### "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARD INSTANT FOOD PRODUCTS WITH REFERENCE TO KODAKARA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

BY

AKHILA MUKUNDAN

**REG NO: CRATMCM001** 

UNDER THE SUPERVISION OF

MS SREELAKSHMI.K

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE

CARMEL COLLEGE, MALA

THRISSUR KERALA

2020-2021

Supervisor

Ms SREELAKSHMI.K

Head of the department

Ms CELIN.K.A

This is to certify that the Project Report entitled "A Study on Consumer Buying Behavior toward Instant Food Products with Reference to Kodakara Gram Panchayat" is a bona-fide record of original work done independently by Ms Akhila Mukundan, under my supervision and guidance during the year 2021 in partial fulfilment of the requirement for the award of the degree of Post-Graduation in Master of commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

MS CELINE.K.A

Head of Post Graduate

Department of Commerce

Carmel College, Mala

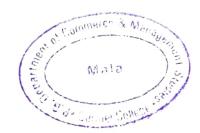
MS SREELAKSHMI.K

Department Vocational studies

Carmel College, Mala

Place: Mala

Date: 16/8/2021



### "A STUDY ON INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER BUYING BEHAVIORS WITH REFERENCE TO ANNAMANADA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

BY

ALEENA E D

CRATMCM002

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI K.

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA

THRISSUR, KERALA

2020-2021

Supervisor

Ms. SREELAKSHMI K.

Head of the Department

Ms. CELIN K.A.

This is to certify that this project report entitled "A STUDY ON INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON CONSUMER BUYENG BEHAVIORS WITH REFERENCE TO ANNAMANADA GRAM PANCHAYAT" is bona-fide work done independently by Ms. Aleena E. D. (Reg. No. CRAIMCM002), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the post graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

MS. CELIN K.A

Head of the department

ale

Department of commerce

Carmel College, Mala

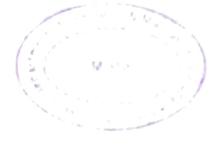
Place: Mala

Date 11/08/2021

MS. SREELAKSHMI K

Department of vocational studies

Carmel college Mala



"A STUDY ON EFFECT OF NPA AND LOAN SECTOR OF COOPERATIVE BANKS WITH REFERENCE TO PARIYARAM COOPERATIVE BANK"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

### BYALEENA IGNATIOUS CRATMCM003

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Sveelalesmit

Ms. SREELAKSHMI K

Head of the Department

Ms. CELIN K. A

"A study on effect of NPA and loan sector of cooperative banks with reference to Pariyaram Cooperative Bank"

### CERTIFICATE

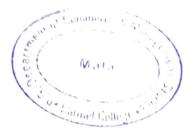
This is to certify that the project report entitled "A Study On effect of NPA and Loan sector of Cooperative Banks with reference to Pariyaram Co-operative Bank" is a bonafide record of the project work done by ALEENA IGNATIOUS (CRATMCM003) under my guidance and supervision, in partial fulfillment of the requirements for the award of Degree of Master of Commerce, University of Calicut.

MISS. Celin

Miss. Sreelakshmi K

HOD OF COMMERCE

Project supervision guide



# "A STUDY ON IMPACT OF MOTIVATIONAL FACTORS ON EMPLOYEE PERFORMANCE IN PRIVATE SECTOR WITH REFERENCE TO HOSPITALS IN THRISSUR DISTRICT"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

BY

ALIYA T.X

CRATMCM006

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI. K

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE
CARMEL COLLEGE, MALA
THRISSUR, KERALA

2020-2021

Supervisor

Ms.SREELAKSHMI.K

this is to certify that the project report entitled "A Study on the impact of motivational factors on employee performance in private sector with reference to hospitals in Thrissur Districts" is a bona-fide record of original work done independently by ALIYA TX (CRATMCM006) under my Supervision and guidance, in partial fulfillment of the requirements for the award of the Post-Graduation Degree in Master of Commerce of the University of Calicut. It is also certificate that she has not copied from any other records of similar nature.

