

**A STUDY ON TRUST AND PERCEIVED RISKS IN ONLINE  
SHOPPING WITH SPECIAL REFERENCE TO  
MALAPPURAM MUNICIPALITY**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE**

**UNIVERSITY OF CALICUT**

By

**Mr. ASHAR ATHEEF P K**

**Reg. No.EMAQBCM060**

Under the guidance of

**Mr, NAHAS SHA A A**

Assistant Professor

PG Department of commerce



**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**(Aided by government of Kerala , Affiliated To University of Calicut)**

**Re-Accredited With A Grade By NAAC**

**Kumminiparamba, Malappuram Pin-673638**

**MARCH 2019**

**“A STUDY ON AWARENESS OF STOCK MARKET  
OPERATION AMONG RURAL PEOPLE , A SPECIAL  
REFERENCE TO VALLIKUNNU GRAMA PANCHAYATH”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

Submitted by

**ASNA C T  
(EMAQBCM061)**

2016-2019

Under the guidance of

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

( Aided By Govt Of Kerala, Affiliated To University Of Calicut )

Re-Accredited With “A” Grade By NAAC

Kumminipparamba, Malappuram Pin-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**EFFECTIVENESS OF ADVERTISEMENT AMONG  
GOLD CUSTOMERS – A CASE STUDY WITH SPECIAL  
REFERENCE TO CHEEKODE PANCHAYATH**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT**

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**DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**(Aided by Government of Kerala & affiliated to University of Calicut)**

**KUMMINIPARAMBA-673638**

**March 2019**

**“A STUDY ON CUSTOMER AWARENESS ABOUT  
DBTL (DIRECT BENEFIT TRANSFER FOR LPG)  
SCHEME WITH SPECIAL REFERENCE TO  
KONDOTTY MUNICIPALITY”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree  
of***BACHELOR OF COMMERCE**

Of the university of Calicut

Submitted by

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REG No:EMAQBCM064

*Under the guidance of*  
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(Assistant professor)



**PG DEPARTMENT OF COMMERCE,  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY  
Malappuram-673641  
MARCH-2019**

# **“A STUDY ON TRAVELER’S PERCEPTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO MALAPPURAM DEPOT”**

## **PROJECT REPORT**

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

## **BACHELOR OF COMMERCE**

*Submitted by*

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

*Submitted to*

**UNIVERSITY OF CALICUT**



**EMEA ARTS AND SCIENCE COLLEGE, KONDOTTY**  
(AIDED BY GOVT. OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

Re-accredited with “A” grade by NAAC

Kumminiparamba, Malappuram, Pin: 673638

**March 2019**

# “A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES IN PREETHI SILKS, KONDOTTY”

## PROJECT REPORT

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

## BACHELOR OF COMMERCE

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

Submitted to

**UNIVERSITY OF CALICUT**



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(AIDED BY GOVT. OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

Re-accredited with “A” grade by NAAC

Kumminiparamba, Malappuram, Pin: 673638

**March 2019**

**“A STUDY ON CHALLENGES AND PROBLEMS OF  
WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE  
TO CALICUT CITY”**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE  
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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**(AIDED BY GOVT OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)**

**RE-ACCREDITED WITH A GRADE BY NAAC**

**KUMMINIPPARAMBA, MALAPPURAM pin-673638**

**A STUDY ON PUBLIC PERCEPTION TOWARDS  
E-BANKING IN RURAL AREA**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**ded by government of Kerala , Affiliated To University of Calicut)**

**Re-Accredited With A Grade By NAAC**

**Kumminiparamba, Malappuram Pin-673638**

**MARCH 2019**



# **INFLUENCE OF ADVERTISING AMONG PEOPLE IN KOZHIKODE DISTRICT**

## **PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT**

By

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY  
KUMMINIPARAMBA PO, KONDOTTY  
(AFFILIATED TO UNIVERSITY OF CALICUT)**

**MARCH 2019**

**“A STUDY ON THE CONSUMER SATISFACTION TOWARDS  
PUBLIC DISTRIBUTION SYSTEM (PDS) WITH SPECIAL  
REFERENCETO KIZHISSERY VILLAGE”**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR DEGREE IN COMMERCE  
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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**(Aided by government of Kerala , Affiliated To University of Calicut)**

