



# THE COCHIN COLLEGE

Koovapadam, Kochi-2

Affiliated To Mahatma Gandhi University

Re-accredited by NAAC With B+ Grade



Fourth Cycle  
NAAC Accreditation 2024

## Criterion 1 Curricular Aspects

### 1.3 - Academic Flexibility

Metric No. 1.3.2

Percentage of students undertaking project work/field work/ internships

### Projects - BBA

Submitted to



National Assessment and Accreditation Council



# THE COCHIN COLLEGE

KOCHI - 682 002

(Affiliated to Mahatma Gandhi University and Accredited by NAAC)

Website: [www.thecochincollege.edu.in](http://www.thecochincollege.edu.in)

email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

## Declaration of Principal

This is to certify that following 63 students from The Department of Business Administration (BBA) have completed Project work during the academic year 2023-2024

**List of students who undertook project works from Department of Business Administration (UG) during the year 2023-24**

SL NO	PROGRAMME NAME	NAME OF STUDENT	PROJECT WORK/ FIELD/INTERNSHIP
1	BBA (SF)	Haripriya.p	PROJECT WORK
2	BBA (SF)	PRAVEEN M	PROJECT WORK
3	BBA (SF)	Anandharaj K	PROJECT WORK
4	BBA (SF)	Sneha M.R	PROJECT WORK
5	BBA (SF)	Danish Roshan K S	PROJECT WORK
6	BBA (SF)	Riswin Shajahan	PROJECT WORK
7	BBA (SF)	Anaz Hashim	PROJECT WORK
8	BBA (SF)	Faseela.A.H	PROJECT WORK
9	BBA (SF)	Hafeesa P H	PROJECT WORK
10	BBA (SF)	Muhammed shuhaib v k	PROJECT WORK
11	BBA (SF)	Mohammed yasir s	PROJECT WORK
12	BBA (SF)	Mohammed shaheen v s	PROJECT WORK
13	BBA (SF)	Afrin N	PROJECT WORK
14	BBA (SF)	Shifas ks	PROJECT WORK
15	BBA (SF)	Mohamed farhan M.H	PROJECT WORK
16	BBA (SF)	Mazroor Ahammed K	PROJECT WORK
17	BBA (SF)	Ahammed kabeer A	PROJECT WORK
18	BBA (SF)	Akhil p.m	PROJECT WORK
19	BBA (SF)	Aadarsh.B	PROJECT WORK
20	BBA (SF)	Anamin Christopher	PROJECT WORK
21	BBA (SF)	Mariya Diffy	PROJECT WORK
22	BBA (SF)	Niyamol k.n	PROJECT WORK
23	BBA (SF)	Nandhana K A	PROJECT WORK
24	BBA (SF)	Fijas ps	PROJECT WORK
25	BBA (SF)	Adithya Hari	PROJECT WORK
26	BBA (SF)	Adhanan Jaseem A H	PROJECT WORK
27	BBA (SF)	BavazT Benny	PROJECT WORK
28	BBA (SF)	Asheeka.T.S	PROJECT WORK
29	BBA (SF)	Terrin Joseph	PROJECT WORK
30	BBA (SF)	Ahalyamol KG	PROJECT WORK
31	BBA (SF)	Drishya Dileep	PROJECT WORK
32	BBA (SF)	Ayisha Hussain	PROJECT WORK
33	BBA (SF)	Faraz Abdul Khader K A	PROJECT WORK
34	BBA (SF)	Fathima P A	PROJECT WORK
35	BBA (SF)	Binitha p.b	PROJECT WORK
36	BBA (SF)	Abijith.n.s	PROJECT WORK
37	BBA (SF)	ASHWIN RAGHAV MR	PROJECT WORK
38	BBA (SF)	Ciyan Mary Joseph	PROJECT WORK
39	BBA (SF)	Abdul Latheef PN	PROJECT WORK
40	BBA (SF)	Najila navas	PROJECT WORK
41	BBA (SF)	Akhelesh jayakumar	PROJECT WORK

Continued on next page





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

SL NO	PROGRAMME NAME	NAME OF STUDENT	PROJECT WORK/ FIELD/INTERNSHIP
42	BBA (SF)	Vivek v s	PROJECT WORK
43	BBA (SF)	Binsha K B	PROJECT WORK
44	BBA (SF)	Shaison stanley	PROJECT WORK
45	BBA (SF)	JUNAID MN	PROJECT WORK
46	BBA (SF)	Mirsheen ibin shaji	PROJECT WORK
47	BBA (SF)	Nikhil antony	PROJECT WORK
48	BBA (SF)	Hakeem k A	PROJECT WORK
49	BBA (SF)	Aswathi Rethna E R	PROJECT WORK
50	BBA (SF)	Snin K S	PROJECT WORK
51	BBA (SF)	Joel eugine	PROJECT WORK
52	BBA (SF)	Snooja devi c.s	PROJECT WORK
53	BBA (SF)	Manush m s	PROJECT WORK
54	BBA (SF)	Nigitha jameer	PROJECT WORK
55	BBA (SF)	SNEHA PAUL	PROJECT WORK
56	BBA (SF)	Arish unni	PROJECT WORK
57	BBA (SF)	Shabna Zakeer	PROJECT WORK
58	BBA (SF)	Nandhana N.S	PROJECT WORK
59	BBA (SF)	Safvan ky	PROJECT WORK
60	BBA (SF)	Devananda s	PROJECT WORK
61	BBA (SF)	Angel Mary Santhosh	PROJECT WORK
62	BBA (SF)	FAHADH SIYAD	PROJECT WORK
63	BBA (SF)	Vismaya. R	PROJECT WORK





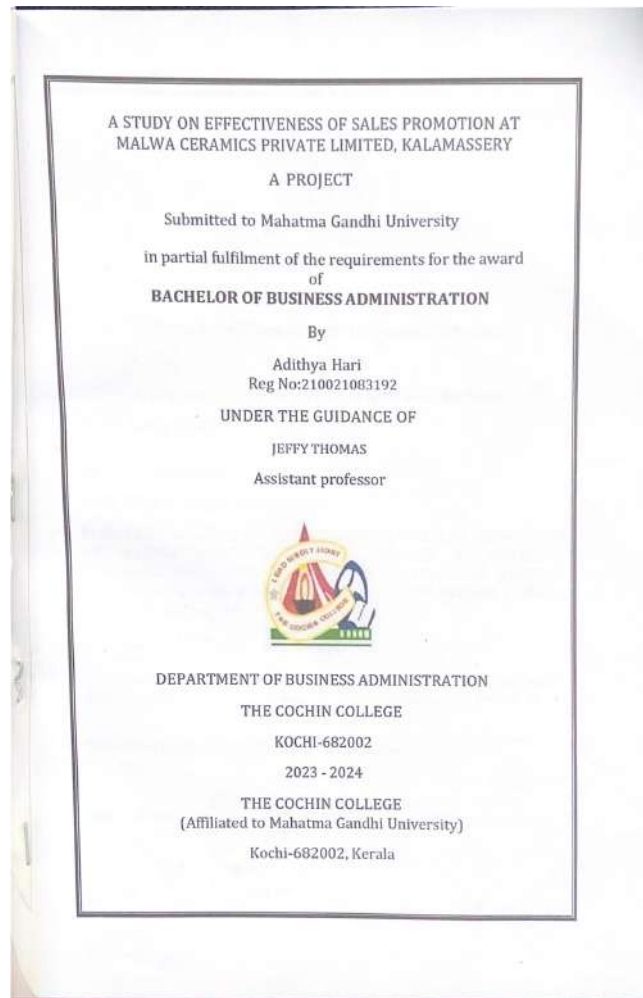
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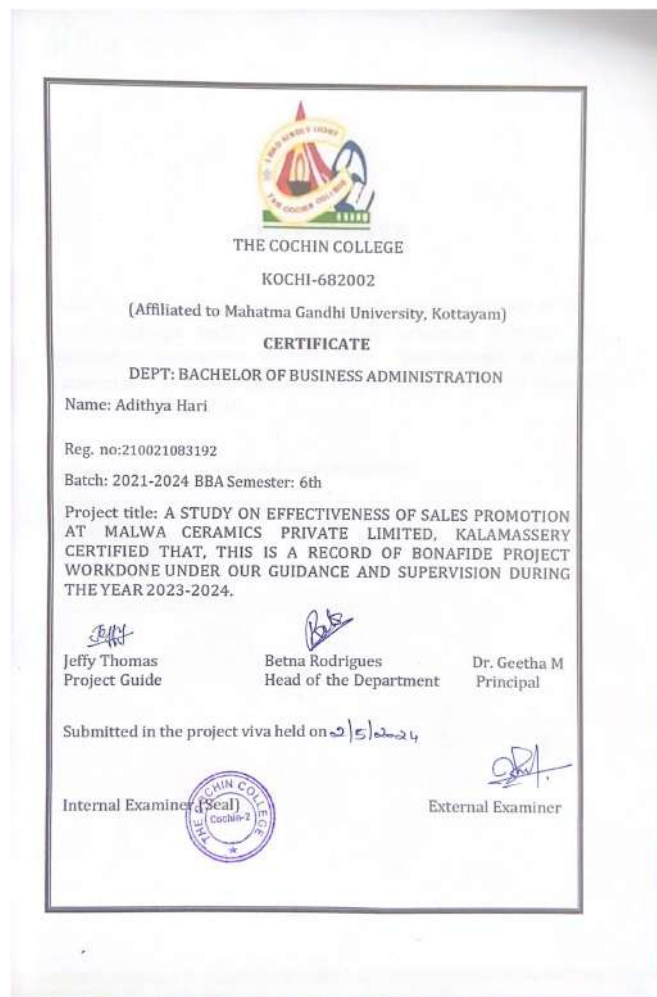
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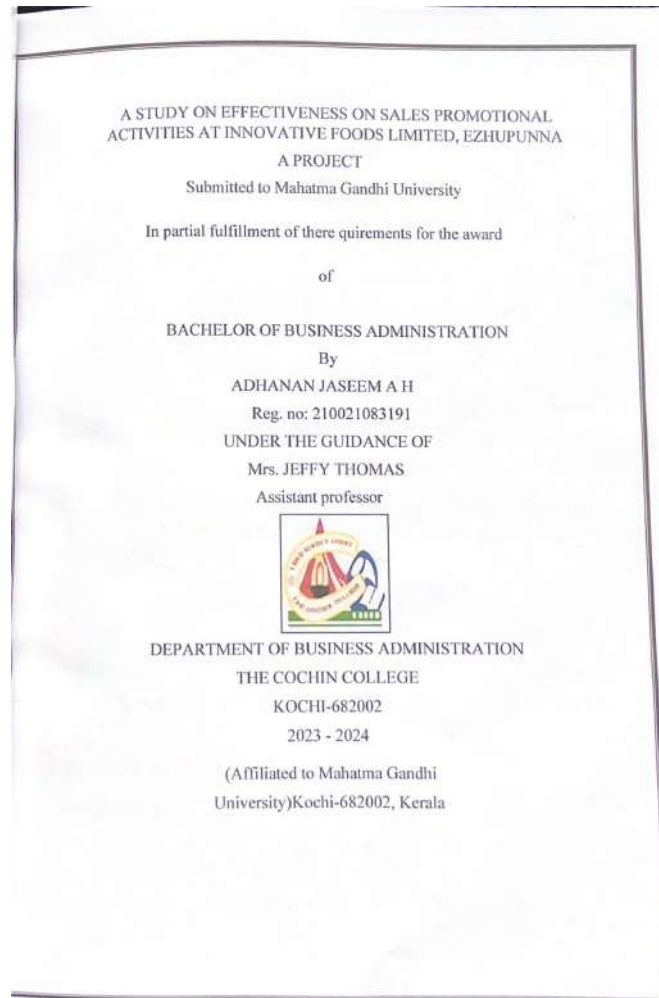
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THE COCHIN COLLEGE  
KOCHI-682002  
(Affiliated to Mahatma Gandhi University, Kottayam)  
**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION

