

PROJECT REPORT  
ON  
**A STUDY ON CUSTOMERS  
ATTITUDE TOWARDS KSFE LTD**

SUBMITTED BY:  
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**REG NO: AIAUBCM123**

UNDER THE GUIDANCE OF  
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*IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF DEGREE OF  
BACHELOR OF COMMERCE  
OF  
CALICUT UNIVERSITY*



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M.E.S.ASMABI COLLEGE  
P.VEMBALLUR – 680671  
2020 – 2023

A PROJECT REPORT  
ON  
WOMEN PERCEPTIONS TOWARDS BABY CARE PRODUCTS WITH  
REFERENCE TO KODUNGALLUR MUNICIPALITY

SUBMITTED BY:  
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2020 – 2023

PROJECT REPORT ON  
"A STUDY ON EFFECTIVENESS OF THE PUBLIC DISTRIBUTION SYSTEM WITH  
SPECIAL REFERENCE TO RATION SHOP EDAVILANGU PANCHAYAT"

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A STUDY ON CONSUMER PREFERENCES AND MARKET POTENTIAL FOR SHAWARMA AND ALFAHAM IN KODUNGALLUR

**PROJECT REPORT**  
ON  
**"A STUDY ON CONSUMER PREFERENCES AND MARKET  
POTENTIAL FOR SHAWARMA AND ALFAHAM IN KODUNGALLUR"**

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A  
PROJECT REPORT  
ON  
“SOCIAL MEDIA NETWORKING AS A MARKETING  
TOOL FOR FASHION INDUSTRY”

SUBMITTED BY:

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A PROJECT REPORT  
ON  
A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS  
SOFT DRINKS AMONG YOUTH

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2020 - 2023

**PROJECT REPORT ON**  
**“A STUDY OF COMPOSITION OF INVESTMENT PORTFOLIO**  
**OF REGULAR SALARIED EMPLOYEES WITH SPECIAL**  
**REFERENCE TO THRISSUR DISTRICT”**

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Project report 2023

PROJECT REPORT ON  
**“A STUDY ON DIGITAL BANKING SYSTEM AND  
MEASURING ITS EFFECTIVENESS AMONG THE  
CUSTOMERS IN MOONUPEEDIKA**

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## A PROJECT REPORT

ON

“TO STUDY THE IMPACT OF SENSORY MARKETING ON CUSTOMERS WITH REGARD TO KFC IN KODUNGALLUR WITH SPECIAL REFERENCE TO M.E.S ASMABI COLLEGE, P.VEMBALLUR”

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PROJECT REPORT ON  
"A STUDY ON THE ROLE OF EDUCATIONAL APPS  
AMONG COLLEGE STUDENTS"  
( A STUDY WITH REFERENCE TO KODUNGALLUR  
THALUK )

Submitted by:

**RESHMI C. R.**

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A PROJECT REPORT  
ON  
**A STUDY ON CUSTOMER TRUST ON MEESHO APP**

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**2020 – 2023**

PROJECT REPORT 2023

PROJECT REPORT ON  
“A STUDY ON THE USAGE OF MOBILE PAYMENT  
SYSTEMS AMONG CONSUMERS WITH SPECIAL  
REFERENCE THRISSUR DISTRICT”

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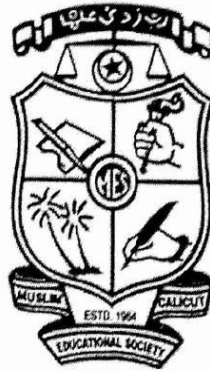
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**PROJECT REPORT**  
ON  
“STUDY ON BEHAVIORAL BIASES IN THE DECISION MAKING OF  
INDIVIDUAL INVESTORS”

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A PROJECT REPORT ON  
“ CONSUMERS SATISFACTION TOWARDS MILMA  
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A PROJECT REPORT  
ON  
"ONLINE SHOPPING BEHAVIOUR OF RURAL PEOPLE  
WITH SPECIAL REFERENCE TO THRISSUR DISTRICT"

SUBMITTED BY:  
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PROJECT REPORT ON  
“A STUDY ON BRAND PREFERENCE OF SPORTS SHOES APPARELS  
WITH SPECIAL REFERENCE OF MES ASMABI COLLEGE”

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A PROJECT REPORT ON  
“ YOUNG CONSUMERS PREFERENCE OF MOBILE  
WALLETS GATEWAY FOR CASHLESS PAYMENT WITH  
SPECIAL REFERENCE TO MES ASMABI COLLEGE ”

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PROJECT REPORT ON  
"A STUDY ON FACTORS AFFECTING WOMEN  
HOMEPRENEURS IN DIGITAL ERA WITH SPECIAL  
REFERENCE TO KODUNGALLUR AREA"

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PROJECT REPORT  
ON  
CUSTOMER SATISFACTION TOWARDS PROMOTIONAL  
OFFERS USED IN BIG BAZAAR