**Re-Accredited With A Grade By NAAC**

**Kumminiparamba, Malappuram Pin-673638**

**MARCH 2019**

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS  
RELIANCE JIO WITH SPECIAL REFERENCE TO EMEA  
COLLEGE STUDENTS”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

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Kumminipparamba, Malappuram Pin-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**“ A STUDY ABOUT THE ROLE OF MOBILE  
BANKING SYSTEM AMONG THE YOUTH  
WITH SPECIAL REFERENCE TO  
KUZHIMANNA AREA ”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

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Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**“A STUDY ON SPENDING BEHAVIOUR OF TEENAGERS WITH  
SPECIAL REFERENCE TO KONDOTTY PANCHAYATH”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

( Aided By Government Of Kerala, Affiliated To University Of Calicut )

Re-Accredited With A Grade By NAAC

Kumminippramba, Malappuram Pin – 673638

MARCH 2019

**A STUDY ON SERVICE RENDERED BY MOBILE SERVICE  
PROVIDERS WITH SPECIAL REFERENCE TO AIRTEL AT  
POOKOTTUR PANCHAYATH**

**PROJECT REPORT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

Submitted to

**UNIVERSITY OF CALICUT**



**EMEA COLLEGE, KONDOTTY 2018-2019**

**PG DEPARTMENT OF COMMERCE**

**“A STUDY ON THE PREFERENCE OF  
DIGITAL PAYMENT SYSTEM AMONG  
YOUTH WITH SPECIAL REFERENCE TO  
EMEA COLLEGE”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

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**EMEA COLLEGE OF ARTS ANDSCIENCE, KONDOTTY**

( AIDED BY GOVT OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

Re-Accredited With “A” Grade By Naac

Kumminipparamba, Malappuram Pin-673638

**“A STUDY ON LEVEL OF COMPUTERISATION IN RETAIL  
MEDICAL STORES IN MALAPPURAM DISTRICT”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

( Aided By Government Of Kerala, Affiliated To University Of Calicut )

Re-Accredited With A Grade By NAAC

Kumminippramba, Malappuram Pin – 673638

MARCH 2019



**“A STUDY ON INVESTMENT BEHAVIOUR OF COLLEGE  
TEACHERS WITH SPECIAL REFERENCE TO MALAPPURAM  
DISTRICT”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**  
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RE-ACCREDITED WITH A GRADE BY NAAC  
KUMMINIPPARAMBA, MALAPPURAM pin-673638

**A STUDY ON “CONSUMER BEHAVIOUR TOWARDS  
SHOPPING MALLS WITH REFERENCE TO HILITE MALL,  
KOZHIKODE”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

In partial fulfillment of the requirement for the award of degree of  
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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

(AIDED BY GOVT OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

RE-ACCREDITED WITH A GRADE BY NAAC

KUMMINIPPARAMBA, MALAPPURAM pin-673638

**“A STUDY ON BUYING BEHAVIOUR OF WOMENS  
TOWARDS INSTANT FOOD WITH SPECIAL  
REFERENCE TO PULIKKAL PANCHAYATH”**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirements for the award of  
the degree of  
**BACHELOR OF COMMERCE**

2016-2019

Submitted by

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**EMEA COLLEGE OF ARTS SCIENCE KONDOTTY  
(AFFILIATED TO UNIVERSITY OF CALICUT)**

**2016-2019**

**“A STUDY ON CUSTOMER PERCEPTION TOWARD  
ONLINE SHOPPING WITH SPECIAL REFERENCE TO  
KONDOTTY MUNICIPALITY”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

In partial fulfilment of the requirements for the award of

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

(AIDED BY GOVT OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

RE-ACCREDITED WITH A GRADE BY NAAC KUMMINIPPARAMBA, MALAPPURAM Pin-  
673638 MARCH 2019

**“A STUDY ON CUSTOMER PERCEPTION  
TOWARDS MARUTI CARS SELLING FROM  
INDUS MOTORS KONDOTTY”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Aided By Government Of Kerala, Affiliated To University Of Calicut)