Name: ADHANAN JASEEM A H      Reg.no:210021083191  
Batch: 2021-2024 BBA      Semester:6th Project



title:

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

 Project Guide JEFFY THOMAS	 Head of the Department Mrs. BETNA RODRIGUES	Principal DR.M GEETHA
----------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------	--------------------------

Submitted in the project viva held on 21/5/24

Internal Examiner 	External Examiner 
----------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------





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A STUDY ON IMPACT OF REWARDS AND RECOGNITION ON  
EMPLOYEE MOTIVATION AT MALWA CERAMICS PRIVATE  
LIMITED, KALAMASSERY


A PROJECT

Submitted to Mahatma Gandhi University in partial fulfilment  
of the requirements for the award

of  
BACHELOR OF BUSINESS ADMINISTRATION

By  
Ashwin Raghav M R  
Reg. no:210021083204

UNDER THE GUIDANCE OF  
Rajitha P M  
Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION  
THE COCHIN COLLEGE  
KOCHI-682002  
2023 - 2024  
THE COCHIN COLLEGE  
(Affiliated to Mahatma Gandhi University) Kochi-682002,  
Kerala








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THE COCHIN COLLEGE  
KOCHI-682002  
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**CERTIFICATE**



DEPT: BUSINESS ADMINISTRATION

Name: Ashwin Raghav M R                      Reg. no: 210021083204


Batch: 2021-2024 BBA                      Semester: 6th

Project title: A STUDY ON IMPACT OF REWARDS AND RECOGNITION ON EMPLOYEE MOTIVATION AT MALWA CERAMICS PRIVATE LIMITED, KALAMASSERY CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORK DONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

Rajitha P M  Project Guide	Betna Rodrigues  Head of the Department	Dr. Geetha M  Principal
---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------	-------------------------------

Submitted in the project viva held on 22/5/2024

Internal Examiner		External Examiner 
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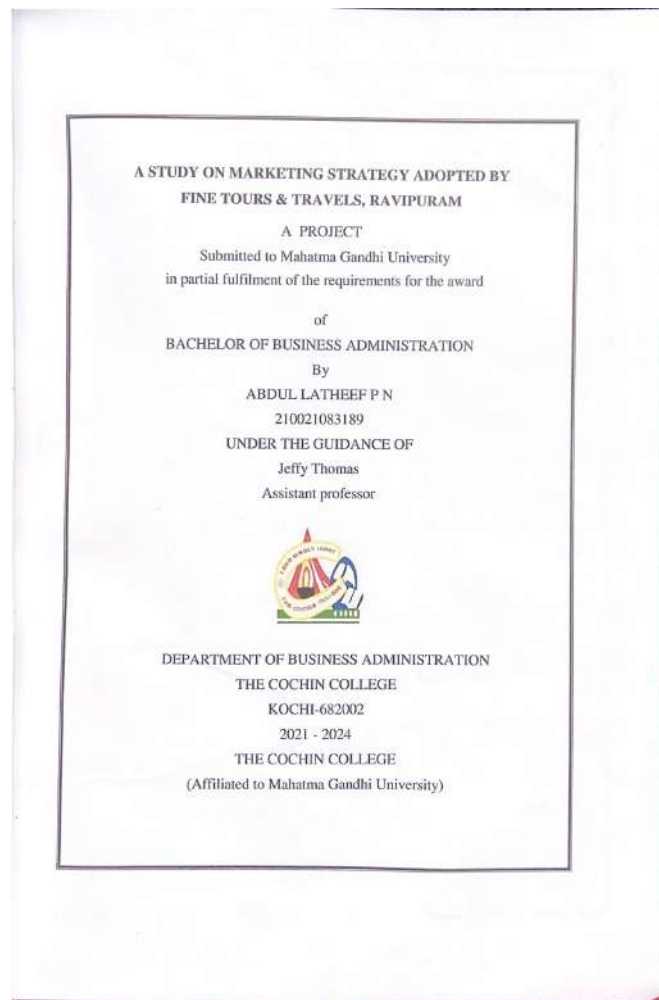
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**CERTIFICATE**


DEPT: BUSINESS ADMINISTRATION


Name: Abdul Latheef P N                      Reg. no: 210021083189  
Batch: 2021-2024 BBA                      Semester: 6th

Project title:

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
THE YEAR 2023-2024.


---


  
**JEFFY THOMAS**  
Project Guide

  
**Betina Rodrigues**  
Head of the Department      Principal

Submitted in the project viva held on 21/05/2024

Internal Examiner



  
 External Examiner





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A STUDY ON IMPACT OF EMPLOYEES MOTIVATION ON  
PERFORMANCE WITH REFERENCE TO VANITHA BOUTIQUES  
A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

ABIJITH.N.S

210021083190

UNDER THE GUIDANCE OF

Jeffy thomas

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala





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KOCHI-682002

(Affiliated to Mahatma Gandhi University, Kottayam)

## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: ABIJITH.N.S Reg. no:210021083190

Batch: 2021-2024 BBA Semester: 6th

Project title:

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Jeffy*  
JEFFY THOMAS  
Project Guide

*Betna Rodrigues*  
Betna Rodrigues  
Head of the Department Principal

Submitted in the project viva held on 22/01/2024

Internal Examiner



External Examiner *[Signature]*





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A STUDY ON CUSTOMER SATISFACTION OF HEARTH KITCHEN AT KOCHI

A PROJECT

Submitted to Mahatma Gandhi University

In partial fulfilment of the requirements for the award

OF

BACHELOR OF BUSINESS ADMINISTRATION

By

AKHIL.P.M

(200021083197)

UNDER THE GUIDANCE OF

JEFFY THOMAS

(Assistant professor)



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2020-2023

(Affiliated to Mahatma Gandhi University)