SUBMITTED BY:  
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A PROJECT REPORT  
ON  
A STUDY ON UTILISATION OF SUBSIDIES GIVEN TO  
KUDUMBASHREE WITH REFERENCE TO ERIYAD PANCHAYATH

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A  
PROJECT REPORT  
ON

"A STUDY ON CUSTOMER SATISFACTION OF VODAFONE IDEA MERGING  
WITH SPECIAL REFERENCE TO MES ASMABI COLLEGE P VEMBALLUR"

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A PROJECT REPORT

ON

“IMPACT OF YOUTUBE INFLUENCERS ON PURCHASING  
BEHAVIOUR OF YOUTH WITH SPECIAL REFERENCE TO MES  
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PROJECT REPORT ON  
"A STUDY ON CONSUMER AWARENESS TOWARDS ORGANIC  
PRODUCTS WITH SPECIAL REFERENCE TO PULLUT  
VILLAGE"

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# A PROJECT REPORT

ON

"CUSTOMER SATISFACTION ON SERVICES OF AKSHAYA CENTRES IN  
EDATHIRUTHY GRAMA PANJAYATH"

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PROJECT REPORT ON  
"WOMEN EMPOWERMENT THROUGH THEERAMYTHRI PROGRAM  
WITH SPECIAL REFERENCE TO KAIPAMANGALAM DIVISION"

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PROJECT REPORT  
ON

**“FINANCIAL LITERACY OF WORKING WOMEN”**

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PROJECT REPORT ON  
"A STUDY ON CONSUMER BUYING BEHAVIOUR  
TOWARDS LAKME PRODUCTS IN REFERENCE TO  
THRISSUR DISTRICT"

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2020-2023

  
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PROJECT REPORT 2023

PROJECT REPORT ON  
"A STUDY ON INVESTORS AWARENESS TOWARDS  
MUTUAL FUNDS"

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PROJECT REPORT ON  
"A ROLE OF SOCIAL MEDIA IN INCOME  
GENERATION AMONG THE YOUTH WITH  
SPECIAL REFERENCE TO MES ASMABI  
COLLEGE P VEMBALLUR"

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A PROJECT REPORT  
ON  
**A STUDY ON THE FOOD HABITS AMONG YOUTH**

SUBMITTED BY:  
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A PROJECT REPORT ON  
“A STUDY ON CONSUMER PREFERENCE ON PRODUCT  
PACKAGING OF HEALTH DRINKS WITH REFERENCE TO  
KODUNGALLUR”

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PROJECT REPORT  
ON  
"THE SOCIO-ECONOMIC STATUS OF THE  
HARITHA KARMASENA MEMBERS"

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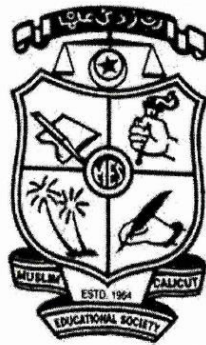
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A PROJECT REPORT ON  
“A STUDY ON PROBLEMS FACED BY THE EMPLOYEES IN  
TELFLEX MATTRESS KODUNGALLUR”

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**M.E.S ASMABI COLLEGE**

**P. VEMBALLUR-680671**

**2020-2023**

A PROJECT REPORT  
ON  
**A STUDY ON THE PROBLEMS FACED BY STREET  
VENDORS**

SUBMITTED BY:  
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2020 – 2023

PROJECT REPORT ON  
**CUSTOMERS ATTITUDE TOWARDS CO-OPERATIVE BANK WITH  
SPECIAL REFERENCE TO POOVATHUMKADAV FARMERS  
SERVICE CO-OPERATIVE BANK**

SUBMITTED BY:

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**M.E.S ASMABI COLLEGE**

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**2022-2023**

Daily life expenses for food among college students in MES Asmabi college

**PROJECT REPORT**  
**ON**  
**" DAILY LIFE EXPENSES FOR FOOD AMONG COLLEGE STUDENTS IN**  
**MES ASMABI COLLEGE "**

SUBMITTED BY

**Anupam Raj. K. S**

**REGISTER NUMBER : AIAUBCM160**

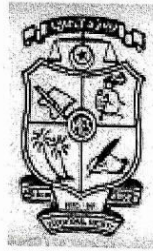
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**2022-2023**

A PROJECT REPORT  
ON  
**CHOOSING OF MOTOR INSURANCE POLICY**

SUBMITTED BY:  
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2020 – 2023

A PROJECT REPORT  
ON  
“MOTIVATIONAL FACTORS BEHIND CHOOSING  
FASTRACK PRODUCTS”

SUBMITTED BY:

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**VEMBALLUR – 680671**  
**2020 - 2023**