Ms.CELIN K A

Head of department

Department of Commerce

Carmel College, Mala

Place: Mala

Date: 16-8-2021

Sneetak 8 mrits.
Ms. SREELAKSHMIK

Project Supervision Guide

Carmel College, Mala



# "A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO VELUKKARA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of commerce

BY

AMRUTHA.T.J

CRATMCM007

UNDER THE SUPERVISION OF

MS. SREELAKSHMI K

Assistant professor on contract



# POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA

2020-2021

Supervisor

Ms. SREELAKSHMI K

Head of the Department

Ms. CELIN K.A

This is to certify that this Project Report entitled "A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON BUYING REHAVIOUR OF CONSUMERS WITH REFERENCE TO VELUKEARA GRAM PANCHAYAT " is a bona-fide record of original work done independently by Ms. AMRUTHAT I (Reg. no. CRATMCM007) under my supervision and guidance during the year 2021 in partial fulfillment of the requirements for the award of the post graduate of Masses of Commerce of the University of Calicul It is also certified the she has not expect from any other records of similar nature.

Ms. CELÍN K.A

Head of the department

Department of commerce

Carmel College, Mala

Soula Bahrel.
Mr. SREELAKSHMI K

Post Graduate

Department of commerce

Carmel College, Mala

EXTERNAL EXAMINERS

1.



2.

Place: Mala

Date: 16/8/2021

"A comparative study on student perception towards online classes in Carmei college mala and St. Joseph's college Irinjalakuda during covid-19 pandemic"

project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

BY

ATHIRA LENIN

CRATMCM012

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI K

Assistant Professor on contract



# POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Seelat sum

Supervisor Ms. SREELAKSHMI K

This is to certify that this project report entitled "A COMPARATIVE STUDY ON STUDENT PERCEPTION TOWARDS ONLINE CLASSES IN CARMEL COLLEGE MALA AND ST. JOSEPH'S COLLEGE IRINJALAKUDA DURING COVID-19 PANDEMIC" is bona-fide work done independently by Ms. Athira Lenin (Reg No. CRATMCM012), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the post graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

July 1

Ms. Celin K.A Ms. Sreelakshmi k.

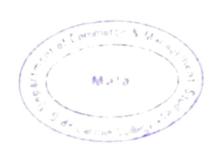
Head of the department Post Graduate

Department of commerce Department of commerce

Carmel College, Mala Carmel College, Mala

Place: Mala

Date:



Smulat 8 mmi.

### "A STUDY ON STRESS MANAGEMENT OF ENTREPRENEURS DURING COVID-19 WITH REFERENCE TO MURIYAD PANCHAYATH"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

 $\mathbf{BY}$ 

JISNA ANTONY

**REG NO: CRATMCM019** 

UNDER THE SUPERVISION OF

MS. SREELAKSHMI.K

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Head of the Department

Ms. CELIN K.A

Ms.SREELAKSHMI.K

This is to certify that the Project Report entitled "A Study on stress management of entrepreneurs during covid -19 with reference to Muriyand Panchayath" is a bona-fide record of original work done independently by Ms Jisna Antony, under my supervision and guidance during the year 2021 in partial fulfilment of the requirement for the award of the Post-Graduation Degree in Master of commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

Velia.

MS CELINE CA

Head of PostGraduate

Department of Commerce

Carmel College, Mala

Place:

Date:

Smulatshmi

MS SREELAKSHMI K

Department Vocational studies

Carmel College, Mala



### "A STUDY ON ATTITUDE AND AWARENESS OF RURAL PEOPLE TOWARDS SAVINGS AND INVESTEMENT WITH REFERENCE TO POYYA GRAMA PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By KAVYA K.B CRATMCM020