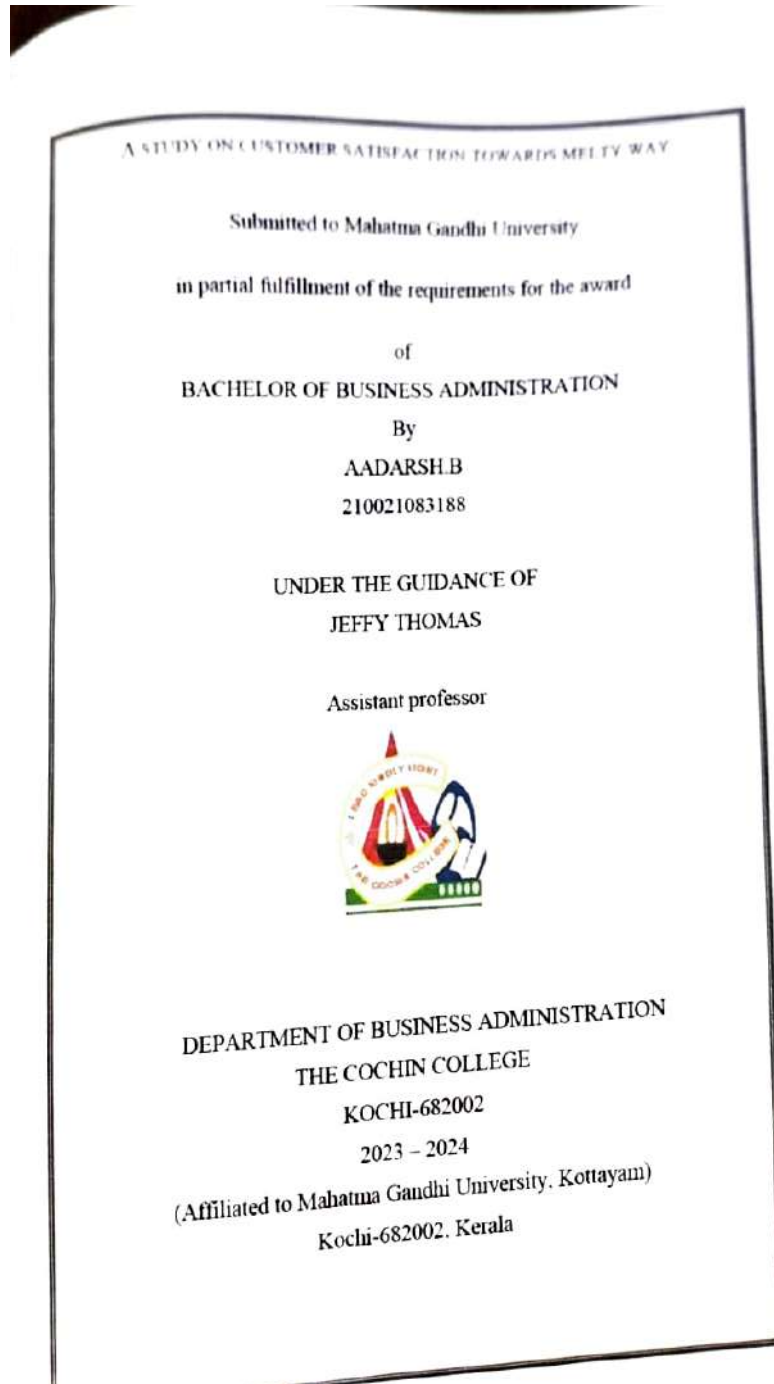
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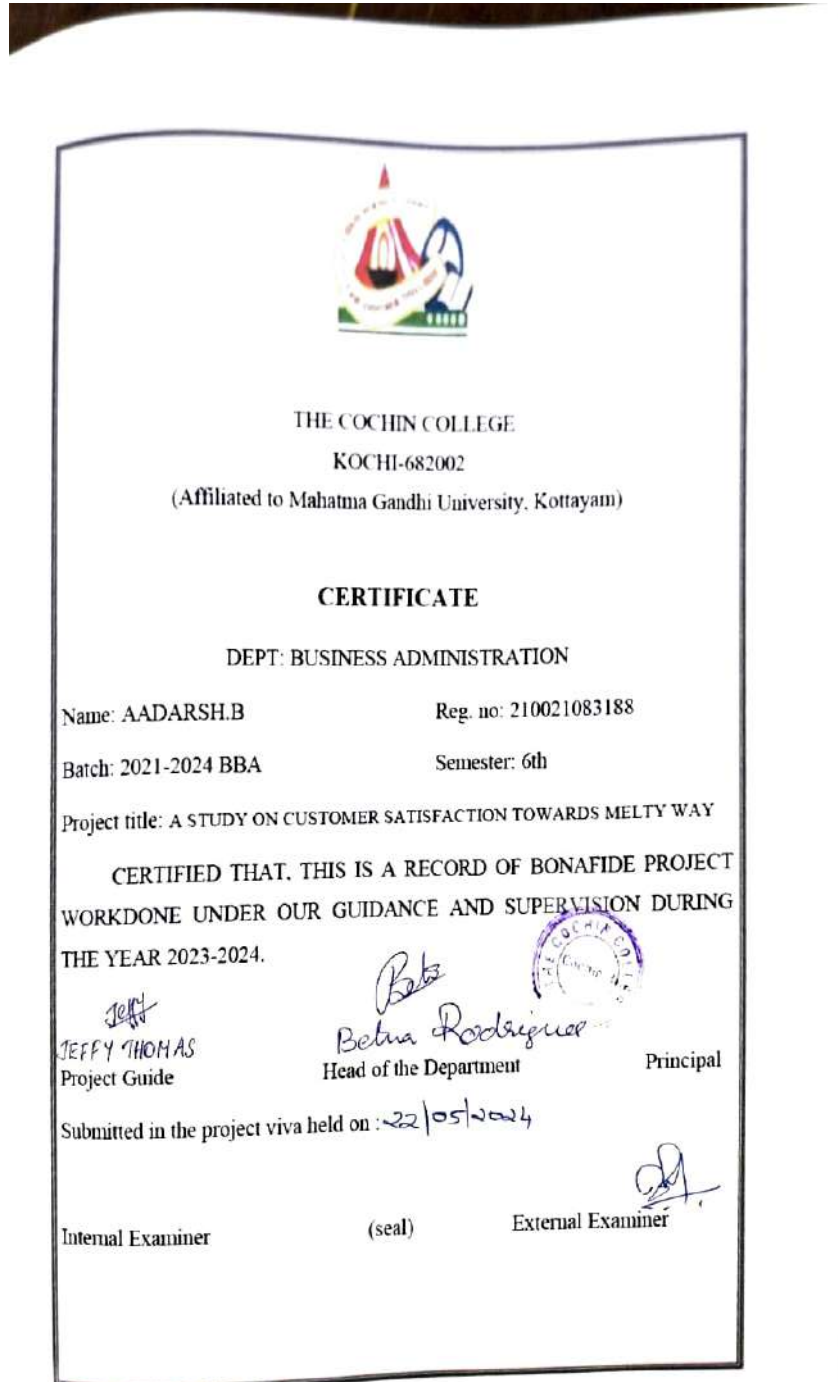
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*Mrudula Menon V.*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



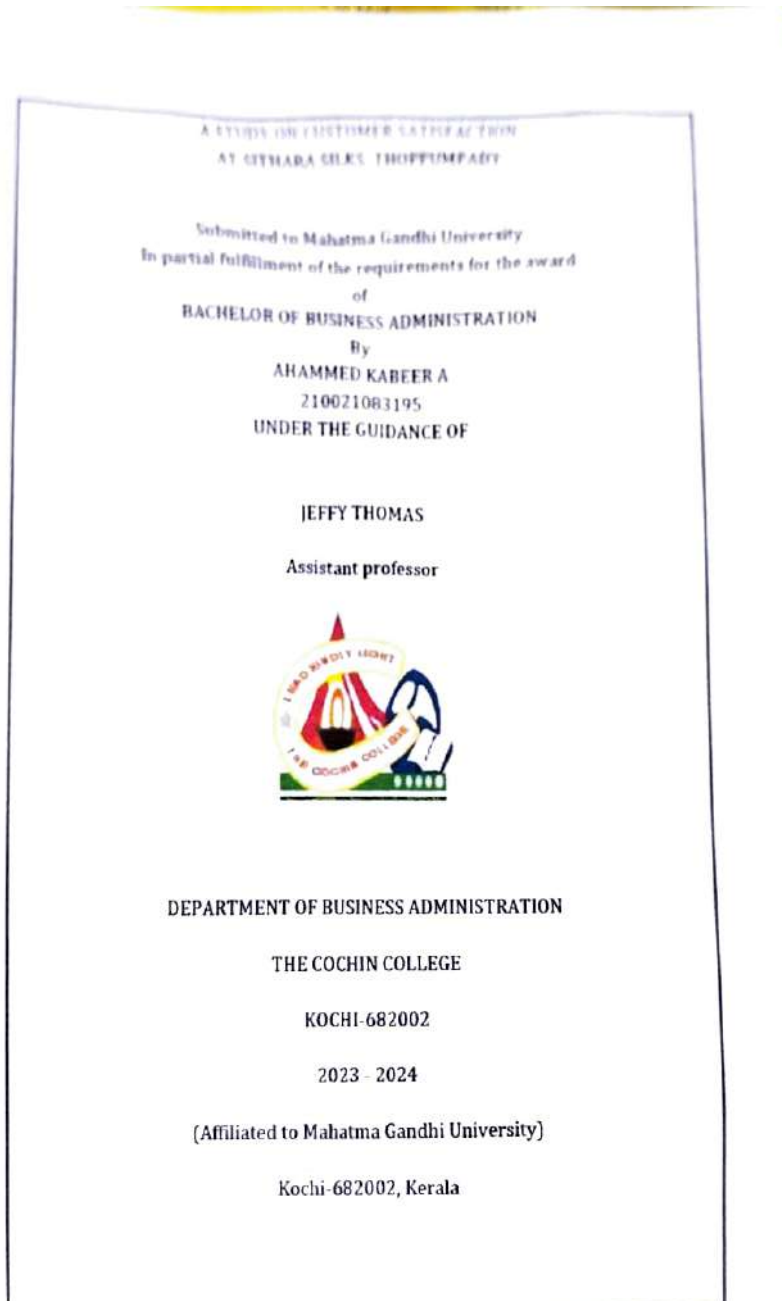
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KOCHI - 682002  
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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION


Name: AHAMMED KABEER A                      Reg. no :210021083195  
Batch: 2021-2024 BBA                              Semester: 6<sup>th</sup>

Project title: A STUDY ON CUSTOMER SATISFACTION AT SITHARA SILKS

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORK  
DONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*JEFFY*  
JEFFY THOMAS  
Project Guide

*Betna*  
Betna Rodrigues  
Head of department

 Principal

Submitted in the project viva held on:

Internal Examiner                      (Seal)                      External Examiner



*Mendula Menon*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



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STUDY ON BRAND AWARENESS OF HEARTH KETCHENS, KOCHI  
A PROJECT

Submitted to Mahatma Gandhi University  
in partial fulfillment of the requirements for the award

of  
BACHELOR OF BUSINESS ADMINISTRATION

By  
ANANDHARAJ K  
210021083199

UNDER THE GUIDANCE OF  
Jeffy Thomas  
Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala

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



**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: Anandharaj. K Reg. no: 210021083199  
 Batch: 2021-2024 BBA Semester: 6th  
 Project title:

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

 <b>JEFFY THOMAS</b> Project Guide	 Head of the Department	 Principal
Submitted in the project viva held on 21/5/2024		
Internal Examiner	(Seal)	 External Examiner





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"A STUDY ON PACKAGING AND PRESERVATION OF SEAFOOD  
AT MANGAL A SEAFOODS THOPPUMPADY"

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

ARISH UNNI

210021083202

UNDER THE GUIDANCE OF

JEFFY THOMAS

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala





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KOCHI-682002



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(Affiliated to Mahatma Gandhi University, Kottayam)  
**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION

Name: ARISH UNNI Reg. no: 210021083202  
Batch: 2021-2024 BBA Semester: 6th

Project title: "A STUDY ON PACKAGING AND PRESERVATION OF SEAFOOD AT MANGALA SEAFOODS THOPPUMPADY"

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*JEFFY THOMAS*  
JEFFY THOMAS *Prasanth*  
Project Guide Head of the Department Principal

