



ST. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(A Christian Minority Institution)

St. John's College Road, Ammandivilai, Kanyakumari District - 629 204,

Tamil Nadu, South India. Visit us at : www.stjohnskk.ac.in



Ph : 04651 200013 | E-mail : Off : stjcas@gmail.com | e-mail Per : dasappanvy@gmail.com | Mob. 6282239156

MAJOR PROJECT – BUSINESS ADMINISTRATION

A STUDY ON CUSTOMER SATISFACTION OF GOOGLE PAY APP

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial
fulfillment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

**SAHAYA UDAYA SHAQSON R
VINISTAN RAJ R**

**20213221201259
20213221201270**

Under the Supervision of
Ms. ANTONUS ANUSYA S



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled, "A STUDY ON CUSTOMER SATISFACTION OF GOOGLE PAY APP", submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration, is a record of work done by SAHAYA UDAYA SHAQSON R (20213221201259), VINISTAN RAJ R(20213221201270) during the period of their study (March 2024 – April 2024) in the Department of Business Administration, St. John's College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.



Signature of the Guide



Head of the Department



Internal Examiner



External Examiner

**A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKME
PRODUCTS**

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

DEEPIKA RAJ I

20213221201217

JACKSANA J

20213221201219

Under the Supervision of
Mrs. A. ANZIL NINU



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKME PRODUCTS”, submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by **DEEPIKA RAJ.I (20213221201217), JACKSANA.J (20213221201219)** during the period of their study (January 2024 – April 2024) in the Department of Business Administration, St. John's College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.


Signature of the Guide


Head of the Department


Internal Examiner


External Examiner

A STUDY ON CUSTOMER PERCEPTION ON OTT PLATFORM IN KANNIYAKUMARI DISTRICT

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

KANSDERIL K

20213221201227

ROSHAN S

20213221201248

Under the Supervision of

Mrs. S. Asha Parvin

Head, Department of Business Administration

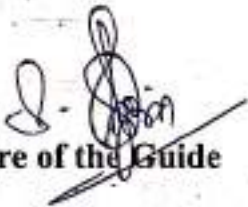


St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANNIYAKUMARI DISTRICT 629 204

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled "A study on customer perception on OTT platform in kanniyakumari distict", submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by Kansderil K (20213221201228), Roshan S(20213221201248) during the period of their study (January 2024 – April 2024) in the Department of Business Administration, St. John's College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.



Signature of the Guide



Head of the Department



Internal Examiner



External Examiner

A STUDY ON PREFERENCE TOWARDS MOBILE NETWORK AMONG COLLEGE STUDENTS IN KANNIYAKUMARI DISTRICT

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

KAVERI R

20213221201228

KEJIN S

20213221201229

Under the Supervision of

Dr. T. SUJIN



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled "A study on preference towards mobile network among college students in Kanyakumari District", submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by **KAVERI R (20213221201228), KEJIN S (20213221201229)** during the period of their study (January 2024 – April 2024) in the Department of Business Administration, St. John's College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.



Signature of the Guide



Head of the Department



Internal Examiner



External Examiner

**CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAM IN
NAGERCOIL DISTRICT**

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

AROCKIA LINIYA S

20213221201212

MERIN JISHA R

20213221201235

Under the Supervision of

Dr.T. Sujin

(Assistant professor)

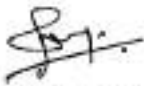


**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled “ **CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAM IN NAGARCOIL DISTRICT**”, submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by **AROCKIA LINIYA S (20213221201212)**, **MERIN JISHA R (20213221201235)**, during the period of their study (January 2024 – April 2024) in the Department of Business Administration, St. John’s College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.



Signature of the Guide



Head of the Department



Internal Examiner


22/04/24

External Examiner

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE
SHOPPING A SPECIAL REFERENCE TO AMAZON**

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

ABI P

20213221201201

RKHISHA Y

20213221201243

Under the Supervision of
Mrs. A. ANZIL NINU



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled “A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING A SPECIAL REFERENCE TO AMAZON”, submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by **ABI P (20213221201201)**, **RKHISHA Y (20213221201243)** during the period of their study (January 2024 – April 2024) in the Department of Business Administration, St. John’s College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.


Signature of the Guide
Head of the Department
Internal Examiner
External Examiner

A STUDY ON CUSTOMER SATISFACTION TOWARDS AMUL PRODUCTS

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfillment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

**MARIA STHEBAN M
RAJITH R**

**20213221201234
20213221201245**

Under the Supervision of
Ms. ANTONUS ANUSYA



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

CERTIFICATE

This is to certify that the major project report entitled, "**A Study on Customer Satisfaction Towards AMUL Products**" submitted to the Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Bachelor of Business Administration is a record work done by **MARIA STHEBAN M.(20213221201234)** and **RAJITH R(20213221201245)** during the period of their study (March 2024 – April 2024) in the Department of Business Administration, St. John's College of Arts and Science, Ammandivilai, Kanyakumari District 629 204, under my supervision and guidance.