Re-Accredited With A Grade By NAAC

Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**“THE EFFECTIVENESS OF SALES PROMOTION  
AND MARKETING STRATEGY:- A CASE STUDY OF  
PREETHI SILKS, KONDOTTY”**

**PROJECT REPORT**

**SUBMITTED TO UNIVERSITY OF CALICUT IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE AWARD OF DEGREE IN**

**BACHELOR OF COMMERCE**

Submitted by

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**2016-2019**

**“THE EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT  
WITH SPECIAL REFERENCE TO PARAMBADAN DESIGNER BLOCKS &  
HOLLOWBRICKS IN KODANGAD, KONDOTTY”**

Submitted to the University of Calicut in partial fulfillment of the requirements for the  
award degree of Bachelor of Commerce

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(AFFILIATED TO UNIVERSITY OF CALICUT)

2016-2019

**“EFFECTIVENESS OF ADVERTISEMENT”**  
**A CASE STUDY OF PREETHI SILKS, KONDOTTY**  
**PROJECT REPORT**

Submitted to partial fulfillment of the requirements for the award of degree of  
**BACHELOR OF COMMERCE**

Submitted by

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

Submitted to

**UNIVERSITY OF CALICUT**



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**2016-2019**



# **“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT OF PANCHILI GROUP OF COMPANIES”**

Submitted to the University of the Calicut in partial fulfillment of the requirements for the  
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**Submitted by**

**SHIBIN MUHAMMED C**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(AFFILIATED TO UNIVERSITY OF CALICUT)

2016-2019

**“A STUDY ON BRAND PREFERENCE OF I-PHONE AND  
ANDROID PHONES AMONG THE STUDENTS IN EMEA  
COLLEGE”**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY  
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**2016-2019**

**A STUDY ON PERCEPTION OF RURAL CONSUMER  
TOWARDS LIC WITH SPECIAL REFERENCE TO  
KONDOTTY MUNICIPALITY**

**PROJECT REPORT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

Submitted to

**UNIVERSITY OF CALICUT**



**EMEA COLLEGE, KONDOTTY 2018-2019  
PG DEPARTMENT OF COMMERCE**

**“A STUDY ON FINANCIAL PERFORMANCE  
OF UNORGANIZED RETAILSHOPS AFTER  
DEMONETIZATION WITH SPECIAL  
REFERENCE TO PULIKKAL PANJAYATH”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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2016-2019

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

(Aided By Government Of Kerala, Affiliated To University Of Calicut)

Re-Accredited With A Grade By NAAC

Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**“IMPACT OF DEMONETIZATION AMONG LOCAL  
PUBLIC IN MALAPPURAM LOCALITY”**

**PROJECT REPORT**

Submitted to partial fulfilment of the requirements for the award of degree of

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

Submitted to

**UNIVERSITY OF CALICUT**



**EMEA COLLEGE, KONDOTTY 2018-2019**

**PG DEPARTMENT OF COMMERCE**

**" A STUDY ON STUDENT CUSTOMER BEHAVIOUR IN  
SELECTING MOBILE PHONE IN CALICUT DISTRICT "**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements  
For the award of the degree of*

**BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**  
**(Aided by Govt of Kerala, Affiliated to University of Calicut)**

**Re-Accredited with A Grade by NAAC**

**Kumminiparamba, Malappuram Pin-673638**

**MARCH 2019**

**“A STUDY ON EFFECTIVENESS OF PROMOTION STRATEGIES OF  
UNIRIDE HONDA LTD WITH SPECIAL REFERENCE TO  
MALAPPURAM DTS”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*

**BACHELOR OF COMMERCE**

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(Assistant professor)



**PG DEPARTMENT OF COMMERCE,  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY  
KUMMINIPARAMBA-673638  
MARCH-2019**

**“A STUDY ON BRAND EQUITY OF POUND MARK  
BRAND TERRACOTTA PRODUCTS WITH SPECIAL  
REFERENCE TO STANDARD TILE AND CLAY  
WORKS (P) LTD”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*

**BACHELOR OF COMMERCE**

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**PG DEPARTMENT OF COMMERCE,  
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**Malappuram-673641**