Submitted in the project viva held on 21/5/2024

Internal Examiner (Seal) External Examiner *28/1*





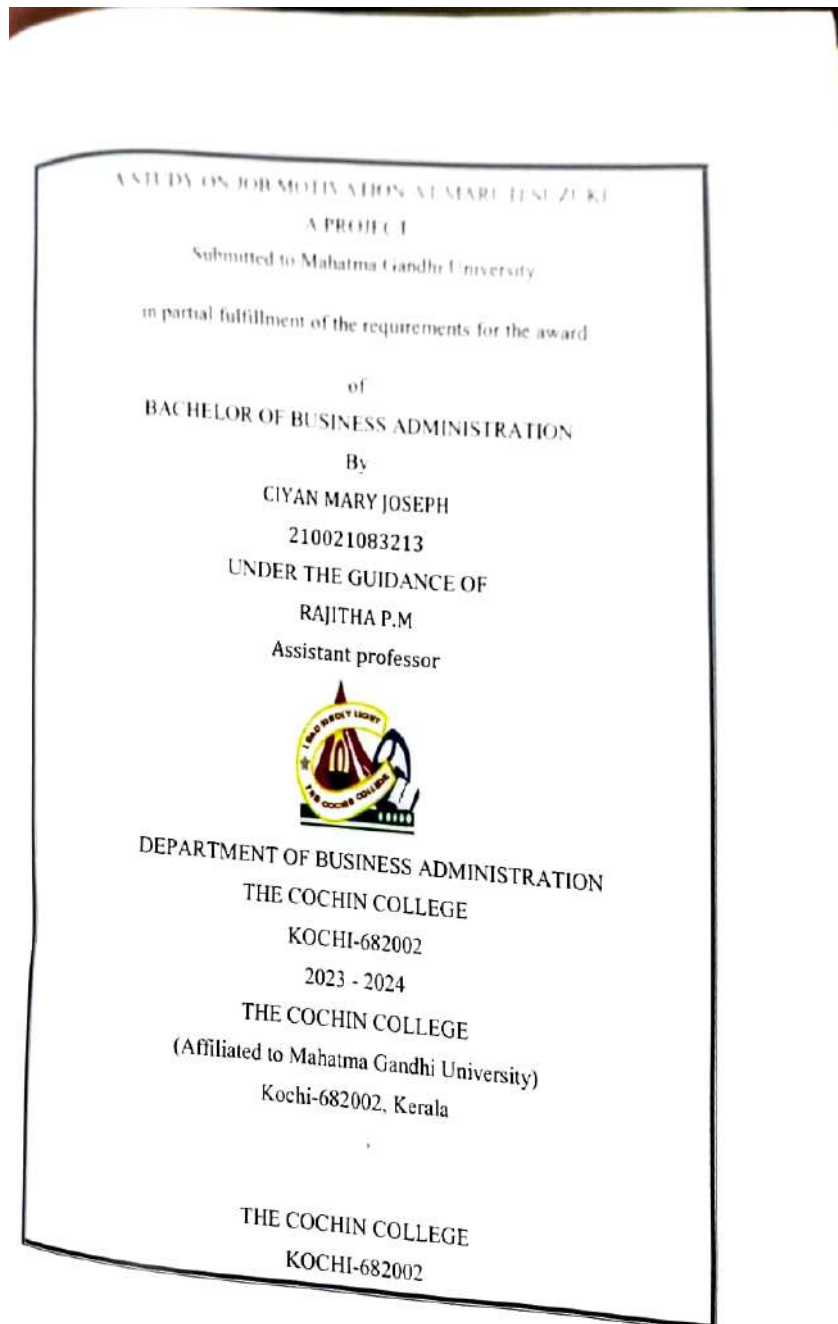

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(Affiliated to Mahatma Gandhi University, Kottayam)  
**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION

Name: CIYAN MARY JOSEPH                      Reg. no:210021083213  
Batch: 2021-2024 BBA                              Semester: 6th  
Project title: A STUDY ON JOB MOTIVATION AT MARUTI SUZUKI

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
THE YEAR 2023-2024.

---

*Rejitha P.M.*  
*Rejitha*  
Project Guide                      Head of the Department                      Principal

Submitted in the project viva held on *2/5/24*

Internal Examiner                      (Seal)                      External Examiner *[Signature]*



*Mendula Menon*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



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**"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT"  
AT VTJ SUZUKI KUNDANOOR**

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

AFRIN.N

210021083193

UNDER THE GUIDANCE OF

JEFFY THOMAS

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala





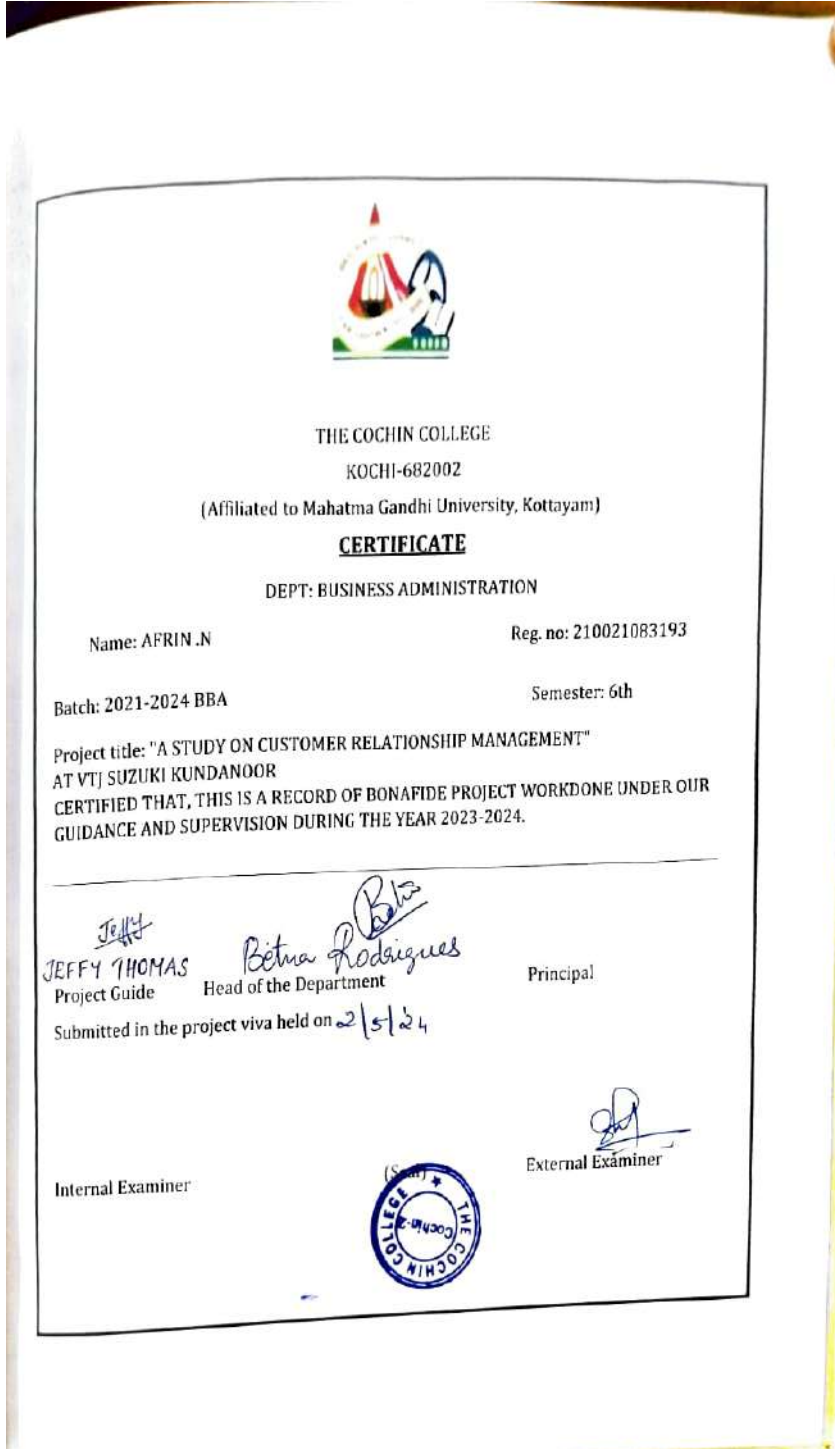
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"A STUDY ON RECRUITMENT AND SELECTION"  
AT VTI HYUNDAI, KUNDANOOR



**HYUNDAI**

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfillment for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

BY

AKELESH JAYAKUMAR

210021083196

UNDER THE GUIDANCE OF

MRS. JEFFY THOMAS

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI - 682002

2023 - 2024

(Affiliated to Mahatma Gandhi University, Kottayam)





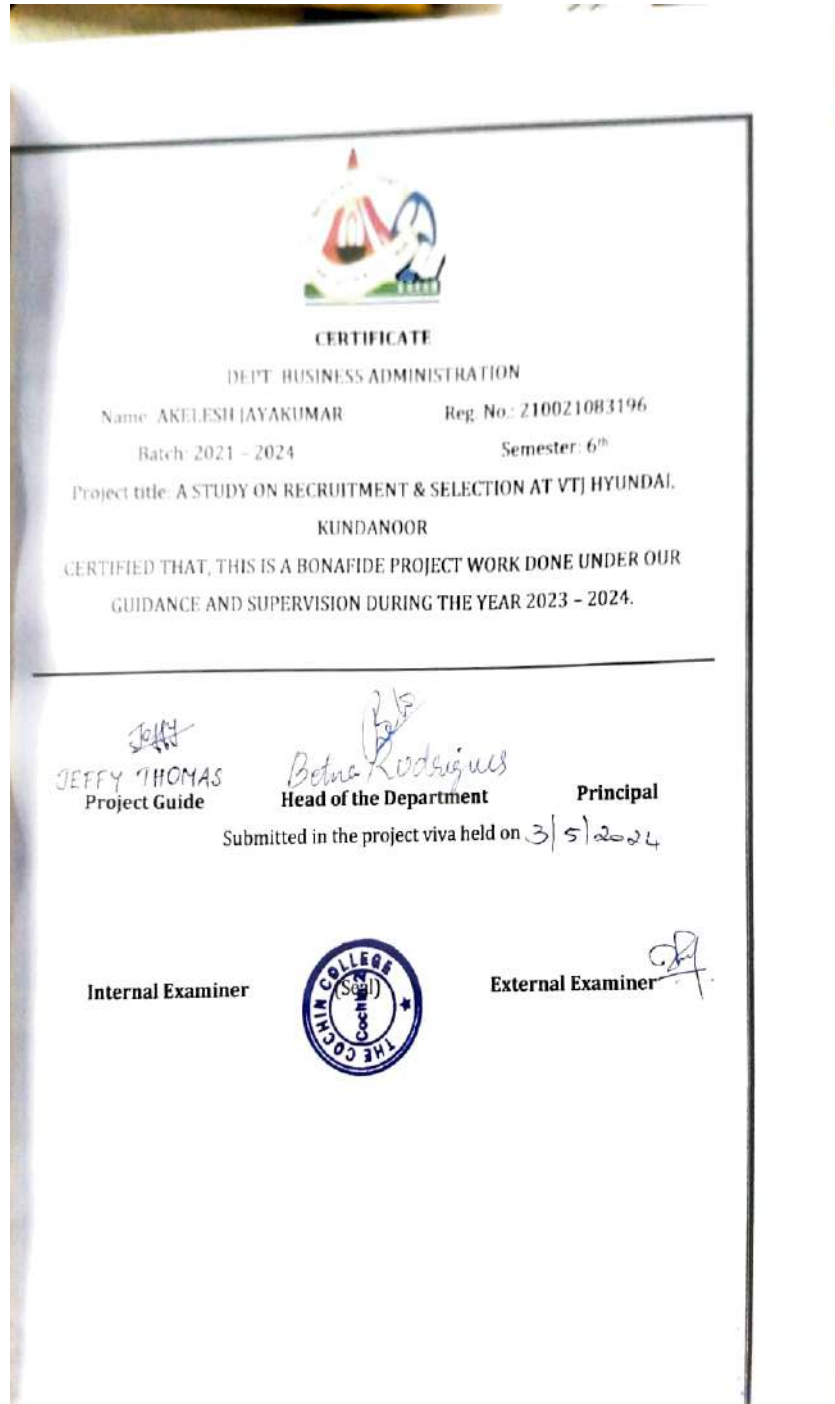
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**A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTI SUZUKI BALENO  
WITH RESPECT TO INDUS MOTORS THEVARA**

