

**“A STUDY ON INTERNET BANKING WITH A SPECIAL REFERENCE
TO MALAPPURAM MUNICIPALITY”**

PROJECT REPORT

Submitted to the University of Calicut in partial fulfilment of the requirement for
the award of the degree of Bachelor of Business Administration

SUBMITTED BY

ABDURAHMAN MUBASHIR K

(Reg.No:EMAQBBAR01)

Under the guidance of

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Department of MANAGEMENT

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION



EMEA

COLLEGE OF ARTS & SCIENCE

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EMEA COLLEGES OF ARTS AND SCIENCE KONDOTTY

CALICUT UNIVERSITY

2016-2019

**“A STUDY ON CONSUMER BEHAVIOUR TOWARDS
GOVERNMENT SUBSIDY”**

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

**BACHELOR OF BUSINESS ADMINISTRATION
UNIVERSITY OF CALICUT
(2016-2019)**

Submitted By
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(EMAQBBAR03)**

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(HOD)
(DEPARTMENT OF MANAGEMENT)**



**E.M.E.A COLLEGE OF ARTS AND SCIENCE
(AIDED BY GOVT. OF KERALA & AFFILIATED TO THE UNIVERSITY
OF CALICUT,
RE-ACCREDITED WITH A BY NAAC)
KUMMINNIPARAMB, KONDOTTY (P.O), MALAPPURAM**

**“A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH WITH
SPECIAL REFERENCE TO MANJERI AREA”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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FAYIS.C
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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION



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2016 -2019

**“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT OF
MARUTHI SUZUKI WITH SPECIAL REFERENCE A.M MOTORS
MALAPPURAM”**

PROJECT REPORT

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

BACHELOR OF BUSINESS ADMINISTRATION

UNIVERSITY OF CALICUT

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EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY

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(AFFILIATED TO UNIVERSITY OF CALICUT)

2016-2019

“A STUDY ON BRAND PREFERENCE OF MOBILE PHONE WITH SPECIAL REFERENCE TO MOBILE HOUSE, KONDOTTY”

Submitted in the Partial Fulfillment of the Requirements for the Award of Degree of
BACHELOR OF BUSINESS ADMINISTRATION
UNIVERSITY OF CALICUT
(2016-2019)

Submitted By
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KUMMINNIPARAMB, KONDOTTY (P.O), MALAPPURAM

**“EFFECTIVNESS OF ADVERTISEMENT AMONG GOLD CUSTOMERS- A CASE
STUDY WITH SPECIAL REFERENCE TO CHEEKODE PANCHAYATH”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION



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2016 -2019

**“A STUDY ON BRAND PREFERENCE OF MOBILE PHONE AMONG
COLLEGE STUDENTS IN CALICUT CITY”**

PROJECT REPORT

in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016 -2019

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

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016-19

**“A PROJECT REPORT ON ANALYSIS OF SHOPPING OF
PRODUCTS FROM DIFFERENT ONLINE SITES WITH
SPECIAL REFERENCE IN CALICUT DISTRICT”**

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

**BACHELOR OF BUSINESS ADMINISTRATION
UNIVERSITY OF CALICUT
(2016-2019)**

Submitted By
**MUHAMMED FAZIL.P.E
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E.M.E.A COLLEGE OF ARTS AND SCIENCE

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OF CALICUT,**

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KUMMINNIPARAMB, KONDOTTY (P.O), MALAPPURAM

**“A STUDY ON ROLE OF INFORMATION TECHNOLOGY IN HIGHER
EDUCATION WITH SPECIAL REFERENCE TO EDAVANNA
PANCHAYATH ”**

PROJECT REPORT

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

BACHELOR OF BUSINESS ADMINISTRATION

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**“ A STUDY ON RELIANCE JIO AND IT'S IMPACT UPON OTHER
TELECOMME COMPANIES WITH SPECIAL REFERENCE TO
TRIPANACHI AREA IN MALAPPURAM DISTRICT”**

PROJECT REPORT

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

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

MUHAMMED ASHIQUE. TP
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**“A STUDY ON THE EFFECT OF DEMONETIZATION
IN MOBILE PHONE RETAIL SHOP FIELD IN
PERINTHALMANNA”**

PROJECT REPORT

Submitted in partial fulfillment of the requirements

for the award of the degree of

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University of Calicut

Submitted by

MUHAMMED RAJI A

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2016-2019

**“A STUDY ON THE POPULARITY OF E-PAYMENT
SYSTEM AMONG YOUTH WITH SPECIAL
REFERENCE TO CHELEMBRA PANCHAYATH”**

PROJECT REPORT

Submitted to the
University of Calicut in Partial fulfillment of
Requirement for the award of the Degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By
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DEPARTMENT OF BUSINESS ADMINISTRATION



EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY

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KONDOTTY, P.O. KUMMINIPARAMBA
MALAPPURAM (DIST), PIN. 673 638
Website: www.emeacollege.ac.in
2016-2019

**“A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE
TO ABC MOTORS TIRUR”**

PROJECT REPORT

Submitted to the University of Calicut in partial fulfilment of the requirement for the award of
the degree of Bachelor of Business Administration

SUBMITTED BY

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DEPARTMENT OF BUSINESS ADMINISTRATION



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CALICUT UNIVERSITY

2016-2019

**“A STUDY ON EFFECTIVENESS OF SALES PROMOTION
STRATEGIES IN AUTOMOTIVE INDUSTRY SPECIAL
REFERENCE TO AMANA TOYOTA, CHERUVANNUR”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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2016 -2019

“A STUDY ON PRODUCTION MANAGEMENT OF UNITY PAVER BLOCKS AND DESIGNER TILES”

PROJECT REPORT

Submitted to University of Calicut in partial fulfilment for the award
of the degree of **Bachelor of Business Administration**

Submitted by

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**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION**



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

Batch 2016 – 2019

**“A STUDY ON IMPACT OF VODAFONE IDEA MERGING IN TELE
COMMUNICATION SECTOR SPECIAL REFERENCE IN MANJERI”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016 -2019

**"AWARENESS OF GREEN MARKETING AND ITS INFLUENCE ON BUYING
BEHAVIOUR OF CUSTOMERS WITH A SPECIAL REFERENCE TO VAZHAKKAD
PANCHAYAT"**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016 -2019

**“A STUDY ON EFFECTIVENESS OF ADVERTISING STRATEGIES
ON AUTOMOBILE INDUSTRIES SPECIAL REFERENCE TO
AMANA TOYOTA, CHERUVANNUR”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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2016 -2019

**“A STUDY ON EFFECT OF E-COMMERCE ON CONVENTIONAL
RETAILERS WITH SPECIAL REFERENCE TO TIRURANGADI
TALUK.”**

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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2016-2019

**“A DETAIL STUDY ON WOODEN FURNITURE MANUFACTURING
UNIT SPECIAL REFERENCE TO PERUVALLUR WOOD
INDUSTRIES, PARAMABIL PEEDIKA”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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**“A STUDY ON CUSTOMERS BEHAVIOUR TOWARDS GOVERNMENT
SUBSIDY(SPECIAL REFERENCE TO CHELARI AREA)”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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Website: www.emeacollege.ac.in

2016 -2019

**“A DETAILED STUDY ON LOANS AND ADVANCES OF
EDAVANNA SERVICE CO-OPERATIVE BANK
LTD.NO.9261”**

PROJECT REPORT

Submitted in partial fulfilment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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Website: www.emeacollege.ac.in

2016 - 2019

**“A STUDY ABOUT THE BRAND AWARENESS OF KERA FED
PRODUCTS” WITH SPECIAL REFERENCE TO TIRURANGADI TALUK
(MALAPURAM DISTRICT) KERALA**

PROJECT REPORT

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

BACHELOR OF BUSINESS ADMINISTRATION

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EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY

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Website: www.emeacollege.ac.in

2016-2019

**“IMPACT OF CELEBRITY ENDORSEMENT AND CONSUMERS
BUYING BEHAVIOR AMONG YOUTH IN VENGARA”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016 -2019

**“A STUDY ON CUSTOMER’S ATTITUDE TOWARDS ONLINE SHOPPING SITES
WITH A SPECIAL REFERENCE TO EDAVANNAPARA AREA ”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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2016 -2019

**“A STUDY ABOUT ROLE OF CO- OPERATIVE BANKS IN RURAL
AREA WITH SPECIAL REFERENCE TO ERNAD TALUK”**

PROJECT REPORT

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

BACHELOR OF BUSINESS ADMINISTRATION

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EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY

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2016-2019

**“A STUDY ON SAVING, INVESTING AND SPENDING HABIT OF YOUTH WITH
SPECIAL REFERENCE TO EMEA COLLEGE”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY

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Website: www.emecollege.ac.in 2016-2019

**“A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN
AUTOMOBILE INDUSTRY WITH SPECIAL REFERANCE TO
A.M.MOTORS, MALAPPURAM”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION



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2016 -2019

**“A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG
YOUTH WITH A SPECIAL REFERENCE TO PALLIKKAL
PANJAYATH”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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UNAIS A T
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EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY
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**“A STUDY ON CUSTOMER PERCEPTION TOWARDS POST OFFICE
SAVINGS SCHEMES”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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Website: www.emeacollege.ac.in

2016-2019

**“A STUDY ON THE EFFECTIVENESS OF TOURISM IN NILAMBUR
MUNICIPALITY”**

PROJECT REPORT

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

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