



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Permanently Affiliated to Thiruvalluvar University
Recognized by UGC under sections 2(f) and 12(B) of the UGC Act 1956
Accredited with "B" Grade by NAAC
Approved by the Government of Tamil Nadu
Phone:04174-235266 Email: principaliwc@gmail.com
www.islamiahwomensartsandsciencecollege.com

Project Details 2022 - 2023

Program Name: B.B.A – Program Code: U08

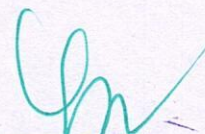
S.No	List of Students	Project Title	Place of Work	Duration
1	Thilagavathy.S	A Study On Influencing of Customer Relationship Management [with Special Reference to City Super Market]	City Super Market Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
2	Aabidha. I	A Study On Inventory Control and Profit Maximization in S S Thermo Wagon Industry, Tirupattur	SS Thermo Wagon Industries Tirupattur	1.2.2023 to 11.5.2023 Fifteen Days
3	Abinaya. A	A Study On Customer Perception and Satisfaction towards Vel Murugan Super Market at Ambur	Vel Murugan Super Market At Ambur	1.2.2023 to 11.5.2023 Fifteen Days
4	Ahbi. K	A Study on Consumer Behaviour towards City Super Market	City Super Market vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
5	Archana	A Study on Model Preference by Consumers Towards Hero Two-Wheelers at Jeeven Motors Limited.	Hero Two-Wheeler In Jeeven Motors Limited.Ambur	1.2.2023 to 11.5.2023 Fifteen Days
6	Ashraf Begam. A	A Study on Preservation Process of Fruits In Jadli India Pvt. Limited	Jadli India Private Limitedandrapre desh	1.2.2023 to 11.5.2023 Fifteen Days
7	Ayman Fathima. K	A Study on Impact of Working Environment on Job Satisfaction	Habeed Tanning Company Gudiyattam	1.2.2023 to 11.5.2023 Fifteen Days



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8	Aysheya Thabasum	A Study on Quality Control and Improvement Practices with Special Reference To Jadli Foods India Private Limited	Jadli Foods India Private Limited Company Andhra Pradesh	1.2.2023 to 11.5.2023 Fifteen Days
9	Emily Sharmila. H	A Study on Jewellery Buying Preference among Consumer in JCR Jewellery Shop, Vaniyambadi.	JCR Jewellery Shop At Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
10	Fathima Asfiya.	A Study on Awareness of Islamic Banking Products and Service with Special Reference to Janseva Co-operative Credit Society Limited	Islamic Banking Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
11	Gandhimathi. D	A Study on The Effective Promotional Strategy Influencing Customer for the Products for Velmuragun Super Market	Sri Velmuragun Super Market Ambur	1.2.2023 to 11.5.2023 Fifteen Days
12	Harshini	A Study on Factors Affecting the Development Of Primary Agricultural Co-operative Credit Society	Development Of Primary Agricultural Co-Operative Credit Society Vinnamangalam	1.2.2023 to 11.5.2023 Fifteen Days
13	Hidaya. C	A Study On Loan and Advances in Co-Operative Urban Bank	Co-Operative Urban Bank Pernambut	1.2.2023 to 11.5.2023 Fifteen Days
14	Madeeha Fathima. S	A Study on Impact of Production Planning And Control with Special Reference At Maha Cauvery Exports.	Maha Cavery Exports, Chennai	1.2.2023 to 11.5.2023 Fifteen Days
15	Meera	A Study on Attitude and Behaviour of Rural Consumers Towards Jcr at Vaniyambadi	JCR- Jewellery Shop At Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
16	Mohsin Taj.R	A Study on Marketing Strategy Of Maha Cauvery Stainless Steel	Maha Cavery Stainless Steels Chennai	1.2.2023 to 11.5.2023 Fifteen Days




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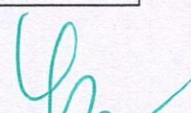
17	Mumina Firdose. N	A Study on Job Satisfaction of Employees at Q-Codes Infotech	Q-codes Infotech Vellore	1.2.2023 to 11.5.2023 Fifteen Days
18	Nandhini. G	A Study on Health and Safety Measures among Employees	Kethandapatti Co-Operative Limited	1.2.2023 to 11.5.2023 Fifteen Days
19	Naziya Begum. A	A Study on Effectiveness of Grievances Handling System, White House	White House Chennai	1.2.2023 to 11.5.2023 Fifteen Days
20	Niha Kouser. M	Leadership Style and Their Impact on Employees Productivity towards Hyse Placement Services Private Limited, Chennai.	Hyse Placement Services Private Limited Chennai	1.2.2023 to 11.5.2023 Fifteen Days
21	Nirosha	A Study on Leadership Style and its Implications on Workplace Relationship with Special Reference to Naidu Hall	Naidu Hall Ambur	1.2.2023 to 11.5.2023 Fifteen Days
22	Rameeza. A	A Study On Worklife Balance of Women Employees At Farida Shoes Private Limited	Farida Shoes Private Limited Ambur	1.2.2023 to 11.5.2023 Fifteen Days
23	Reema Askiya. A	A Study on Brand Awareness of Consumer Towards Samsung Electronics with Special Reference Darling Showroom at Vaniyambadi	Darling Showroom At Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
24	Reshma. M	A Study On Preference And Usage Of Rack Oven In Bakery With Special Reference To SS Thermo Wagon Industries.	SS Thermo Wagon Industries, Tirupattur	1.2.2023 to 11.5.2023 Fifteen Days
25	Revathi. B	A Study On Customer Brand Preference Towards Mobile Phones In Sathya Agencies	Sathya Agencies Ambur	1.2.2023 to 11.5.2023 Fifteen Days