Signature of the Guide



Head of the Department



Internal Examiner



External Examiner

AN ORGANISATIONAL STUDY OF YAMAHA MOTOR PRIVATE LIMITED

A Mini Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

AJIN K	20193221201205
SAJU R	20193221201242
SANJAI S	20193221201243
SHIBIN R	20193221201245
SOBURAJ R	20193221201246

Under the Supervision of

Ms. D. JOY JULI



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204
NOVEMBER 2021

"UNDERSTANDING GOLD ORNAMENT CONSUMPTION IN COASTAL REGIONS"

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

STEMI MOL J

20213221201268

Under the Supervision of

Mr. Dr. L. SUJIN



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

A STUDY ON CUSTOMERS SATISFACTION TOWARDS JIO MOBILE NETWORK USERS

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

KIRUTHIKA. K S

20213221201232

Under the Supervision of
Dr. T.SUJIN., Assistant Professor



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

RAHUL S **20213221201244**

ROHITH ROSHAN A **20213221201247**

Under the Supervision of
Ms. S ANTONUS ANUSYA



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

PAZEENA JONSHI M

20213221201241

RESHIBA J

20213221201246

Under the Supervision of

Dr. T SUJIN



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

LINSHA N

20213221201233

SAHAYA JONE SABTHIKA J

20213221201254

Under the Supervision of

Dr. T SUJIN



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON EMPLOYEE SATISFACTION TOWARDS THANISHQ NAGERCOIL

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

SAHAYA ABISHA.P

20213221201250

SAHAYA SANJAY THARSHON.S

20213221201256

Under the Supervision of
Mrs. S. Asha Parvin



ST. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

**CUSTOMER SATISFACTION IN EVENT MANAGEMENT OF
NAGERCOIL DECORS IN KANNIYAKUMARI DISTRICT**

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

KING ANCE C

20213221201231

ANUJO LEBIN J

20213221201209

Under the Supervision of

Dr.T. Sujin

(Assistant Professor)



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANNIYAKUMARI DISTRICT 629 204**

APRIL 2024

PERFORMANCE APPRAISAL IN ICICI BANK

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

MICHEAL P SHELTON

20213221201236

NISHOK R

20213221201240

Under the Supervision of

Ms. S . Asha Parvin



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204
APRIL 2024

CUSTOMER SATISFACTION TOWARDS JOYALUKKAS

A major project reports

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
Of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Monisha A

20213221201237

Francy S

20213221201218

Under the Supervision of

Ms. S. ANTONOUS ANUSHYA



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER PREFERENCE OF ONLINE PAYMENT APPLICATIONS AMONG COLLEGE STUDENTS IN KANYAKUMARI DISTRICT

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

ANU NIRASINI S

20213221201208

BEBISHA F

20213221201215

Under the Supervision of

Dr. T. SUJIN



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

CUSTOMER SATISFACTION ON MARUTI SUZUKI CARS IN KANYAKUMARI

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

SAHAYA SILUVAI S

20213221201258

SHAMEER S

20213221201261

Under the Supervision of
Mrs. A. ANZIL NINU
(Assistant Professor)



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS VASANTH AND CO

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

ANISHMA A

20213221201205

SUBIKSHA S

20213221201269

Under the Supervision of

Mr. Dr. L. SUJIN



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

SHERIN SHANEL. T

20213221201264

JERISH KUMAR. S

20213221201223

Under the Supervision of

Ms. ANTONOUS ANUSHYA.S



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL SERVICE

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

AROCKIA DANIEL DHAS D

20213221201210

JOHN SHARUK TINO J

20213221201225

Under the Supervision of

Mrs. A. ANZIL NINU



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRIC VEHICLES

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

JOHN KISHOR J **20213221201224**

SAHAYA JEBARIBIN A **20213221201252**

Under the Supervision of

Dr. T SUJIN



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA PRODUCTS

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

JEMIMA M

20213221201222

KIMOSHA R

20213221201230

Under the Supervision of

Mrs. S. Asha Parvin

Head, Department of Business Administration



St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204

APRIL 2024

A STUDY ON BRAND LOYALTY FOR DOVE PRODUCTS

A Major Project Report

Submitted to the Manonmaniam Sundaranar University in partial fulfilment
of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

**SHERLIN ANTONY A
VISHANU G**

**20213221201265
20213221201271**

Under the Supervision of

Mrs. S. ASHA PARVIN.,

Head of the Department (Business administration)



**St. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI, KANYAKUMARI DISTRICT 629 204**

APRIL 2024



St. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
(A Christian Minority Institution)

St. John's College Road, Ammandivilai, Kanyakumari District - 629 204,
Tamil Nadu, South India. Visit us at : www.stjohnskk.ac.in



Ph : 04651 200013 | E-mail : Off.: stjcas@gmail.com | e-mail Per.: desappanvy@gmail.com | Mob. 6282239186

Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.

Dr. V.Y. DASAPPAN M.A., M.Phil., Ph.D.
PRINCIPAL
Principal
ST. JOHN'S COLLEGE OF ARTS & SCIENCE
AMMANDIVILAI - 629204
KANYAKUMARI DISTRICT