**MARCH-2019**



# **“A STUDY ON THE BUYER BEHAVIOUR IN KIDS SHOPPING MALL IN MALAPPURAM LOCALITY”**

## **PROJECT REPORT**

Submitted in partial fulfillment of the requirements for the award of degree of

### **BACHELOR OF COMMERCE**

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**PG DEPARTMENT OF COMMERCE,  
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Malappuram - 673641

MARCH - 2019

**“A STUDY ON WORK LIFE BALANCE OF  
WOMEN EMPLOYEES IN BANKING SECTOR  
WITH SPECIAL REFERENCE TO KONDOTTY  
MUNCIPALITY”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of  
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**PG DEPARTMENT OF COMMERCE,  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY  
Malappuram-673638  
MARCH-2019**

**“A STUDY ON THE IMPACT OF DEMONETIZATION IN  
AUTO MOBILE SECTOR WITH SPECIAL REFERENCE TO  
MALAPPURAM UNIRIDE HONDA”**

**A project report**

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**BACHELOR OF COMMERCE***

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**PG DEPARTMENT OF COMMERCE,  
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Kumminiparamba-673638  
MARCH-2019**

# **“A STUDY ON CUSTOMER EVALUATION ON ATM SERVICES OF SBI, MALAPPURAM”**

## **A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*  
**BACHELOR OF COMMERCE**

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**PG DEPARTMENT OF COMMERCE,  
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Malappuram-673638  
MARCH-2019**

**“A STUDY ON THE IMPACT OF VISUAL  
MERCHANDISING ON CONSUMER BUYING  
BEHAVIOUR @ PREETHI SILKS, KONDOTTY”**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirements for the award of degree of

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**PG DEPARTMENT OF COMMERCE,  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY.**

**Kumminiparamba-673638**

**MARCH-2019**

**“A STUDY ON AWARENESS AND ATTITUDE OF  
RURAL PEOPLE TOWARDS E-BANKING SERVICES  
WITH SPECIAL REFERENCE TO FEROKE  
MUNICIPALITY”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*  
**BACHELOR OF COMMERCE**

Of the university of Calicut

Submitted by

**HARI PRASAD.TV**

REG No:EMAQBCM102

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**PG DEPARTMENT OF COMMERCE,  
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**Kumminiparamba p.o Malappuram Dt, pin-673638**

Aided by Govt. of kerala Affiliated to the university of Calicut

Re-accredited with A grade by NAAC

**MARCH-2019**

**“A STUDY ON SOCIO- ECONOMIC CONDITION OF  
STREET VENDORS WITH SPECIAL REFERENCE-  
OTTAPALAM TALUK ”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*  
**BACHELOR OF COMMERCE**

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**PG DEPARTMENT OF COMMERCE,  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY.  
KUMMINIPARAMBA-673 638  
MARCH-2019.**

**“A STUDY ON THE TOPIC OF WELFARE MEASURES  
OF WOMEN EMPLOYEES IN HOSPITAL SECTOR  
WITH SPECIAL REFERENCE TO VALANCHERY  
AREA IN MALAPPURAM DISTRICT”**

**A project report**

*Submitted in partial fulfillment of the requirements for the award of degree of*  
**BACHELOR OF COMMERCE**

Of the university of Calicut

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**Malappuram-673641**

**MARCH-2019**

**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**



**“A STUDY ON COLLEGE STUDENT’S  
ATTITUDE TOWARDS ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO EMEA  
COLLEGE”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

(Aided By Government of Kerala, Affiliated To University Of Calicut)

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Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**“A STUDY ON INVESTMENT HABITS OF NRIs  
WITH SPECIAL REFERENCE TO AREA OF  
FEROKE MUNICIPALITY”**

**PROJECT REPORT**

Submitted to  
**UNIVERSITY OF CALICUT**

In partial fulfillment of the requirements for the award of degree of  
**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY**

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Re-Accredited With A Grade By NAAC  
Kumminipparamba, Malappuram Pin -673638  
MARCH 2019

**“A STUDY ON THE EFFECTIVENESS OF  
ADVERTISEMENT THROUGH SOCIAL MEDIA WITH  
SPECIAL REFERENCE TO PULPATTA PANCHAYATH”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Aided by Government of Kerala & affiliated to University of Calicut)