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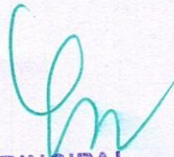
26	Rida Anam. P	A Study On Motivation And Employee Productivity At Farida Shoes Private Limited	Farida Shoes Private Limited Ambur	1.2.2023 to 11.5.2023 Fifteen Days
27	Ruba Kulsoom. P	A Study On Employee Retention And Attrition Strategies At Colan Infotech Private Limited	Colan Infotech Private Limited Chennai	1.2.2023 to 11.5.2023 Fifteen Days
28	Saleela Mariyam.N	A Study on Recruitment and Selection Process with Special Reference to WebShopify	Web Shopify Chennai	1.2.2023 to 11.5.2023 -
29	Sara Saleeth. A	A Study on Quality of Leather Gloves Production in Hijaz Kuroda Gloves Company Private Limited	Hijaz Kuroda Gloves Company Private Limited Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
30	Shafiya Irfath.C	A Study on Impact of Material Management in the Productivity of an Organization	Shafiya Leather's Ambur	1.2.2023 to 11.5.2023 Fifteen Days
31	Shareekha Affreen	A Study an Challenges of Corporate /Social Responsibility in MNC at Hyse Placement Services Private Ltd.	Hyse Software Development,C hennai	1.2.2023 to 11.5.2023 Fifteen Days
32	Sharmila.C	A Sudy on Consumer Behaviour Toward LG Electronic Goods in Darling Showroom, Vaniyambadi	Darling Showroom, Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
33	Shibya Adain. S.T	A Study on Organisational Culture and its Impact on Employees Behaviour at Hijaz Kuroda Gloves Private Limited.	Hijaz Kuroda Gloves Private Limited.Vaniya mbadi	1.2.2023 to 11.5.2023 Fifteen Days
34	Surya	A Study on Impact of Advertisement on Consumer Buying Behaviour with Special Reference to Sathya Agencies	Sathya Agencies Ambur	1.2.2023 to 11.5.2023 Fifteen Days
35	Syed Yusra Sameen	A Study on Natural Dyes and its application with Special Reference "Annai Dyes and Colours" at Vaniyambadi	Annai Dyes And Colours Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days




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36	Tamilselvi	A Study on Tannery Effluent Treatment- Overview at Vanitec Private Limited	Vanitec Private Limited Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
37	Vinodhini. S	A Study on Work Environment on Employees Performance	Kethandapatti Co-Operative Sugar Mill Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days
38	Yuthiciga. S	A Study on Employee Welfare and Safety Measures in Naidu Hall With Special Reference to Women Employees	Naidu Hall ,Ambur	1.2.2023 to 11.5.2023 Fifteen Days
39	Zarmain Shadiya. V	A Study on Minimizing Defective Products Through Effective Production Planning and Control at Habeeb Tanning Company	Habeeb Tanning Company Gudiyattam	1.2.2023 to 11.5.2023 Fifteen Days
40	Shobana.K	A Study on Labour Welfare Measures and Its Effect on Employees Job Satisfaction with Regarding to Vanitec Private Limited	Vanitec Private Limited Vaniyambadi	1.2.2023 to 11.5.2023 Fifteen Days




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THIRUVALLUVAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE COURSE
CBCS PATTERN
(With effect from 2020 - 2021)

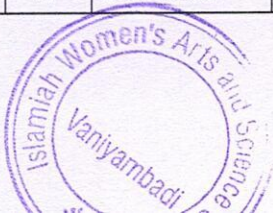
The Course of Study and the Scheme of Examinations

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I									
1.	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2.	II	English (CE)	Paper-1	6	4	Communicative English I	25	75	100
3.	III	Core Theory	Paper-1	5	3	Principles of Management	25	75	100
4.	III	Core Theory	Paper-2	5	3	Business Mathematics & Statistics I	25	75	100
5.	III	ALLIED -1	Paper-1	6	3	(to choose any 1 out of 3) A. Business Organization B. Principles of Insurance C. Business Ethics	25	75	100
6.	III	PE	Paper-1	6	3	Professional English I	25	75	100
7.	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
				36	22		175	525	700
SEMESTER II							CIA	Uni. Exam	Total
8.	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9.	II	English (CE)	Paper-2	4	4	Communicative English I	25	75	100
10.	III	Core Theory	Paper-3	5	3	Business Environment	25	75	100
11.	III	Core Theory	Paper-4	5	3	Business Mathematics & Statistics II	25	75	100
12.	III	ALLIED-1	Paper-2	6	5	(to choose any 1 out of 3) A. Customer Relationship Management B. Principles of Banking System C. Fundamentals of Computer	25	75	100
13.	III	PE	Paper-2	6	3	Professional English II	25	75	100
14.	IV	Value Education		2	2	Value Education	25	75	100
15.	IV	Soft Skill		2	1	Soft Skill	25	75	100
				36	25		200	600	800



