STUDY ON THE IMPACT OF PERSONAL SELLING ON
THE SALES VOLUME OF TATA MOTORS**

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 NAZRIN N S

Register No. – 190021082167

Under the Guidance of

Prof. ASHINA. Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON CONSUMER PERCEPTION AND BUYING
BEHAVIOR 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
FIZA NIJAM

Register No. -190021082168

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A STUDY ON HERMES LUXURY BRAND AND
BUILDINGS"**

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

HAFEES A A

Register No. -190021082169

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON CONSUMER BEHAVIOUR IN 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
IJASMON IBRAHIM
Register No. –190021082170

Under the Guidance of
Prof. REYZA NEZRIN



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

2019-2022

"A STUDY ON SALES GROWTH OF MAHINDRA"

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

JUNAIDH K.H

Register No. -190021082171

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"AN STUDY ON EFFECTIVENESS OF TRAINING AND
DEVELOPMENT OF PEPSICO 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

K.S AMEERSHA

Register No – 190021082172

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

INFLUENCE OF ADVERTISEMENT ON CUSTOMERS AT TOYOTA

**“A STUDY ON INFLUENCE OF ADVERTISEMENT ON
CUSTOMERS AT 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
Kadeeja Sulaiman
Reg No. 190021082173

Under the Guidance of
Prof. ASHNA Z



**DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE, EDATHALA
NAAC ACCREDITED INSTITUTION
2019 - 2022**

**"A STUDY ON ANALYSIS OF CUSTOMER SATISFACTION TOWARDS
LAND LINE SERVICES PROVIDED BY BSNL"**

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

LAKSHMI V G.

190021082174

Under the Guidance of

Prof. IQBAL K.I.



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

“A STUDY ON MARKET SEGMENTATION IN AMUL”

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

LUBNA E A

190021082175

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

A STUDY ON ROLE OF HR DURING RECESSION AMONG EMPLOYEE MANAGEMENT AT
NETFLIX INC.

**" A STUDY ON ROLE OF HR DURING RECESSION AMONG
EMPLOYEE MANAGEMENT "**

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

MAHEEN M S

Register No. 190021082176

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON PERFORMANCE OF APPRAISAL OF
EMPLOYEES OF BMW 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 ABDUL FATHAH

Register No. –190021082177

Under the Guidance of

Prof. ASHINA .Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

A study on
" CONSUMER PURCHASING BEHAVIOUR IN WHIRLPOOL "

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 ANAS EA
Register No. -190021082178

Under the Guidance of
Prof. REYZA NEZRIN



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

2019-2022

**“A STUDY ON COMPREHENSIVE STRATEGIC EVALUATION
OF EXTERNAL FACTOR OF JOHNSON & JOHNSON”**

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 ASLAM PN

Register No. 190021082179

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON MARKET POTENTIAL ANALYSIS OF ITC
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 Aslam K S

Register No. –190021082180

Under the Guidance of

Prof. Ashina Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON EFFECTIVENESS OF ONLINE
ADVERTISEMENTS IN FLIPKART COMPANY**

Submitted to the
MAHATMA GANDHI UNIVERSITY

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
MUHAMMED MUBASHIR E.A
Register No - 190021082181

Under the Guidance of
Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION
AL-AMEEN COLLEGE, EDATHALA
NAAC ACCREDITED INSTITUTION
2019-2022

**“ A STUDY ON CONSUMER BEHAVIOUR WITH
REFERENCE TO BIGBAZAR”**

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 SALMAN K.N

Register No. 190021082182

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**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

MUHAMMED SAHEER P T

Register No. -190021082183

Under the Guidance of

Prof. IQBAL K I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON EFFECTS OF BRANDING ON CONSUMER
BUYING BEHAVIOR IN DECATHLON”**

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

NAVEEN K.S

Register No. –190021082184

Under the Guidance of

Ms. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON SALES GROWTH WITH REFERENCE TO
MAHINDRA AND MAHINDRA 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

NIDINA SOOFI

Register No. -190021082185

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON EMPLOYEES PERCEPTION ABOUT
ORGANISATIONAL HUMAN RESOURCE PRACTICES AND
CULTURE WITH REFERENCE OF RELIANCE INDUSTRIES
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

Nizareena Munas

Register No. -190021082186

Under the Guidance of

Prof. Ashina Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A study on Performance Appraisal with reference to
APOLLO TYRES 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

P.A.SANAMOL

Register No – 190021082187

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON SALES OF
PARLE"**

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

P ATHUL KRISHNA

Register No. -190021082188

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

"A STUDY ON MARKETING STRATEGY ON HYUNDAI MOTORS"

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

SABNAM K S

Register No. -190021082189

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON BRAND LOYALTY WITH REFERENCE TO
LOREAL PARIS”**

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

SAFEENA P Y

Register No. –190020182190

Under the Guidance of

Prof. ASHINA Z



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A Study on Consumer Perception and Future Potential
for TATA CARS”**

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

SALAHUDHEEN AYOوبي A.A.

Register No. -190021082191

Under the Guidance of

Prof. IQBAL K.I.



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"(A STUDY ON THE PRODUCT PLANNING PROCESS WITH
REFERENCE OF SONY)"**

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
Saranya NM
Register No. -190021082192

Under the Guidance of
Prof. IQBAL K.I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON MARKETING PLANNING AND STRATEGY
WITH REFERENCE TO 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

SONA T S

Register No. -190021082193

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON BUILDING A GLOBAL BRANDING WITH
REFERENCE TO 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

SURAYYA SALEEM

Register No. -190021082194

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**A STUDY ON OPERATING INCOME ANALYSIS OF DELL
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

THANSEER SAITHU

Register No – 190021082195

Under the Guidance of

Prof. DEEPTHI SERENE JOSE



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**“A STUDY ON IMPACT OF ADVERTISING ON
CUSTOMERS WITH REFERENCE TO TATA
MOTORS”**

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

THASSIM MOHAMMED
Register No. 190021082196

Under the Guidance of

Prof. IQBAL K.I



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019-2022

**"(A STUDY ON THE IMPORTANCE OF CONSUMERS
BUYING BEHAVIOR WITH REFERENCE OF 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

TREESA SANITHA AJ

Register No. -190021082197

Under the Guidance of

Prof. REYZA NEZRIN



DEPARTMENT OF BUSINESS ADMINISTRATION

AL-AMEEN COLLEGE, EDATHALA

NAAC ACCREDITED INSTITUTION

2019 - 2022

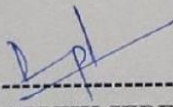


AL-AMEEN COLLEGE

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

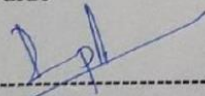
BONAFIDE CERTIFICATE

This is to certify that this study titled "A study on Performance appraisal with reference to Apollo tyres Pvt ltd." is the bonafide work of P .A Sanamol 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

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




Prof .DEEPTHI SERENE JOSE
Head of the Department

Submitted for the Viva Voce examination held on

12/5/2022

Signature of External Examiner

1. 
2.