A PROJECT

Submitted to Mahatma Gandhi University in partial fulfilment

of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

ANAMIN CHRISTOPHER

210021083198

UNDER THE GUIDANCE OF

JEFFY THOMAS

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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Kochi-682002, Kerala





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KOCHI-682002  
(Affiliated to Mahatma Gandhi University, Kottayam)

**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: ANAMIN CHRISTOPHER Reg. no: 210021083198

Batch: 2021-2024 BBA Semester: 6th

Project title: A STUDY ON CUSTOMER PERCEPTION TOWARDS MARUTHI SUZUKI  
BALENO WITH RESPECT TO INDUS MOTORS THEVARA

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR  
GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.


*JTH*  
JEFFY THOMAS  
Project Guide

*Betna Rodriguez*  
Head of the Department

Principal

Submitted in the project viva held on 2/5/2024

Internal Examiner



External Examiner *[Signature]*





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**A STUDY ON CORPORATE SOCIAL RESPONSIBILITIES ADOPTED  
BY SMART UP LLP**

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

**BACHELOR OF BUSINESS ADMINISTRATION**

By

**ANAZ HASHIM**

(Reg No: 210021083200)

UNDER THE GUIDANCE OF

**JEFFY THOMAS**

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

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THE COCHIN COLLEGE

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Kochi-682002, Kerala







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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: ANAZ HASHIM

Reg. No: 210021083200

Batch: 2021-2024 BBA

Semester: 6th

Project title: A STUDY ON CORPORATE SOCIAL RESPONSIBILITIES

ADOPTED BY SMART UP LLP

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

Project Guide

Head of the Department



Submitted in the project viva held on 2/5/2024

Internal Examiner

(Seal)

External Examiner





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

*A study on Employee Engagement at Muthoot Capital Services Ltd*

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

**Asheeka .T.S**

210021083203

UNDER THE GUIDANCE OF

Jeffy Thomas

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

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AN ORGANISATIONAL STUDY AT BUYING BEHAVIOUR OF CUSTOMER OF  
VOLGA AGRO COMBO FARM AT EDANADU, CHENGANNUR

A PROJECT

Submitted to Mahatma Gandhi University  
in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

ASWATHI RETHNA E.R

210021083206

UNDER THE GUIDANCE OF

Rajitha P M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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### CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Aswathi Rethna E R Reg. no: 210021083206

Batch: 2021-2024 BBA Semester: 6th

Project title: AN ORGANISATIONAL STUDY AT BUYING BEHAVIOUR OF CUSTOMER OF VOLGA AGRO COMBO FARM AT EDANADU, CHENGANNUR

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Rajitha PM*  
*Rajitha*

Project Guide

*Betna Rodriguez*  
*Betna*

Head of the Department

Principal

Submitted in the project viva held on 02/05/2024

Internal Examiner

(Seal)

External Examiner





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A STUDY ON EMPLOYEE RETENTION STRATEGY AT VTJ HYUNDAI,  
KUNDANOR

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

AYISHA HUSSAIN

210021083208

UNDER THE GUIDANCE OF

Rajitha P M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Ayisha Hussain

Reg. no: 210021083208

Batch: 2021-2024 BBA

Semester: 6th

Project title: A STUDY ON EMPLOYEE RETENTION STRATEGY AT VTI HYUNDAI, KUNDANOR

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Rajilba PM*  
Project Guide

*Batma Rodrigues*  
Head of the Department



Submitted in the project viva held on 21/5/24

Internal Examiner

(Seal)

External Examiner





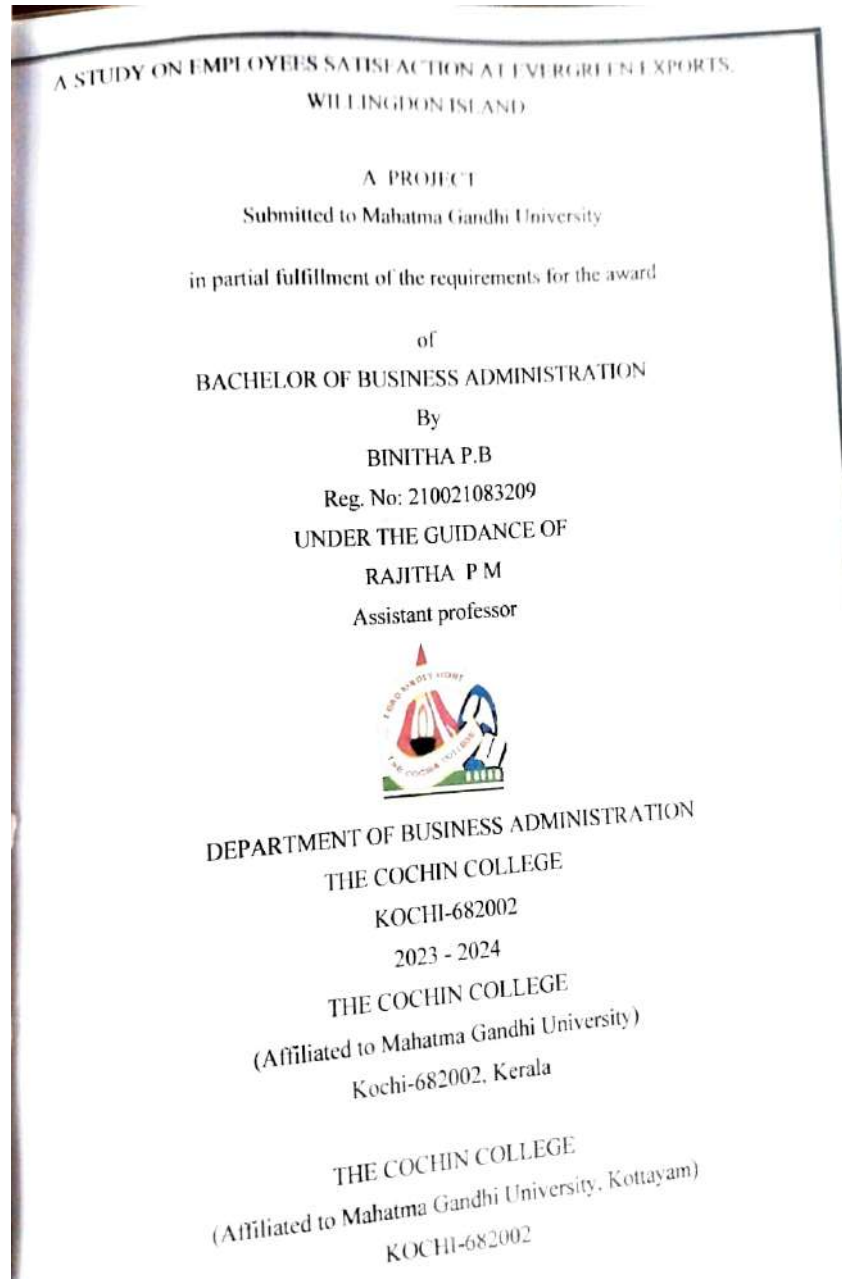
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-A STUDY ON THE EFFECTIVENESS OF PERSONAL SELLING STRATEGIES  
IN MARKETING AT ROYAL ENFIELD KALLOOR-

Submitted to Mahatma Gandhi University  
In partial fulfillment of the requirements for the award  
of

BACHELOR OF BUSINESS ADMINISTRATION

By

BINSHA K.B  
210021083210

UNDER THE GUIDANCE OF

RAJITHA P.M  
Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION  
THE COCHIN COLLEGE  
KOCHI-682002  
2023 - 2024

THE COCHIN COLLEGE  
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Kochi-682002, Kerala



*Mendula Menon*  
**Mrudula Menon V.**  
**Principal-in-Charge**  
**The Cochin College**



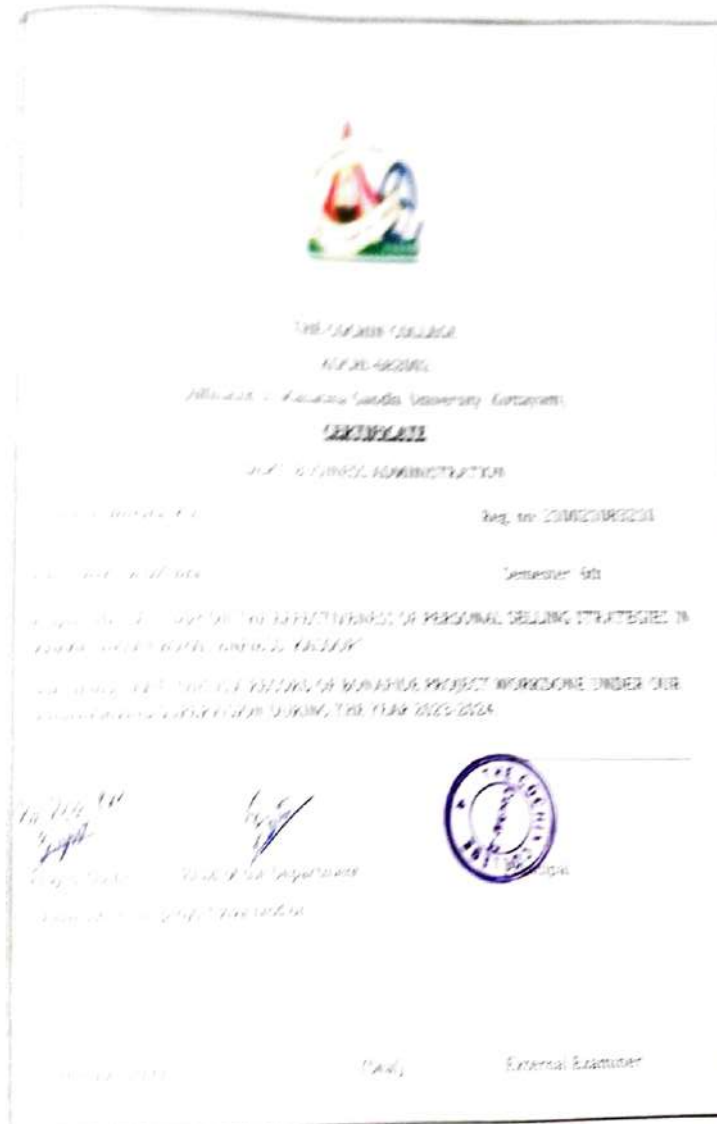
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*Mrudula Menon V.*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