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SEMESTER III							CIA	Uni. Exam	Total
16.	III	Core Theory	Paper-5	5	4	Production and Materials Management	25	75	100
17.	III	Core Theory	Paper-6	5	4	Financial Accounting	25	75	100
18.	III	Core Theory	Paper-7	5	4	Human Resource Management	25	75	100
19.	III	Core Theory	Paper-8	4	4	Managerial Economics	25	75	100
20.	III	ALLIED-2	Paper-3	6	3	(to choose any 1 out of 3) A. Office Management B. Service Marketing C. Tourism Management	25	75	100
21.	IV	Skill based Subject	Paper-1	3	2	Business Communication	25	75	100
22.	IV	Non-major elective	Paper-1	2	2	Management Concepts	25	75	100
				30	23		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
23.	III	Core Theory	Paper-9	5	4	Organizational Behavior	25	75	100
24.	III	Core Theory	Paper-10	5	4	Taxation	25	75	100
25.	III	Core Theory	Paper-11	5	4	Management Accounting	25	75	100
26.	III	Core Theory	Paper-12	4	4	Operations Research	25	75	100
27.	III	ALLIED-2	Paper-4	6	5	(to choose any 1 out of 3) A. Retail Management B. Project Management C. Hotel Management	25	75	100
28.	IV	NMSDC : Digital Skills for Employability	Paper-2	2	2	Office Fundamentals	25	75	100
29.	IV	Non-major elective	Paper-2	2	2	Training and Development	25	75	100
				30	25		175	525	700
SEMESTER V							CIA	Uni. Exam	Total
30.	III	Core Theory	Paper-13	6	4	Marketing Management	25	75	100
31.	III	Core Theory	Paper-14	6	4	Business Law	25	75	100
32.	III	Core Theory	Paper-15	5	4	Research Methodology	25	75	100
33.	III	Core Theory	Paper-16	5	4	Computer Application in Business	25	75	100
34.	III	Elective	Paper-1	5	3	(To choose any 1 out of 3) A. Industrial Relations and Labour Laws B. Reward Management C. Change Management	25	75	100
35.	IV	Skill based	Paper-3	3	2	E-Business	25	75	100



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		Subject							
				30	21		150	450	600
SEMESTER VI							CIA	Uni. Exam	Total
36.	III	Core Theory	Paper-17	6	5	Strategic Management	25	75	100
37.	III	Core Theory	Paper-18	6	5	International Business	25	75	100
38.	III	Core	Paper-19	6	5	Individual Project *Viva-Voce ** Project Report	25*	75**	100
39.	III	Elective	Paper-2	5	3	(to choose any 1 out of 3) A. Financial Management B. Financial Services C. Investment Management	25	75	100
40.	III	Elective	Paper-3	5	3	(to choose any 1 out of 3) A. Marketing Research B. Rural Marketing Management C. Advertising and Sales Management	25	75	100
41.	III	NMSDC : Digital Banking and Audit Essentials for Employability	Paper-4	2	2	Fintech Course	25	75	100
42.	V	Extension Activities		0	1	Extension Activities	100	0	100
		Total		30	24		150	450	700
					140				4200

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages	2	4	8	100	200
Part II	Communicative English	2	4	8	100	200
Part III	Allied (Odd Semester)	2	3	6	100	200
	Allied (Even Semester)	2	5	10	100	200
	Electives	3	3	9	100	300
	Core	18	(3-5)	70	100	1800
	Professional English	2	3	6	100	200
	Compulsory Project (Group/Individual Project)	1	5	5	100	100
Part IV	Environmental Science	1	2	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others /NME	2	2	4	100	200
	Skill Based	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
		Total	2	140	4200	4200



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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON INFLUENCING OF CUSTOMER RELATIONSHIP MANAGEMENT [WITH SPICAL REFERENCE TO CITY SUPER MARKET]" is a bonafide record done by **S,THILAGAVATHI(31217U08072)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. K. INDRA** **M.Com., M.Phil., PGDCA., B.Ed. SET., PH.D.**

Dr. K. INDRA,

M.Com., M.Phil., PGDCA., B.Ed., SET., Ph.D.

Research Supervisor

Signature of the Guide and Supervision

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Signature of the HOD

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Submitted for viva-voice examination held on..11.05.2023

Internal Examiner

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Head & Dept. of Business Administration

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External Examiner

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MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled **A STUDY ON INVENTORY CONTROL AND PROFIT MAXIMIZATION IN S S THERMO WAGON INDUSTRY, TIRUPATTUR** is a bonafide record done by **AABIDHA .I (31220U08001)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,**

Signature of the Guide and Supervision

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11/5/23
External Examiner

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Assistant Professor & Head,
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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS VELMURUGAN SUPERMARKET AT AMBUR" is a bonafide record done by A. ABINAYA (31220U08002) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **M. NITHYA., MBA., M. ph³ SET**

Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,

M.Com., M.Phil., PGDCA, B.Ed., SET, Ph.D.
Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts and Science College
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Submitted for viva-voice examination held on.