PROJECT REPORT ON  
"A COMPARATIVE STUDY ON THE SERVICE QUALITY OF  
BSNL AND VODAFONE- IDEA WITH SPECIAL REFERENCE ON  
VADANAPALLY PANCHAYATH"

SUBMITTED BY:

FARSANTH K.S

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AWARD OF THE DEGREE OF  
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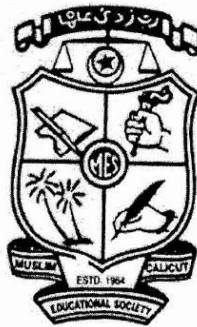
PROJECT REPORT ON  
“CONSUMER PREFERENCE AND PERCEPTION TOWARDS  
SHOPPING APPS”

Submitted by:  
**HAMRAAZ MOHAMED R A**  
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**PROJECT REPORT**  
**ON**  
**“A STUDY OF CONSUMER BEHAVIOUR TOWARDS PRE-OWNED**  
**CARS”**

**SUBMITTED BY**  
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**MES ASMABI COLLEGE**  
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**2022-2023**

**PROJECT REPORT**  
**ON**  
**“A STUDY ON SATISFACTION OF WOMEN TOWARDS PHYSICAL FITNESS”**

**SUBMITTED BY**  
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PROJECT REPORT ON "CUSTOMER SATISFACTION OF  
APPLE PRODUCTS "

SUBMITTED BY

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2022-2023

  
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Project 2022 -2023

**PROJECT REPORT  
ON  
"A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTING IN  
LIFE INSURANCE SCHEMES WITH SPECIAL REFERENCE TO  
THRISSUR"**

**SUBMITTED BY  
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**IN PARTIAL FULFILMENT OF THE REQUIRMENTS FOR THE  
AWARD OF DEGREE OF BCHELOR OF COMMERCE IN FINANCE OF  
CALICUT UNIVERSITY**



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2022-2023**

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PROJECT REPORT ON  
"STUDENTS ATTITUDE TOWARDS  
ENTREPRENEURSHIP"

SUBMITTED BY  
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A PROJECT REPORT  
ON  
"A STUDY ON PROBLEM FACED BY TURF INVESTORS"

SUBMITTED BY:

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A PROJECT REPORT  
ON  
“USER SATISFACTION OF E-GOVERNANCE SERVICES  
PROVIDED THROUGH AKSHAYA CENTERS”

SUBMITTED BY:

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VEMBALLUR – 680671  
2020 - 2023

Customer feedback on forced home shopping due to covid-19 restrictions with special reference to Thrissur

PROJECT REPORT ON  
"CUSTOMER FEEDBACK ON FORCED  
HOME SHOPPING DUE TO COVID-19 RESTRICTIONS IN THRISSUR"

SUBMITTED BY:

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A PROJECT REPORT ON  
“ MONETIZATION IN ONLINE GAMING AND IT’S  
INFLUENCE ON YOUNGSTERS WITH SPECIAL  
REFERENCE TO ASMABI COLLEGE ”

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**2020-2023**

**PROJECT REPORT ON**  
**“BEACH TOURISM AND ITS INFLUENCE ON KAZHIMBRAM**  
**BEACH”**

**SUBMITTED BY:**

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**AWARD OF THE DEGREE OF**  
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**PROJECT REPORT  
ON**

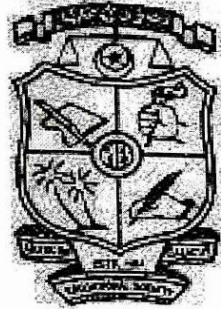
**“A STUDY ON COSTOMER SATISFACTION OF JIO PRODUCT  
AND SERVICE IN PERINJANAM PANCHAYATH”**

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PROJECT REPORT ON  
**PERSPECTIVE AND AWARENESS ON FREELANCING AMONG  
COLLEGE STUDENTS**

SUBMITTED BY:

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**2022-2023**

**PROJECT REPORT  
ON**

**'A STUDY ON CUSTOMER  
SATISFACTION TOWARDS HP LAPTOP  
IN KAIPAMANGALAM PANCHAYAT'**

*SUBMITTED BY*

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PROJECT REPORT  
ON  
"SPENDING BEHAVIOUR OF STUDENTS WITH SPECIAL REFERENCE  
TO MES ASMABI COLLEGE"

SUBMITTED BY  
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DEGREE OF BACHELOR OF COMMERCE IN FINANCE OF CALICUT  
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2022-2023

A PROJECT REPORT  
ON  
A STUDY ON AWARENESS AND IMPACT OF ESPORTS AMONG  
STUDENTS IN MES ASMABI COLLEGE

SUBMITTED BY:  
VAISHAG T S  
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PROJECT REPORT ON  
"A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO  
STREAMING IN OTT PLATFORMS"

SUBMITTED BY:

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**REG NO: AIAUBCM180**

UNDER THE GUIDANCE OF:

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