



## ST. JOHN'S COLLEGE OF ARTS & SCIENCE

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(A Christian Minority Institution)

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MAJOR PROJECT – MASTER OF COMMERCE

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS  
SKINCARE PRODUCT IN NAGERCOIL CITY"**

*A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement  
for the award of the Degree of*

**MASTER OF COMMERCE**

**Submitted by**

**B.RAMYA ROSLIEN**

**Reg.No:20223222301215**

*Under the supervision of*

**Dr. S.K. DHANALAKSHMI ,M.Com., MBA., M.Phil., Ph.D.**



**Department of Commerce**

**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

**AMMANDIVILAI-629204**

**April 2024**

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Register Number: 20223222301215

Certified that is the bonafide project work done by B.RAMYA ROSLIEN,  
during the IV SEMESTER 2023-2024

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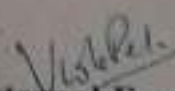
  
**Staff-in-charge**

Submitted for the project viva-vice held on \_\_\_\_\_

Maximum marks: \_\_\_\_\_

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**Internal Examiner**

  
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Dr. G. Jeslin Viola P., Ph.D.  
Assistant Professor,  
PG & Research Centre in Commerce,  
Scott Christian College (Autonomous)  
Nagercoil - 629 003.

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKME  
PRODUCTS IN KANYAKUMARI DISTRICT”**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli in  
partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

**Submitted by**

**R. MARY SOWMIYA**

**Reg. No: 20223222301214**

**Under the supervision of,**

**Dr. M. Durai Singh, M. Com, M.Phil., Ph.D.**



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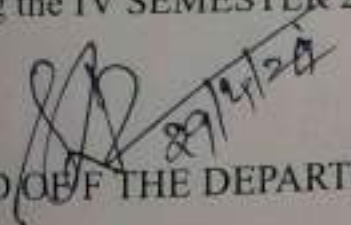


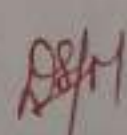
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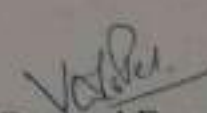
  
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**Dr. G. Jeslin Viola Pet, Ph.D.**  
Assistant Professor,  
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**“A STUDY ON QUALITY OF WORK LIFE AMONG THE EMPLOYEES  
OF GLADSON EXPORTERS IN MUTTON”**

A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

**Submitted by:**

**A. SUBIKSHA AROCK**

**Reg. No: 20223222301219**

**Under the Guidance of,**

**Mrs. G. Parvathi, M. Com, M. Phil, Ph. D**



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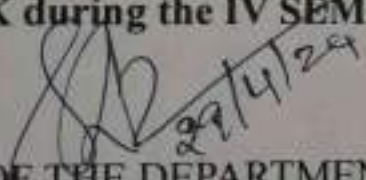


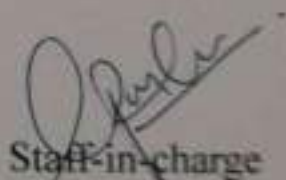
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**Register Number: 20223222301219**

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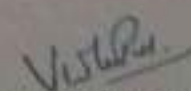
  
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**Dr. G. Jeslin Viola Pet, Ph.D.**  
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**“A STUDY ON CUSTOMER SATISFACTION ON INDIA POST PAYMENT  
BANK IN KANYAKUMARI DISTRICT”**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli in  
partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

Submitted by

**C. CHRUBAANCY**

Reg. No: 20223222301208

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**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

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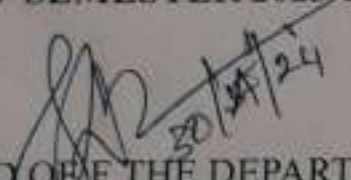


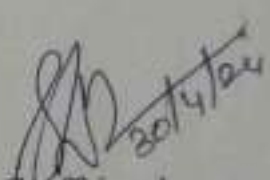
## CERTIFICATE

### DEPARTMENT OF COMMERCE

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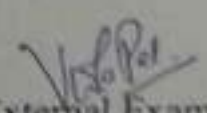
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# **"A STUDY ON CUSTOMER SATISFACTION ON MOBILE BANKING SERVICES IN NAGERCOIL CORPORATION"**