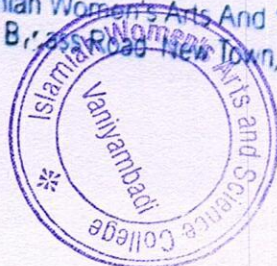
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Marudh **PRINCIPAL** in College for Women

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS CITY SUPER MARKET" is a bonafide record done by K.AHBI (31220U08003) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Mrs. S. PRAMILA, MBA,,M.Com.,M.Phil.**

S. Pramila

Signature of the Guide and Supervision

Dr. K. Indra

Signature of the HOD

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Submitted for viva-voice examination held on. 11/05/2023



Dr. K. Indra

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Dr. G. Deepalakshmi

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External Examiner

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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON MODEL PREFERENCE BY CONSUMERS TOWARDS HERO TWO-WHEELERS IN JEEVEN MOTORS LIMITED" is a bonafide record done by ARCHANA (31220U08005) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.,**

Signature of the Guide and Supervision

Signature of **Dr. K. INDRAN**
M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D
Research Supervisor
Head & Dept. of Business Administration
Islamiah Women's Arts And Science College
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Submitted for viva-voice examination held on 11.05.2023



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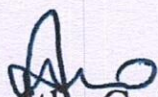
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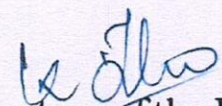
DEPARTMENT OF BUSINESS ADMINISTRATION

MAY-2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON PRESERVATION PROCESS OF FRUITS IN JADLI INDIA PVT. LIMITED" is a bonafide record done by A. ASHRAF BEGAM (30220U08006) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of Mrs. ARCHANA.D MBA.,


Signature of the Guide and Supervision




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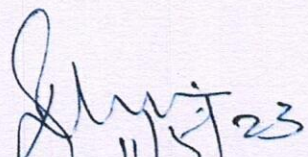
Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.
Research Supervisor

Head & Dept. of Business Administration

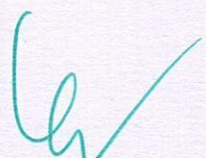
Islamiah Women's Arts And Science College
10 B. class Road New Town, Vanivambadi

Submitted for viva-voice examination held on...11.05.2023



Internal Examiner


External Examiner

Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.
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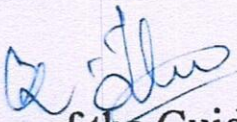
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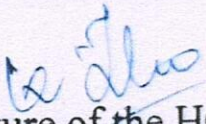
DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is to certify that the project work titled "A STUDY ON IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION" is a bonafide record done by **AYMAN FATHIMA. K (31220U08008)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,**


Signature of the Guide and Supervisor


Signature of the HOD

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Internal Examiner

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Research Supervisor

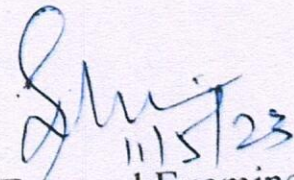
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BONAFIDE CERTIFICATE

This is certify that the project work titled “A STUDY ON QUALITY CONTROL AND IMPROVEMENT PRACTICES WITH SPECIAL REFERENCE TO JADLI FOODS INDIA PRIVATE LIMITED” is a bonafide record done by AYSHEYA THABASUM (31220U08009) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision **D .NITHYA**

MBA M.Phil. S.E.T

Dnithya 11/5/23
Signature of the Guide and Supervision

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MAY- 2023

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This is certify that the project work titled "A STUDY ON JEWELLERY BUYING PREFERENCE AMONG CONSUMER IN JCR JEWELLERY SHOP " VANIYAMBADI is a bonafide record done by H.EMILY SHARMILA(31220U08010) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of MS.S. PRAMILA M.B.A, M.PHIL.M.COM

S. Pramila

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This is certify that the project work titled "ASTUDY ON AWARENESS OF ISLAMIC BANKING PRODUCTS AND SERVICE WITH SPECIAL REFERENCE TO JANSEVA CO-OPERATIVE CREDIT SOCIETY LIMITED" is a bonafide record done by **FATHIMA ASFIYA (31220U08011)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. M. SADIYA SARVATH., M.Com(CA), M.Phil., Ph.D.,**

H. Sripavathi

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K. Indra

Signature of the HOD

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G. Deepalakshmi
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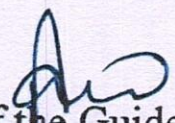
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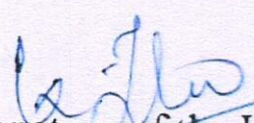
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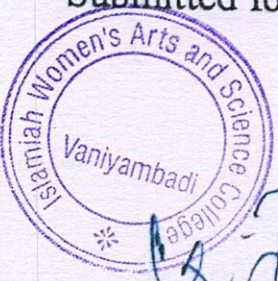
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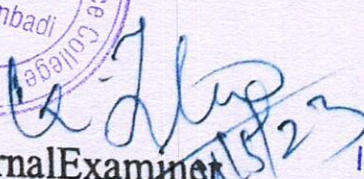
This is certify that the project work titled 'A STUDY ON THE EFFECTIVE PROMOTIONAL STRATEGY INFLUENCING CUSTOMER FOR THE PRODUCTS'FOR VEL MURUGAN SUPER MARKET is a bonafide record done by D.GANDHIMATHI(31220U08012)in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Ms. D.ARCHANA,MBA