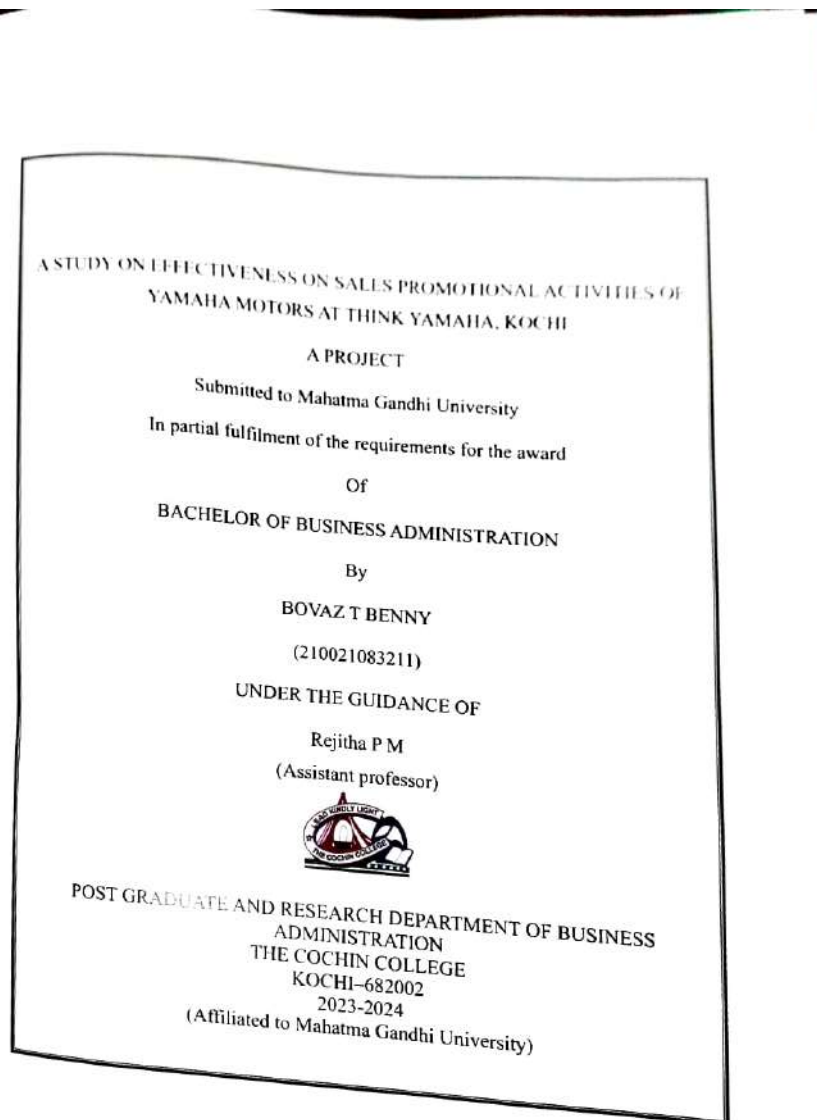
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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: BOVAZ T BENNY      Reg. no: 210021083211  
Batch: 2021-2024 BBA      Semester: 6th

Project title:

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
THE YEAR 2023-2024.



Tejitha PM Project Guide	Betina Rodrigues Head of the Department	Dr. Geetha M Principal
Submitted in the project viva held on 21/5/24		
Internal Examiner	(Seal)	External Examiner





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"A STUDY ON THE IMPACT OF TRAINING AND DEVELOPMENT PROGRAMME AS A TOOL TO DETERMINE ORGANIZATIONAL EFFECTIVENESS AT TECHQ, ERNAKULAM."

Submitted to Mahatma Gandhi University

in partial fulfillment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

JUNAID M N

210021083227

UNDER THE GUIDANCE OF

RESHMA C B

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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A STUDY ON CONSUMER BUYING BEHAVIOUR AT DATA  
FOOTWEAR

Submitted to Mahatma Gandhi University  
in partial fulfilment of the requirements for the  
award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

Danish Roshan K S

210021083214

UNDER THE GUIDANCE OF

Rajitha P.M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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**CERTIFICATE**

DEPT. BUSINESS ADMINISTRATION

Name: Danish Roshan K.S                      Reg.no:210021083214  
Batch: 2021-2024 BBA                              Semester: 6th  
Project title:A STUDY ON CONSUMER BUYING BEHAVIOUR  
AT BATA FOOTWEAR

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WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE  
YEAR 2023-2024.

---

Project Guide: Rajitha P.M      H. Department:      Betna Rodrigues *Betna*  
Principal: Dr M Geetha        
Submitted in the project viva held on 21/5/24  
Internal Examiner  
(Seal)  
External Examiner *[Signature]*







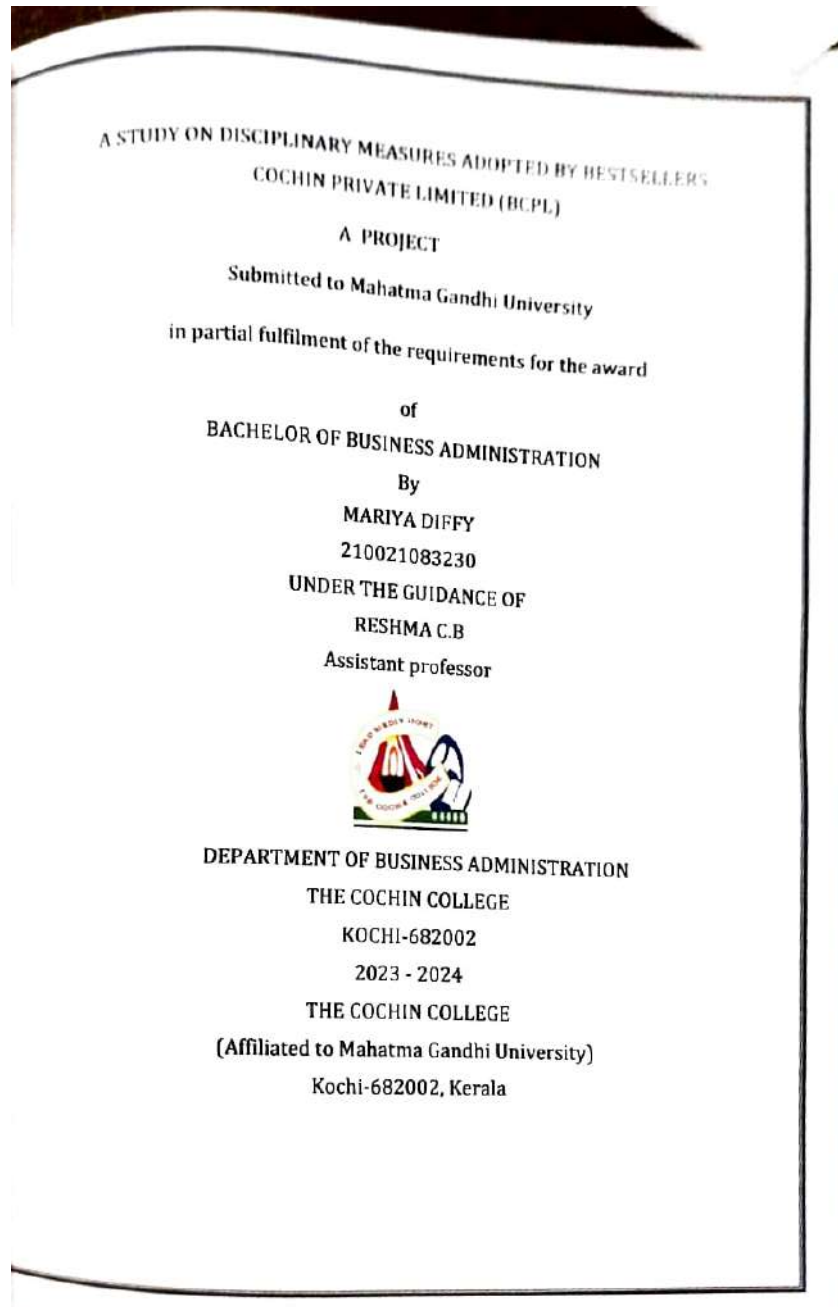
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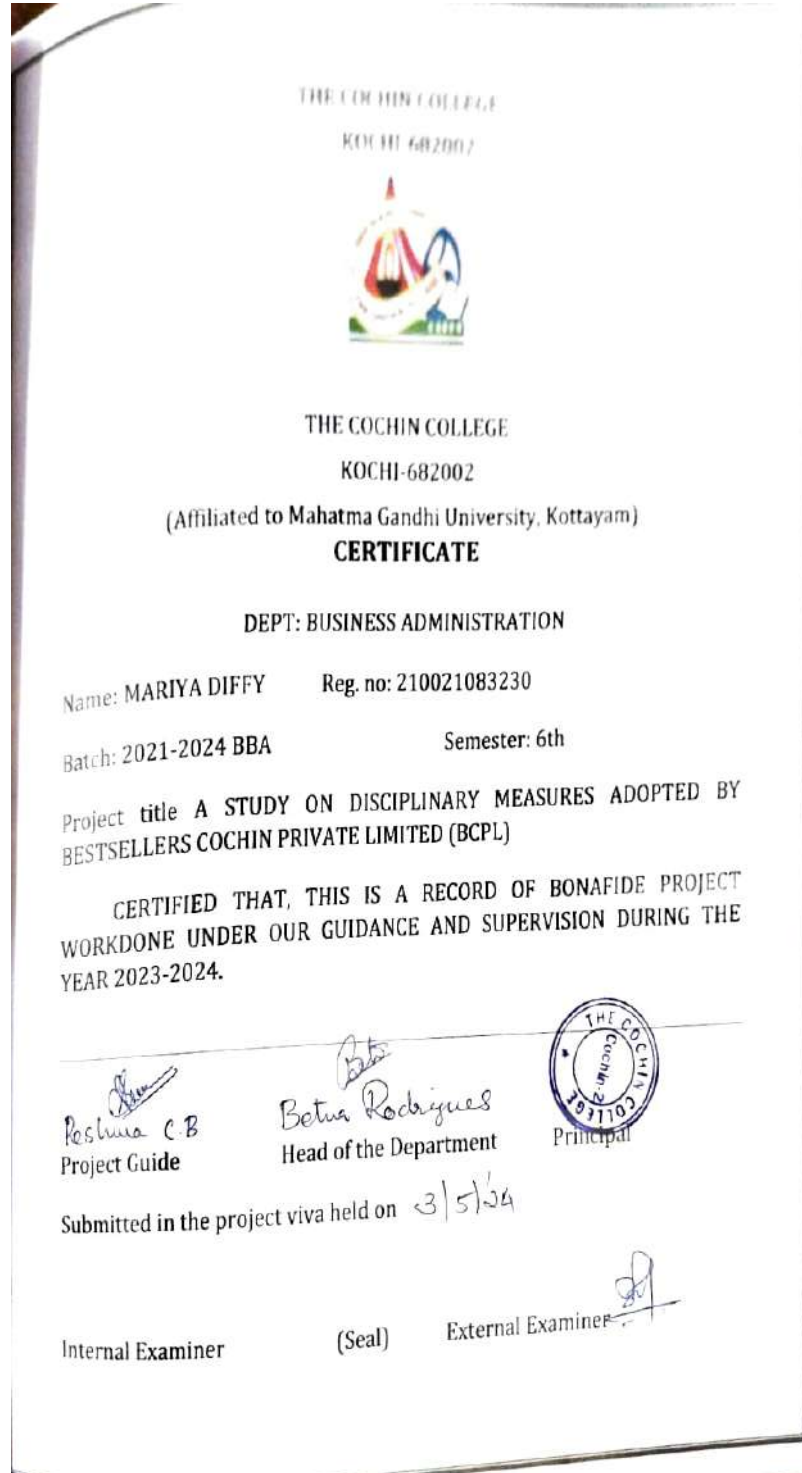
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON CUSTOMER SATISFACTION OF SAMSUNG CAFE, KOCHI