UNDER THE SUPERVISION OF

Ms. Sreelakshmi k

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Supervisor

Ms. SREELAKSHMI K

This is to certify that this project report entitled "A STUDY ON ATTITUDE AND AWARENESS OF RURAL PEOPLE TOWARDS SAVINGS AND INVESTMENT WITH REFERECE TO POYYA GRAMA ANCHAYAT" is bona-fide work done independently by Ms. Kavya k.b (Reg No.CRATMCM020), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the Post Graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

MS.CELIN K.A

MS. SREELAKSHIMI.K

Head of the department

Department of vocational studies

Department of commerce

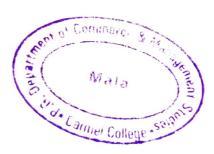
Carmel college, Mala

Carmel College, Mala

EXTERANAL EXAMINERS

1.

2.



Place: Mala

Date: 16/8/2021

# "A STUDY ON IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS WITH REFERENCE TO ANNAMANADA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By

KRISHNA PRIYA K U CRATMCM021

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI K

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE
CARMEL COLLEGE, MALA
THRISSUR, KERALA

2020-2021

Supervisor

Ms. SREELAKSHMI K

Head of the Department

Ms. CELIN K A

This is to certify that this Project Report entitled "A Study on Impact of Social Media on College Students with Reference to Annamanada Gram Panchayat" is a bonafide record of original work done independently by Ms. KRISHNA PRIYA K.U (Reg. No. CRATMCM021), under my supervision and guidance during the year 2020-2021 in partial fulfilment of the requirements for the award of the Degree of Master of Commerce of University of Calicut. It is also certified that she has not copied from any other records of similar nature.

Celia

Ms. CELIN K.A

Spectator

Ms. SREELAKSHMI K

**Head of Post Graduate** 

Department of B.voc

Department of commerce

Carmel College, Mala

Carmel College, Mala

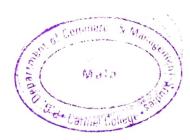
EXTERNAL EXAMINERS

1.

2.

Place: Mala

Date: 16/8/2021



### "A STUDY ON POLICY HOLDER SATISFACTION ON LIFE INSURANCE POLICIES WITH REFERENCE TO KUZHUR GRAMA PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of commerce

 $\mathbf{BY}$ 

**NISHA K.S** 

**REG NO: CRATMCM022** 

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI K.



POST GRADUATE DEPARTMENT OF COMMERCE
CARMEL COLLEGE, MALA
THRISSUR, KERALA

2020-2021

Supervisor

Ms. SREELAKSHMI K.

Head of the Department

Ms. CELIN K.A

This is to certify that the project report entitled "A Study on policy holder satisfaction on life insurance policies with reference to KuzhurGramaPanchayat" is a bona-fide record of original work done by Ms. NISHA K.S (Reg. No. CRATMCMO22), under my guidance and supervision, in partial fulfillment of the requirement for the award of the Degree of Master of Commerce, University of Calicut.

Store

MS. CELIN K.A

Head of Post Graduate

Department of Commerce

Carmel College Mala

Place: Mala

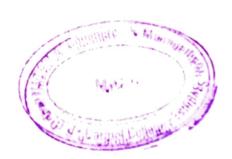
Date: 16/8/2021

MS SREELAKSHMI K.

Department Vocational Studies

Spelato

Carmel College Mala



## "A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION OF PRIVATE SECTOR BANKS WITH REFERENCE TO KODAKARA PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

NIVYA BHASKARAN PADMANABHAN CRATMCM023

UNDER THE SUPERVISION OF

Ms. SREELAKSHMI K

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE
CARMEL COLLEGE, MALA
THRISSUR, KERALA

2020-2021

Supervisor

Ms. SREELAKSHMI. K

This is to certify that this project report entitled "A Study on Service Quality and Customer Satisfaction of Private Sector Banks with Reference to Kodakara Panchayat" is bona-fide work done independently by Ms. Nivya Bhaskaran Padmanabhan (RegNo. CRATMCM023), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the post graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.