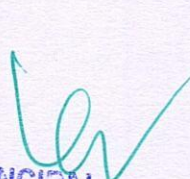

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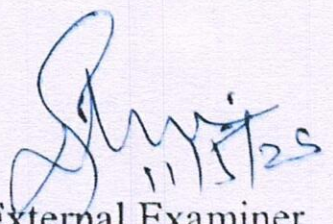

Signature of the HOD
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Head & Dept. of Business Administration

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This is certify that the project work titled “ A STUDY ON FACTORS AFFECTING THE DEVELOPMENT OF PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETY” is a bonafide record done by HARSHINI (31220U08013) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

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This is certify that the project work titled "A STUDY ON LOAN

AND ADVANCES IN CO OPERATIVE URBAN BANK is a bonafiderecord done by HIDAYA .C(31220U08014) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs .D.NITHYA,M.B.A.,M.Phil SET.

D Nithya 11/5/23

Signature of the Guide and Supervision



K. Indra

Signature of the HOD

Dr. K. INDRA,

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Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,

M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D

Research Supervisor

Head & Dept. of Business Administration

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Signature of the HOD

Dr. K. INDRA,

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Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College

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Submitted for viva-voice examination held on. ~~11.05.2023~~



Internal Examiner

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Research Supervisor

Head & Dept. of Business Administration

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External Examiner

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Dr. G. DEEPA LAKSHMI,

Assistant Professor & Head,

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This is certify that the project work titled "A STUDY ON MARKETING STRATEGY OF MAHA CAUVERY STAINLESS STEEL" is a bonafide record done by MOHSIN TAJ.R (31220U08018) in partial fulfilment of the award of the degree of Business Administration under the guidance and supervision of Dr.K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

[Signature]
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Dr. K. INDRA,
 M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.
 Research Supervisor
 Head & Dept. of Business Administration
 Islamiyah Women's Arts And Science College

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 Research Supervisor
 Head & Dept. of Business Administration
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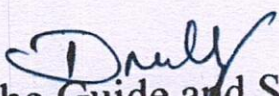
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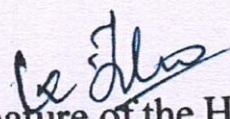
DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

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This is certify that the project work titled "**A STUDY ON JOB SATISFACTION OF EMPLOYEES AT QCODES INFOTECH**" is a bonafide record done by **MUMINA FIRDOSE.N (31220U08019)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Mrs.D.NITHYA,M.B.A.,M.Phil,SET.**

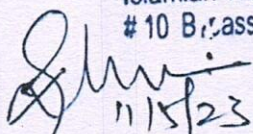

Signature of the Guide and Supervision


Signature of the HOD
Dr. K. INDRA,
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Research Supervisor

Submitted for viva-voice examination held on.....
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Company certificate must be attached here/ attendance sheet

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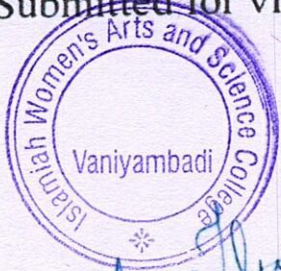
This is certify that the project work titled "A STUDY ON HEALTH AND SAFETY MEASURES AMONG EMPLOYEES" is a bonafide record done by **G. NANDHINI(31219U08021)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Mrs. S. PRAMILA., MBA, M.COM., M.Phil.**

S. Pramila

Signature of the Guide and Supervision

K. Indra
Signature of the HOD
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G. Deepalakshmi
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Principal

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VANIYAMBADI.



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(Recognized by UGC under section 2(f) & 12(b) of the UGC Act 1956 & Permanent Affiliation with Thiruvalluvar University) Accredited by NAAC with B grade

A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is to certify that the project work titled "A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING SYSTEM WHITE HOUSE" is a bonafide record done by NAZIYA BEGUM.A(31220U08022) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. M. SADIYA SARVATH., M. Com(CA)., M.Phil., Ph.D.,**

Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,

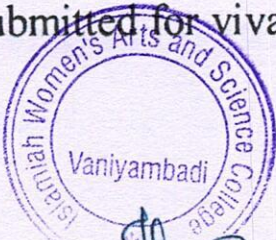
M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D
Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College

#10 B, G. S. Road New Town, Vaniyambadi - 2

Submitted for viva-voice examination held on 11.05.2023



Internal Examiner

Dr. K. INDRA,

M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D
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PRINCIPAL

ISLAMIAH WOMEN'S ARTS
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External Examiner

Dr. G. DEEPALAKSHMI,

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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "LEADERSHIP STYLE AND THEIR IMPACT ON EMPLOYEES PRODUCTIVITY" TOWARDS HYSE PLACEMENT SERVICES PRIVATE LIMITED CHENNAI" is Bonafide record done by M. NIHA KOUSER.M (31220U08023) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D.MBA.,

Signature of the Guide and Supervision

Signature of the HOD

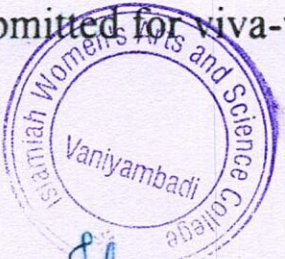
Dr. K. INDRA,

M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D
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Islamiah Women's Arts And Science College
10 B. S. Road New Town, Vanivambadi

Submitted for viva-voice examination held on.....