A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement for the award of the

Degree of

**MASTER OF COMMERCE**

Submitted by

**P.ARUL RISHIBA**

Reg. No: 20223222301206

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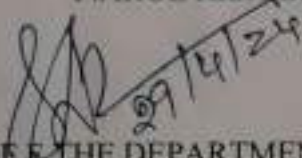
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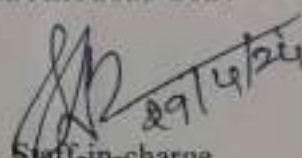
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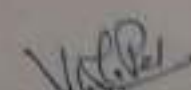
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**“A STUDY ON EFFECTIVENESS OF YOU TUBE ADVERTISING AMONG  
CONSUMERS WITH SPECIAL REFERENCE TO KANYAKUMARI”**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli in partial  
fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

**Submitted by;**

**MAKSALIN HARISHMA**

**Reg. No: 20223222301202**

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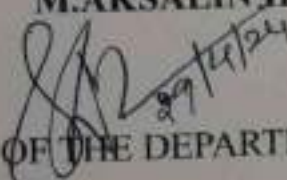
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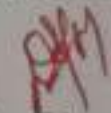
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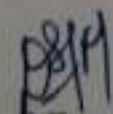
  
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**“A STUDY ON INVESTMENT PATTERN OF FISHERMAN IN  
THENGAPATTANAM”**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli  
in partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

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**K. LIYA**

Reg. No: 20223222301213

Under the supervision of,

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Department of Commerce

**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

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**“A STUDY ON CUSTOMER PERCEPTION TOWARDS  
BRANDED SMARTPHONE IN NAGERCOIL”**

*A dissertation submitted to Manonmanium Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement  
for the award of the Degree of*

**MASTER OF COMMERCE**

*Submitted by*

**P. ABISHA**

**Reg.No:20223222301201**

*Under the Supervision of*

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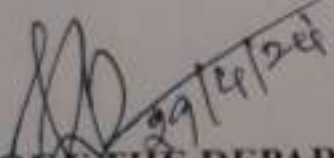


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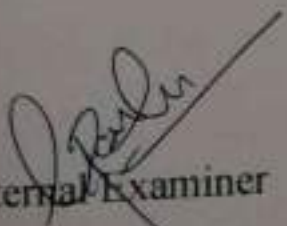
  
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Internal Examiner

  
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Dr. G. Jeslin Viola Pet, Ph.D.  
Assistant Professor,  
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**"A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART IN  
KANNNIYAKUMARI DISTRICT"**

A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

Submitted by

**R.KRIBI KUMAR**

Reg.No:20223222301212

Under the supervision of,

**Dr. W.VIBIN HERSHON M.Com, M.Phil. B.Ed., Ph.D.**



**Department of Commerce**

**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

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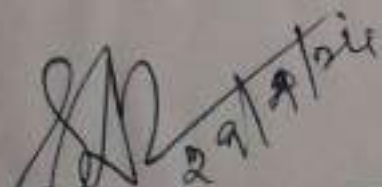


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Register Number: 20223222301212

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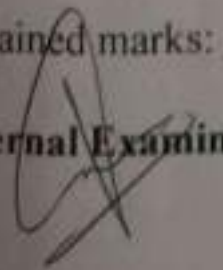
  
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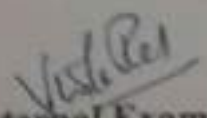
  
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**Dr. G. Jeslin Viola Pet, Ph.D.**  
Assistant Professor,  
PG & Research Centre in Commerce,  
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# **"A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES IN NAGERCOIL TOWN"**

A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement for the award of the Degree of

## **MASTER OF COMMERCE**

Submitted by:

**M. ASHIK SHAMI**

Reg.No:20223222301207

Under the Guidance of,

**Dr. S. Sony, M.Com, M.Phil., Ph.D.,**



**DEPARTMENT OF COMMERCE**

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**IV SEMESTER 2023-2024**

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**Dr. G. Jeslin Viola Pet, Ph.D.**  
Assistant Professor,  
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**"A STUDY ON CONSUMER PERCEPTION AND PREFERENCE  
TOWARDS RETAIL STORES"**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli in  
partial fulfilment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