Head of the department

Department of commerce

Carmel College, Mala

Ms.Sreelakshmi. K

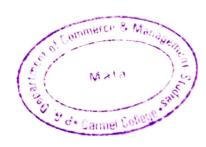
Post Graduate

Department of commerce

Carmel College, Mala

Place: Mala

Date: 16/8/2021



### "A STUDY ON THE ROLE OF SELF-HELP GROUPS (KUDUMBASHREE) IN FINANCIAL INCLUSION WITH REFERENCE TO ANNAMANADA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

### BYP.H SANA FATHIMA RAHMAN CRATMCM024

UNDER THE SUPERVISION OF Ms. ROSMY GEORGE Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Ms. ROSMY GEORGE

Head of the Department

Ms. CELIN K.A

This is to certify that this project report entitled "A STUDY ON THE ROLE OF SELF-HELP GROUPS (KUDUMBASHREE) IN FINANCIAL INCLUSION WITH REFERENCE TO ANNAMANADA GRAM PANCHAYAT"is bona-fide work done independently by Ms. P.H Sana Fathima Rahman (RegNo.CRATMCM024), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the post graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

Ms.Celin K.A

Head of the department

Department of commerce

Carmel College, Mala

Ms.Rosmy George

Post Graduate

Department of commerce

Carmel College, Mala

Place: Mala

Date: 16-08-2021



## "A STUDY ON BEHAVIOUR OF CUSTOMER'S TOWARDS MOBILE BANKING SERVICES WITH REFERENCE TO POYYA GRAMPANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By
RUKSANA NAZEER
CRATMCM029

UNDER THE SUPERVISION OF

Ms. ROSMY GEORGE

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Supervisor

Ms. ROSMY GEORGE

Head of the Department

Ms. CELIN K.A

This is to certify that the project report entitled "A study on behavior of customers towards mobile banking services with reference to Poyya GramPanchayat" is a bonafide record of the project work done by Ruksana Nazeer (CRATMCM029) under my guidance and supervision, in partial fulfillment of the requirements for the award of Degree of master of commerce, university of Calicut.

Ms. Celin k.A

Ms. Rosmy George

HOD OF COMMERCE

Project supervision guide



### "A STUDY ON CONSUMER ATTITUDE AND PERCEPTION TOWARDS DIGITAL FOOD APP SERVICES AT CHALAKUDY MUNICIPALITY"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By SANA CRATMCM030

UNDER THE SUPERVISION OF

Ms. ROSMY GEORGE

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Supervisor
M. BOSMY CEO

Ms. ROSMY GEORGE

This is to certify that this project report entitled "A STUDY ON CONSUMER ATTITUDE AND PERCEPTION TOWARDS DIGITAL FOOD APP SERVICES WITH REFERENCE TO CHALAKUDY MUNICIPALITY" is bona-fide work done independently by Ms. Sana (Reg No. CRATMCM030), under my supervision and guidance during the year 2021 in partial fulfilment of the requirements for the award of the post graduate of Master of Commerce of the University of Calicut. It is also certified that she has not copied from any other records of similar nature.

Ms. Celin K.A

Head of the department

Department of commerce

Carmel College, Mala

Ms. Rosmi George

Post Graduate

Department of commerce

Carmel College, Mala

Place: Mala

Date:



## "A STUDY ON BUYING BEHIVIOUR OF CONSUMER TOWARDS KHADI PRODUCTS WITH REFERENCE TO KUZHUR GRAMPANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfilment of the award of the degree of Master of Commerce

BY

SANDRA JAMES

CRATMCM031

UNDER THE SUPERVISION OF

Ms. ROSMY GEORGE



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA

2020-2021

Supervisor

Ms. ROSMY GEORGE

Palmi

This is to certify that this project report entitled "A STUDY ON BUYING BEHIVIOUR OF CONSUMER TOWARDS KHADI PRODUCTS WITH REFERENCE TO KUZHUR PANCHAYATH" is bona-fide record of the project work done by Ms.Sandra James (RegNo.CRATMCM031), under my supervision and guidance, in partial fulfilment of the requirements for the award of the degree of Master of Commerce, of University of Calicut.