KUMMINIPARAMBA - 673638

MARCH- 2019

**“A STUDY ON IMPACT OF DEMONETIZATION IN  
BANKING SECTOR WITH SPECIAL REFERENCE  
TO MALAPPURAM DISTRICT CO-OPERATIVE  
BANK, AREEKODE”**

*Project Report*

*Submitted in Partial Fulfillment of the Requirements  
for the Award of the Degree of Bachelor of Commerce*

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**EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY**

**(Affiliated to University of Calicut, Aided by Govt. of Kerala)**

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Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**A CASE STUDY ON FINANCIAL INCLUSION IN VALLIKKUNNU  
SERVICE COOPERATIVE BANK LIMITED (NO: M4)**

**A PROJECT SUBMITTED TO  
UNIVERSITY OF CALICUT IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE AWARD OF  
BACHELOR DEGREE IN COMMERCE**

**BY  
SUBHISHNA. C.K  
(SIXTH SEMESTER B.COM DEGREE)  
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**DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI  
(Aided by Government of Kerala & affiliated to University of Calicut)  
KUMMINIPARAMBA-673638**

**March 2019**

**“A STUDY ON THE ROLE OF SOCIAL MEDIA  
MARKETING IN SALES PROMTION WITH  
REFERENCE TO TIP TOP FURNITURE  
KOTTAKKAL PVT LTD”**

**PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

(Aided By Government of Kerala, Affiliated To University Of Calicut)

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Kumminipparamba, Malappuram Pin -673638

MARCH 2019

**“A STUDY ON CUSTOMER’S ATTITUDE  
TOWARDS AKSHAYA CENTERS WITH  
SPECIAL REFERENCE TO VALLIKUNNU  
PANCHAYATH”**

**PROJECT REPORT**  
Submitted to  
**UNIVERSITY OF CALICUT**

In partial fulfillment of the requirements for the award of degree of  
**BACHELOR OF COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

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Kumminipparamba, Malappuram Pin -673638

MARCH 2019

# **“A STUDY ON EMPLOYEES JOB SATISFACTION AT STANDARD TILE & CLAY WORKS (P) LTD. FEROKE”**

## **PROJECT REPORT**

Submitted to

**UNIVERSITY OF CALICUT**

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

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Kummiipparamba, Malappuram Pin-673638

MARCH - 2019



# **“A STUDY ON THE JOB SATISFACTION AMONG NRIs”**

## **PROJECT REPORT**

Submitted to

### **UNIVERSITY OF CALICUT**

In partial fulfilment of the requirements for the award of degree of  
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(AIDED BY GOVT OF KERALA, AFFILIATED TO UNIVERSITY OF CALICUT)

RE-ACCREDITED WITH 'A' GRADE BY NAAC

KUMMINIPPARAMBA, MALAPPURAM, Pin -673638, MARCH 2019

**“A STUDY ON THE CONSUMER BEHAVIOR OF WOMEN  
TOWARDS TWO-WHEELERS WITH SPECIAL  
REFERENCETO KONDOTTY MUNICIPALITY”**

**A PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

*For the award of the degree of*

**BACHELOR DEGREE IN COMMERCE**

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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

**(Aided by government of Kerala , Affiliated To University of Calicut)**

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**Kumminiparamba, Malappuram Pin-673638**

**MARCH 2019**

**A STUDY ON CONSUMER BRAND PREFERENCE ON  
VARIOUS SMARTPHONES WITH SPECIAL  
REFERENCE TO MALAPPURAM MUNICIPALITY**

**PROJECT REPORT**

*Submitted in partial fulfillment of the requirements*

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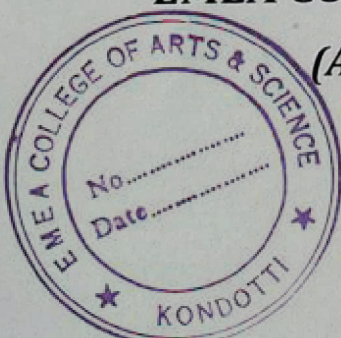
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**EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

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**MARCH-2019**



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