Internal Examiner

PRINCIPAL
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Dr. G. DEEPALAKSHMI,

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A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON LEADERSHIP STYLE AND ITS IMPLICATIONS ON WORKPLACE RELATIONSHIP WITH SPECIAL REFERENCE TO NAIDU HALL" is a bonafide record done by NIROSHA (31220U08024) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,

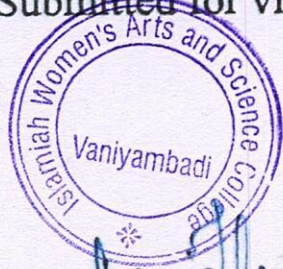
Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.
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ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

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with B grade A Project of

DEPARTMENT OF BUSINESS ADMINISTRATION MAY- 2023

BONAFIDE CERTIFICATE

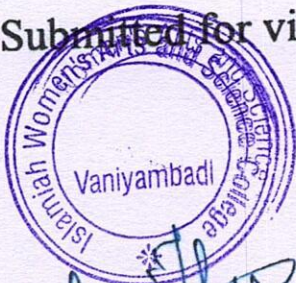
This is certify that the project work titled "A STUDY ON WORKLIFE BALANCE OF WOMEN EMPLOYEES AT FARIDA SHOES PRIVATE LIMITED" is a bonafide record done by RAMEEZA.A (31220U08025) in partial fulfilment of the award of the degree of Business Administration under the guidance and supervision of Mrs.D.NITHYA, M.B.A., M.Phil.SET.

D Nithya 11/5/23
Signature of the Guide and Supervisor.

K. Indra
Signature of the HOD

Dr. K. INDRA,
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Submitted for viva-voice examination held on... 11/05/2023



K. Indra 11/5/23
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K. Indra

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G. Deepalakshmi 11/5/23
External Examiner

Dr. G. DEEPALAKSHMI,
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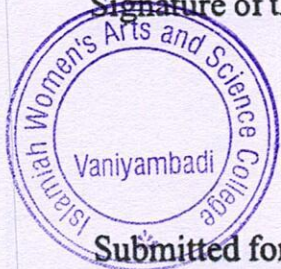
DEPARTMENT OF BUSINESS ADMINISTRATION
MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON BRAND AWARENESS OF CONSUMER TOWARDS SAMSUNG ELECTRONICS WITH SPECIAL REFERENCE TO DARLING SHOWROOM AT VANIYAMBADI " is a bonafied record done by REEMA ASKIYA .A (31220U08026) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S .PRAMILA , MBA ., M. Phil., M.com .

S. Pramila

Signature of the Guide and Supervision



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Signature of the HOD

Dr. K. INDRA,

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Research Supervisor

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10 B. Class Road New Town, Vaniyambadi ?

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[Handwritten Signature]

PRINCIPAL

ISLAMIAH WOMEN'S ARTS
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VANIYAMBADI.

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External Examiner

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Assistant Professor

Department of Business Administration

Marudhar Kesari Jain College

Vaniyambadi-635 7



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MAY- 2023

BONAFIDE CERTIFICATE

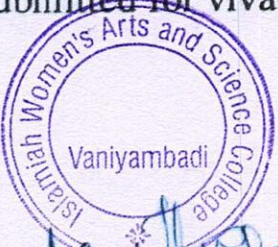
This is certify that the project work titled "A STUDY ON PREFERENCE AND USAGE OF RACK OVEN IN BAKERY WITH SPECIAL REFERENCE TO SS THERMO WAGON INDUSTRIES" is a bonafide record done by M.RESHMA (31220U...27) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA), M.Phil., Ph.D.,

Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA
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Submitted for viva-voice examination held on..11:05:2023



Internal Examiner
Dr. K. INDRA,
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PRINCIPAL
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AND SCIENCE COLLEGE
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External Examiner

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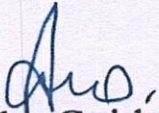
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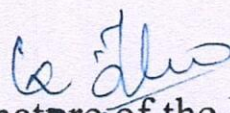
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MAY- 2023

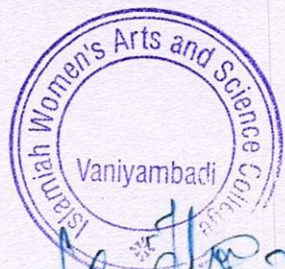
BONAFIDE CERTIFICATE


This is certify that the project work titled "A SUDY ON CUSTOMER BRAND PREFERENCE TOWARDS MOBILE PHONES IN SATHYA AGENCIES" is a bonafide record done by **B. REVATHI (31220U08028)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Ms. D Archana MBA**

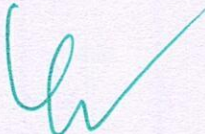

Signature of the Guide and Supervision

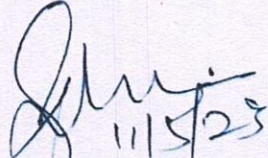

Signature of the HOD
Dr. K. INDRA,
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Research Supervisor
Head & Dept. of Business Administration
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10 Brass Road New Town, Vaniyambadi ?