Ms.Celin K.A

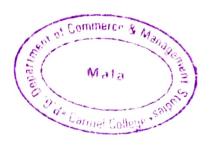
Ms. Rosmy George

HOD OF COMMERCE

Project supervision guide

Place: Mala

Date: 16/08/2021



## "A STUDY ON INVESTMENT BEHAVIOR OF WORKING WOMEN WITH REFERENCE TO IRINJALAKUDA MUNICIPALITY"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By SILPA M M CRATMCM032

UNDER THE SUPERVISION OF

Ms. ROSMY GEORGE

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Supervisor

Ms. ROSMY GEORGE

This is to certify that the project report entitled "A Study on Investment Behavior of Working Women With Reference To Irinjalakuda Municipality" is a bonafide record of the project work done by SILPA M M (CRATMCM032) under my guidance and supervision, in partial fulfillment of the requirements for the award of Degree of Master of Commerce, University of

Calicut.

MISS. Celin

Miss. Rosmy George

HOD OF COMMERCE

Project supervision guide



### A STUDY ON AWARENESS OF CUSTOMERS TOWARDS CASHLESS TRANSACTION WITH REFERENCES TO KOTTIYOOR GRAM PANCHAYATH

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of commerce

BY

TELMA MOL M J

CRATMCM034

UNDER THE SUPERVISION OF

MS. ROSMY GEORGE

Assistant professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE
CARMEL COLLEGE, MALA
THRISSUR, KERALA

2019-2021

Supervisor

Head of the Department

Ms. ROSMY GEORGE

Ms. CELIN K.A

A study on awareness of customers towards cashless transaction with references to Kottiyoor Gram panchayath

### **CERTIFICATE**

This is to certify that this Project Report entitled "A study on awareness of customers towards cashless transaction with references to Kottiyoor Gram Panchayat" is a bona-fide work done independentlyby Ms. TELMA MOL M J (Reg. no. CRATMCM034), under my supervision and guidance during the year 2021 in partial fulfillment of the requirement for the post graduate of Master of Commerce of the University of Calicut. It is also certified the she has not copied from any other records of similar nature.

Ms. CELIN K.A

Ms. ROSMY GEORGE

Head of the department

**Post Graduate** 

Department of commerce

Department of

commerce

Carmel College, Mala

Carmel College, Mala

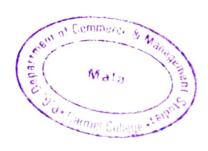
#### **EXTERNAL EXAMINERS**

1.

2.

Place: Mala

Date: 16/08/2021



### "A STUDY ON EFFECTIVENESS OF ONLINE LEARNING SYSTEM DURING COVID-19 PERIOD AMONG STUDENTS WITH REFERENCE TO MALA GRAM PANCHAYAT"

Project report submitted to the University of Calicut for the partial fulfillment of the award of the degree of Master of Commerce

By
TRINCY THOMAS
CRATMCM035

UNDER THE SUPERVISION OF

Ms. ROSMY GEORGE

Assistant Professor on contract



POST GRADUATE DEPARTMENT OF COMMERCE CARMEL COLLEGE, MALA THRISSUR, KERALA 2020-2021

Supervisor

Ms. ROSMY GEORGE

A Study on Effectiveness of Online Learning System During Covid-19 Period Among Students With Reference to Mala Gram Panchayat.

### **CERTIFICATE**

This is to certify that the project report entitled "A Study on Effectiveness of Online Learning System During Covid-19 Period Among Students With Reference to Mala Gram Panchayat" is a bonafide record of the project work done by Ms. TRINCY THOMAS (CRATMCM035) under my guidance and supervision, in partial fulfillment of the requirements for the award of Post Graduate of Master of Commerce, University of Calicut.

CON!

Ms. CELIN K.A HOD OF COMMERCE Ms. ROSMY GEORGE
PROJECT SUPERVISION GUIDE

EXTERNAL EXAMINERS

1.

2.



Place: Mala

Date: 16-8-2021