Submitted by

**A. ANCHU**

**Reg. No: 20223222301204**

Under the Guidance of,

**K. Mary Macleen Sheema, M.Com., (Ph.D)**



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External Examiner

Dr. G. Jeslin Viola Pet, Ph.D.  
Assistant Professor,  
Research Centre in Commerce

# **“A STUDY ON PROBLEM AND PROSPECTS OF ONLINE SHOPPING IN KANNIYA KUMARI DISTRICT”**

A dissertation submitted to Manonmaniam Sundaranar University, Tirunelveli in partial fulfillment of the requirement for the award of the Degree of

**MASTER OF COMMERCE**

*Submitted by;*

**N. ESOHHI SILVIYA NISANI**

**Reg. No: 20223222301209**

**Under the Guidance of,**

**Mrs. G. Parvathi, M.Com., M.Phil., *Ph. D***



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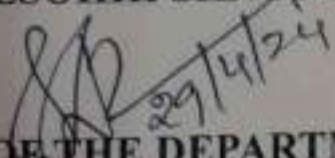
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Register Number: 20223222301209

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**N. ESOHHI SILVIYA NISANI during the IV SEMESTER 2023-2024**

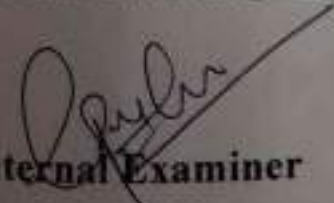
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Scott Christian College (Autonomous)  
Nagercoil - 629 003.

# **"A STUDY ON CONSUMER PREFERENCE TOWARDS LAPTOP"**

A dissertation submitted to Manonmaniam Sundaranar University,  
Tirunelveli in partial fulfillment of the requirement for the award of the Degree of

## **MASTER OF COMMERCE**

**Submitted by:**

**S. JUNA MOL**

**Reg. No: 20223222301211**

**Under the Guidance of,**

**K. Mary Macleen Sheema, M.Com., (Ph.D)**



**DEPARTMENT OF COMMERCE**

**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

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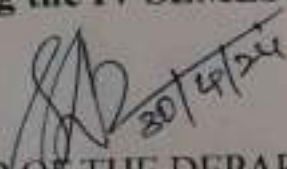


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**Register Number: 20223222301211**

**Certified that is the bonafide project work done by S. JUNA MOL,  
during the IV SEMESTER 2023-2024**

  
HEAD OF THE DEPARTMENT

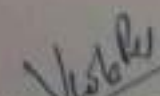
  
Staff-in-charge

Submitted for the project viva-vice held on \_\_\_\_\_

Maximum marks: \_\_\_\_\_

Obtained marks: \_\_\_\_\_

  
Internal Examiner

  
External Examiner  
Dr. G. Jeslin Victor, Ph.D.  
Assistant Professor,  
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St. John's College (Autonomous)

**“E-WASTE: THE DIRTY SIDE OF THE DIGITAL WORLD”- AN  
ANALYSIS WITH SPECIAL REFERENCE TO COLACHEL AREA**

A dissertation submitted to Manonmaniam Sundaranar University in partial Fulfilment of the  
requirement for the award of the degree of

**MASTER OF COMMERCE**

Submitted by

**SELCIA MARY. A**

**Reg.No:20213222301222**

Under the guidance of

**Dr.M.Durai singh.,M.COM.,M.phil.,Ph.D.**



**Department of Commerce**

**St. John's College of Arts & Science**

**Ammandivilai 629204**

**May-2024**

**ST. JOHN'S COLLEGE OF ARTS AND SCIENCE**

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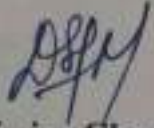


**CERTIFICATE DEPARTMENT OF COMMERCE**

**Register Number:** ௩௦௩13௨௨௩௦1௨௨2

Certified that is the bonofide project work done by **SELCIA MARY. A**  
During IV semester 2023- 2024,

**Head of the Department**

  
**Staff - in -Charge**

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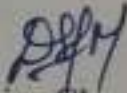


**CERTIFICATE DEPARTMENT OF COMMERCE**

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During IV semester 2023- 2024.

**Head of the Department**

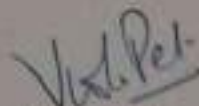
  
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## St. JOHN'S COLLEGE OF ARTS & SCIENCE

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### 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.  
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Principal  
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