A PROJECT

Submitted to Mahatma Gandhi University

In partial fulfillment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

FAHADH SIYAD

210021083218

UNDER THE GUIDANCE OF

RAJITHA P.M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: FAHADH SIYAD      Reg. no: 210021083218

Batch: 2021-2024 BBA      Semester: 6th

Project title A STUDY ON CUSTOMER SATISFACTION OF SAMSUNG CAFE, KOCHI

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

Rajitha P.M.      Betina Rodrigues  
Project Guide      Head of the Department



Submitted in the project viva held on 02/5/2024

Internal Examiner      (Seal)      External Examiner 





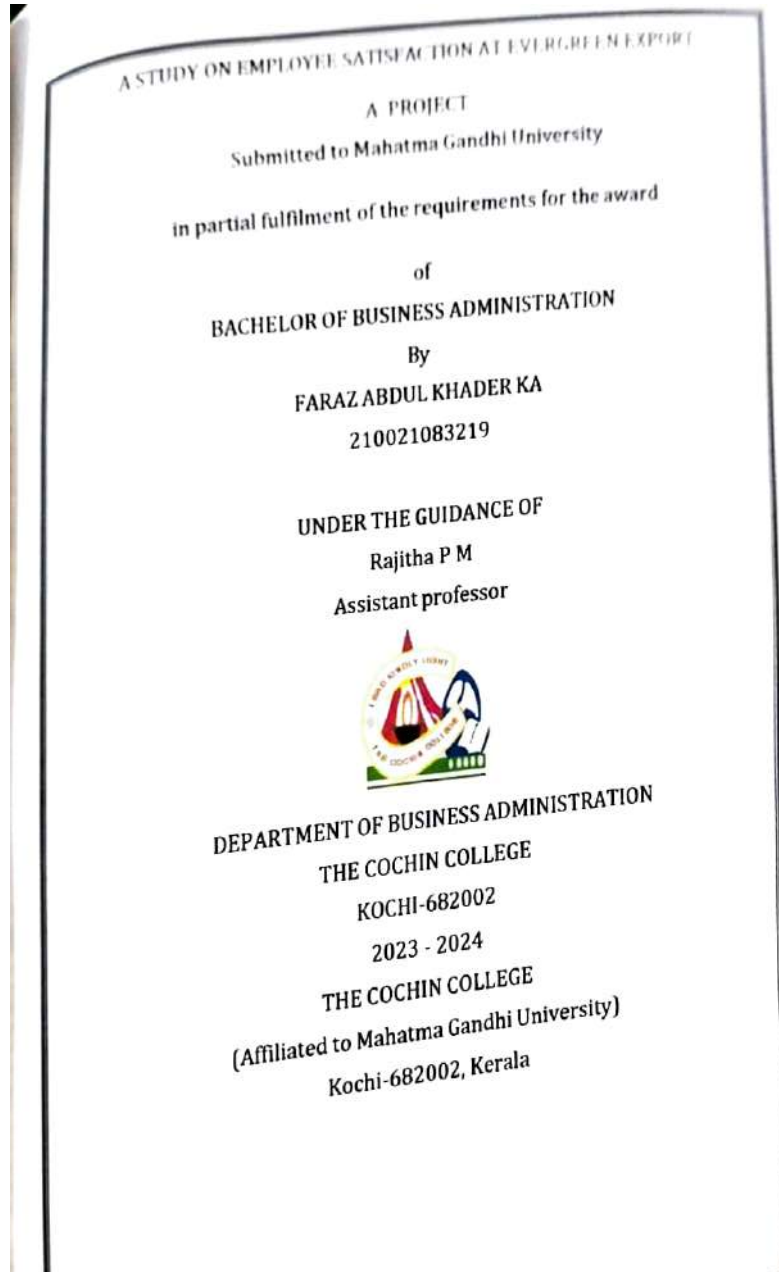
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KOCHI-682002  
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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: FARAZ ABDUL KHADER KA      Reg. no: 210021083219  
Batch: 2021-2024 BBA      Semester: 6th  
Project title: A STUDY ON EMPLOYEE SATISFACTION  
AT EVERGREEN EXPORT.

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE  
YEAR 2023-2024.

---

Rajitha P M      Betna Rodrigues      Principal  
Project Guide      Head of the Department

Submitted in the project viva held on 2/5/2024

Internal Examiner      (Seal)      External Examiner



*Mendula Menon*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



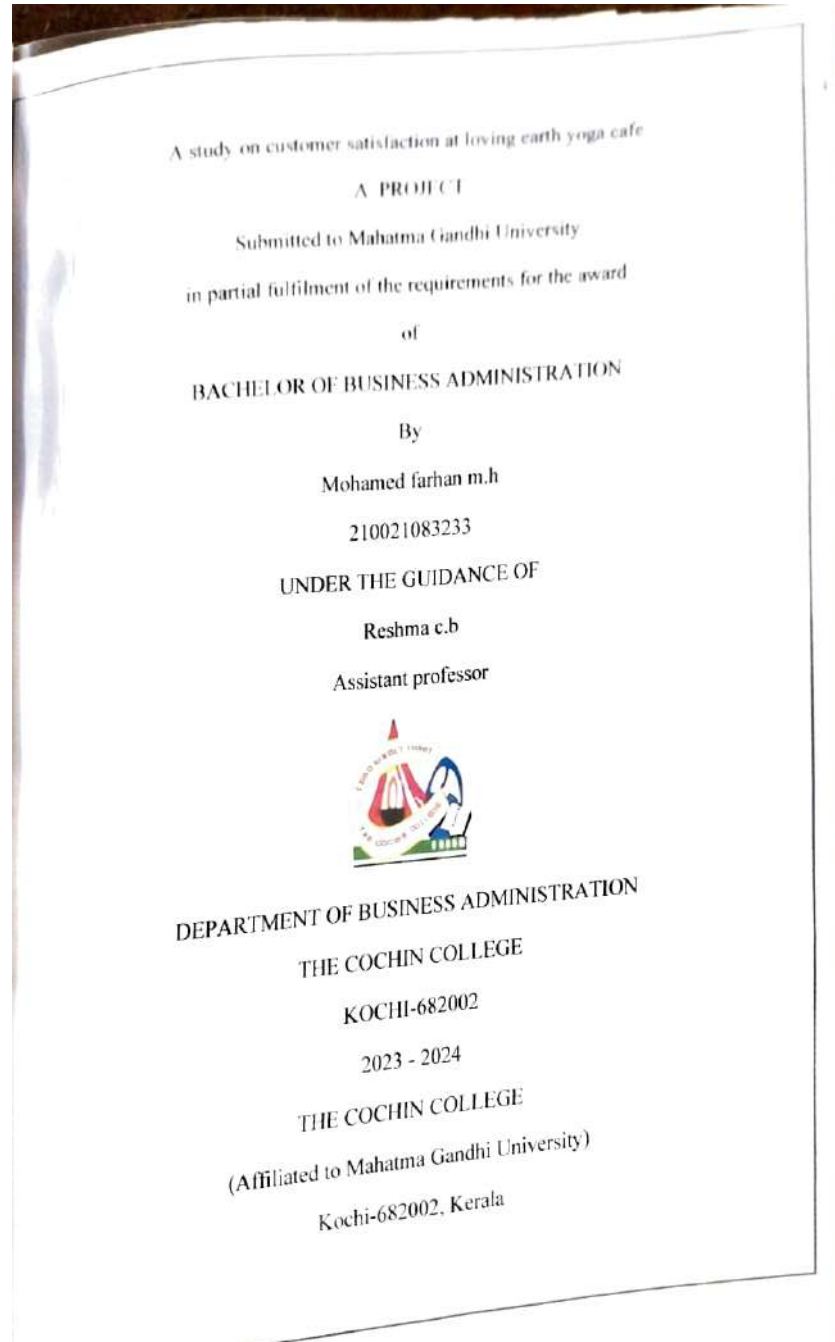
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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Mohamed farhan m.h

Reg. no: 210021083233

Batch: 2021-2024 BBA

Semester: 6th

Project title: A study on customer satisfaction at loving earth yoga cafe

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORK DONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

Project Guide

Head of the Department

RESHMA C B

BETNA RODRIGUES



DR. M GEETHA

Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner







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A STUDY ON CUSTOMER BUYING BEHAVIOUR AND IT'S IMPACT  
ON  
SALES OF YAMAHA MOTOR AT PERINGHAL YAMAHA, KOCHI

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

Faseela AH

Reg. no: 210021083220

UNDER THE GUIDANCE OF

Rajitha PM

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala





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THE COCHIN COLLEGE  
KOCHI-682002  
(Affiliated to Mahatma Gandhi University, Kottayam)

## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Faseela A H                      Reg. no: 210021083220

Batch: 2021-2024 BBA                      Semester: 6th

Project title: A Study On Customer Buying Behaviour And It's Impact On  
Sales Of Yamaha Motor At Peringhat Yamaha, Kochi

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
THE YEAR 2023-2024.