Submitted for viva-voice examination held on **11.05.2023**...




Internal Examiner
Dr. K. INDRA,
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Research Supervisor
Head & Dept. of Business Administration
Islamiah Women's Arts And Science College
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PRINCIPAL
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AND SCIENCE COLLEGE
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External Examiner

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Assistant Professor & Head,
Department of Business Administration
Marudhar Kesari Jagan College
Vaniyambadi ?



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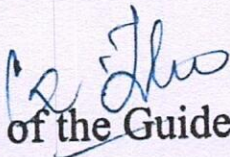
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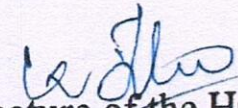
DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

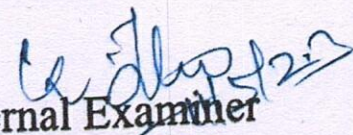
This is certify that the project work titled "A STUDY ON MOTIVATION AND EMPLOYEE PRODUCTIVITY AT FARIDA SHOES PRIVATE LIMITED" is a bonafide record done by RIDA ANAM.P(31220U08029) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of to Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.,


Signature of the Guide and Supervision

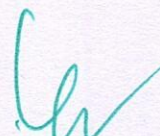

Signature of the HOD
Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B Ed., SET., Ph.D
Research Supervisor
Head & Dept. of Business Administration
Islamiyah Women's Arts And Science College
10 B, r, ass Road New Town, Vanivambadi ?

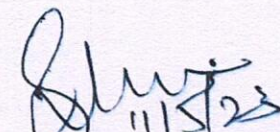
Submitted for viva-voice examination held on..11.05.2023




Internal Examiner

Dr. K. INDRA,
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Research Supervisor
Head & Dept. of Business Administration
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10 B, r, ass Road New Town, Vanivambadi ?


PRINCIPAL
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Assistant Professor & Head,
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Vanivambadi-635 731, Vtr. Dt.



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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON EMPLOYEE RETENTION AND ATTRITION STRATEGIES AT COLAN INFOTECH PRIVATE LIMITED" is a bonafide record done by RUBA KULSOOM P.(31220U08030) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs.D.Nithiya, M.B.A M.PHIL .SET

D.Nithiya 11/5/23
Signature of the Guide and Supervision

K. Indra
Signature of the HOD
Dr. K. INDRA,
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Submitted for viva-voice examination held on... 11:05:2023

K. Indra
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K. Indra
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G. Deepalakshmi 11/5/23
External Examiner

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2023

BONAFIDE CERTIFICATE

This is to certify that the project work titled "A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO WEBSHOPIFY" is a bonafide record done by N. SALEELA MARIYAM (31220U08031) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Pramila. S MBA, M. Phil. M. Com.

S. Pramila

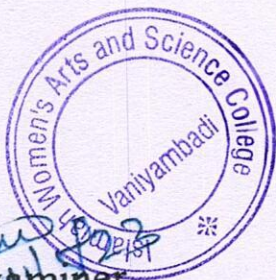
Signature of the Guide and Supervision

Dr. K. Indra
Signature of the HOD

Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D.
Research Supervisor
Head & Dept. of Business Administration

Islamiah Women's Arts And Science College
10 B, Class Road New Town, Vanivambadi

Submitted for viva-voice examination held on..... 11.05.23



Dr. K. Indra
Internal Examiner

Dr. G. Deepalakshmi
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Dr. G. Deepalakshmi
11/5/23
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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON QUALITY OF LEATHER GLOVES PRODUCTION IN HIJAZ KURODA GLOVES COMPANY PRIVATE LIMITED" is a bonafide record done by A. SARA SALEETH (31220U08032) in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. M. SADIYA SARVATH., M.Com(CA), M.Phil., Ph.D.,**

Signature of the Guide and Supervision

Signature of the HOD
Dr. K. INDRA,

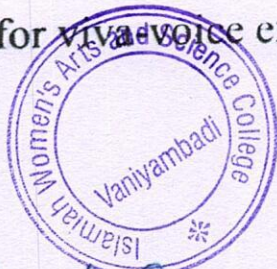
M.Com., M.Phil., PGDCA, B.Ed., SET, Ph.D.
Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College

#10 B, Class Road New Town, Vaniyambadi

Submitted for viva-voce examination held on...11/05/2023



Internal Examiner

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Research Supervisor

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PRINCIPAL
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VANIYAMBADI

External Examiner

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Assistant Professor & Head
Department of Business Administration
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Vaniyambadi-635 731, Vir. Dt.



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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON IMPACT OF MATERIAL MANAGEMENT IN THE PRODUCTIVITY OF AN ORGANIZATION" is a bonafide record done by **SHAFIYA IRFATH.C(31220U08033)** in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of **Mrs. ARCHANA. D., MBA.,**

Signature of the Guide and Supervision

Signature of the HOD

Dr. K. INDRA,
M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D
Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College
10 B class Road New Town, Vanivambadi

Submitted for viva-voice examination held on... 11:05



Internal Examiner

PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE
VANIYAMBADI.

External Examiner

Dr. K. INDRA,
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Research Supervisor
Head & Dept. of Business Administration
Islamiah Women's Arts And Science College
10 B class Road New Town, Vanivambadi

Dr. G. DEEPA LAKSHMI,
MBA, M.M.M., M.Phil., Ph.D
Assistant Professor & Head
Department of Business Administration
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Vanivambadi - 635 731, Viji

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DEPARTMENT OF BUSINESS ADMINISTRATION

MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON challenges of corporate social responsibility in MNC AT Hyse plant services PRIVATE LIMITED" is a bonafide record done by shareekha affreen (31220U08034) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Under the guidance of Dr. K. Indra, M.Com., M.Phil., B.Ed., PGDCA, SET., Ph.D.

Signature of the Guide and Supervision



Signature of the HOD

Dr. K. INDRA,

M.Com., M.Phil., PGDCA, B.Ed., SET., Ph.D

Research Supervisor

Head & Dept. of Business Administration

Islamiah Women's Arts And Science College

10 B. S. Road New Town, Vanivambadi ?

Submitted for viva-voice examination held on...11.5.23.....

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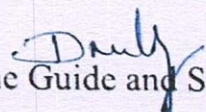
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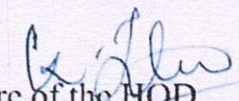
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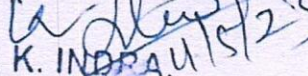
BONAFIDE CERTIFICATE

This is certify that the project work titled **"A STUDY ON CONSUMER BEHAVIOUR TOWARD LG ELECTRONIC GOODS IN DARLIND SHOWROOM, VANIYAMBADI"** is a benefice record done by **C.SHARMILA** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **MS. NITHYA MBA., M.Phil, SET.,**

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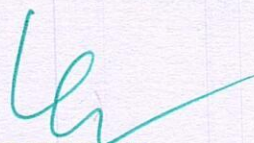
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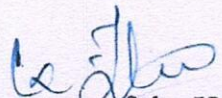
MAY- 2023

BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEES BEHAVIOUR AT HIJAZ KURODA GLOVES PRIVATE LIMITED" is a bonafied record done by SHIBYA ADAIN ST (31220U08036) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. S .PRAMILA , MBA ., M. Phil., M.com .

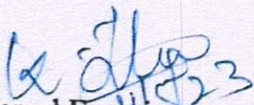
S. Pramila

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Signature of the HOD

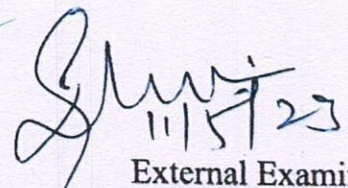
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This is certify that the project work titled "A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO SATHYA AGENCIES "is a bonafide record done by SURYA(31220U08037) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr.M. SADIYA SARVATH., M.Com(CA)., M.Phil., Ph.D.

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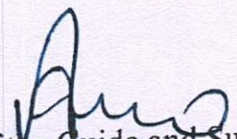
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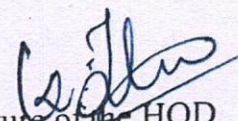
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BONAFIDE CERTIFICATE

This is certify that the project work titled "A STUDY ON NATURAL DYES AND ITS APPLICATION WITH SPECIAL REFERENCE ANNAI DYES & COLOURS AT VANIYAMBADI" is a bonafied record done by SYED YUSRA SAMEEN (31220U08038) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs. ARCHANA.D, MBA.,



Signature of the Guide and Supervision



Signature of the HOD

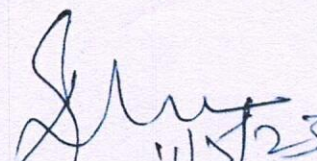
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This is certify that the project work titled "A STUDY ON TANNERY EFFLUENT TREATMENT-OVERVIEW AT VANITEC PRIVATE LIMITED" is a bonafide record done by **TAMILSELVI (31220U08039)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of **Dr. K. Indra, M.Com. M.Phil, B.Ed., PGDCA, SET., Ph.D..**

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This is certify that the project work titled "A STUDY ON WORK ENVIRONMENT ON EMPLOYEES PERFORMANCE'S" a bonafide record done by **VINODHINI.S (31220U08040)** in partial fulfillment of the award of the degree of **Business Administration** under the guidance and supervision of

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This is certify that the project work titled "A STUDY ON EMPLOYEE WELFARE AND SAFTY MEASURES IN NAIDU HALL WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES" is a bonafide record done by S.YUTHICIGA in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Mrs.S.PRAMILA, MBA, M.phil.M.COM.

S. Pramila

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This is certify that the project work titled "A STUDY ON MINIMIZING DEFECTIVE PRODUCTS THROUGH EFFECTIVE PRODUCTION PLANNING AND CONTROL AT HABEEB TANNING COMPANY" is a bonafide record done by V. ZARMAIN SHADIYA (31220U08042) in partial fulfillment of the award of the degree of Business Administration under the guidance and supervision of Dr. M. SADIYA SARVATH., M.Com(CA), M.Phil., Ph.D.,

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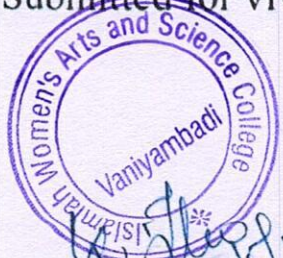
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