---

Project Guide	Head of Department	Principal
Rajitha P. 	Bernard Rodrigues	Dr. M Geetha
Submitted in the project viva held on 21/5/24		
Internal Examiner	(Seal)	External Examiner 





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON EMPLOYEE WELFARE AT ROYAL MARINE EXPORTS PVT.  
LTD

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

FATHIMA P.A

210021083221

UNDER THE GUIDANCE OF

RAJITHA P.M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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Kochi-682002, Kerala






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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: FATHIMA P.A      Reg. no: 210021083221

Batch: 2021-2024 BBA                      Semester: 6th


Project title A STUDY ON EMPLOYEE WELFARE AT ROYAL MARINE EXPORTS PVT. LTD

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

Rajitha P.M                      Betina Rodrigues  
Project Guide                      Head of the Department

Submitted in the project viva held on 2/5/2024



Internal Examiner                      (Seal)                      External Examiner



*Mrudula Menon V.*  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON THE EFFECTIVENESS OF MARKETING STRATEGY AT  
PERINGALAMAMMA, KOCHI

Submitted to Mahatma Gandhi University

in partial fulfillment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

FIJAS P S

Reg. no: 210021083222

UNDER THE GUIDANCE OF

RESHMA C B

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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Kochi-682002, Kerala






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**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION



Name: FJAS P S Reg. no: 210021083222  
 Batch: 2021-2024 BBA Semester: 6th  
 Project title: A Study On Effectiveness Of Marketing Strategy At Peringhat  
 Yamaha , Kochi

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
 WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
 THE YEAR 2023-2024.

---

 Project Guide RESHMA C B	 Head of the Department BETNA RODRIGUES	 Principal DR. M GEETHA
--------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------

Submitted in the project viva held on 2/5/24

 Internal Examiner	(Seal)	 External Examiner
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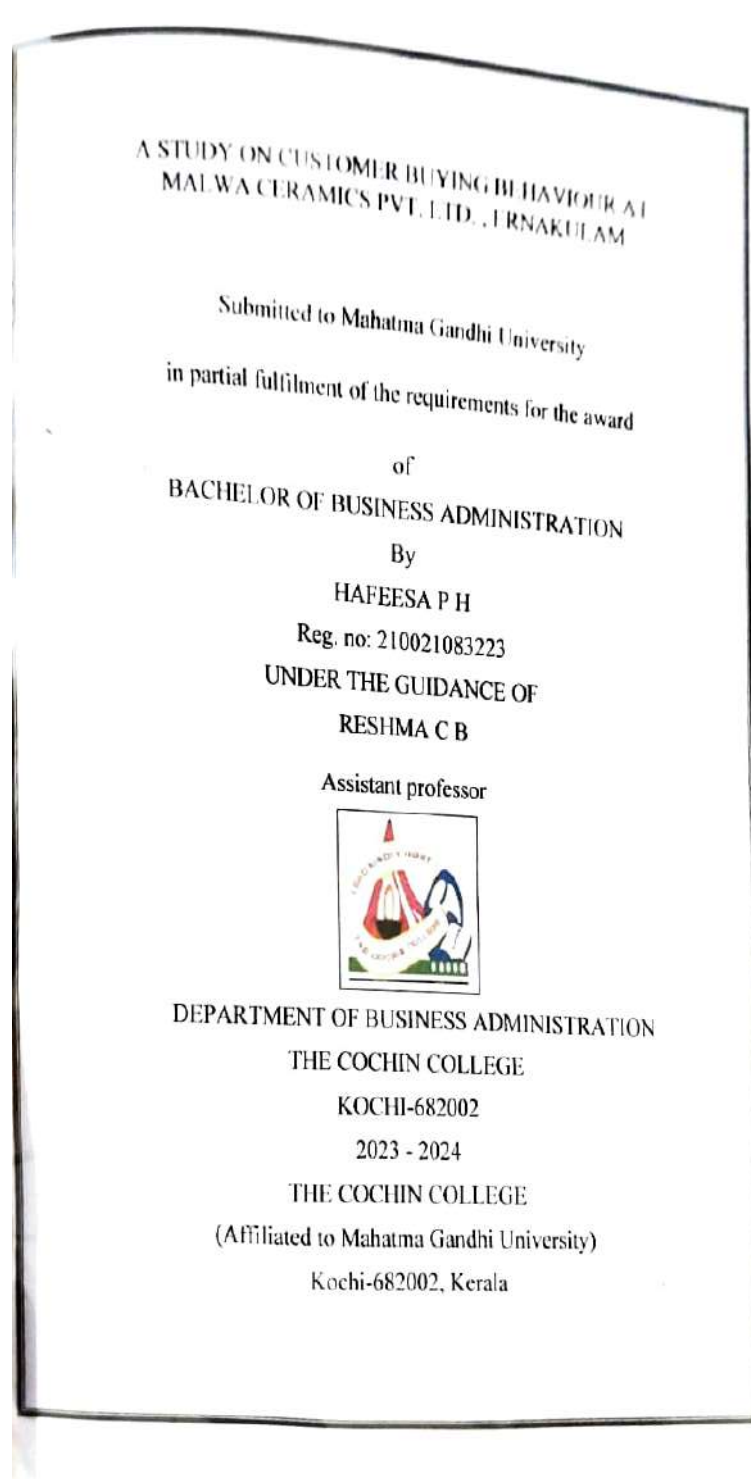
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A STUDY BASED ON CUSTOMER SATISFACTION TOWARDS  
ROYAL ENFIELD BIKES, ERNAKULAM

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

HAKEEM K A

Reg. no:210021083224

UNDER THE GUIDANCE OF

RESHMA C B

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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KOCHI-682002

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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: HAKEEM K A                      Reg. no: 210021083224

Batch: 2021-2024 BBA                      Semester: 6th

Project title: A Study Based On Customer Satisfaction Towards Royal Enfield Bikes, Ernakulam

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

---

 Project Guide RESHMA C B	 Head of the Department BETNA RODRIGUES	 Principal DR. M GEETHA
--------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------

Submitted in the project viva held on 03/5/24

Internal Examiner 	(Seal)	External Examiner
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"A STUDY OF EFFECTIVENESS OF ADVERTISING  
ON MARUTHI SUZUKI"  
A PROJECT  
Submitted to Mahatma Gandhi University  
in partial fulfilment of the requirements for the  
award of  
BACHELOR OF BUSINESS ADMINISTRATION  
BY  
HARIPRIYA P  
Reg.no 210021083225  
UNDER THE GUIDANCE OF  
Reshma C B  
Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION  
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### CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: HARIPRIYA P      Reg. no: 210021083225  
 Batch: 2021-2024 BBA      Semester: 6th  
 Project title: EFFECTIVENESS OF ADVERTISMENT

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

 Reshma C B Project Guide	 Head of the Department	 Principal
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Submitted in the project viva held on 3/5/24

Internal Examiner	(Seal)	External Examiner 
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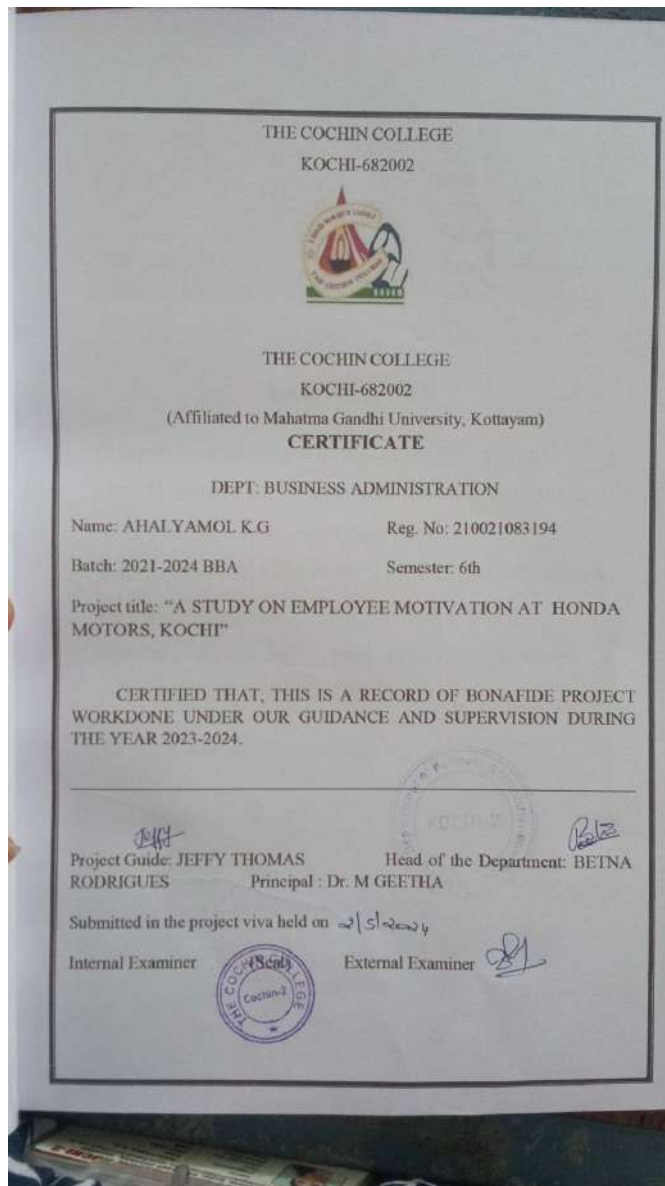
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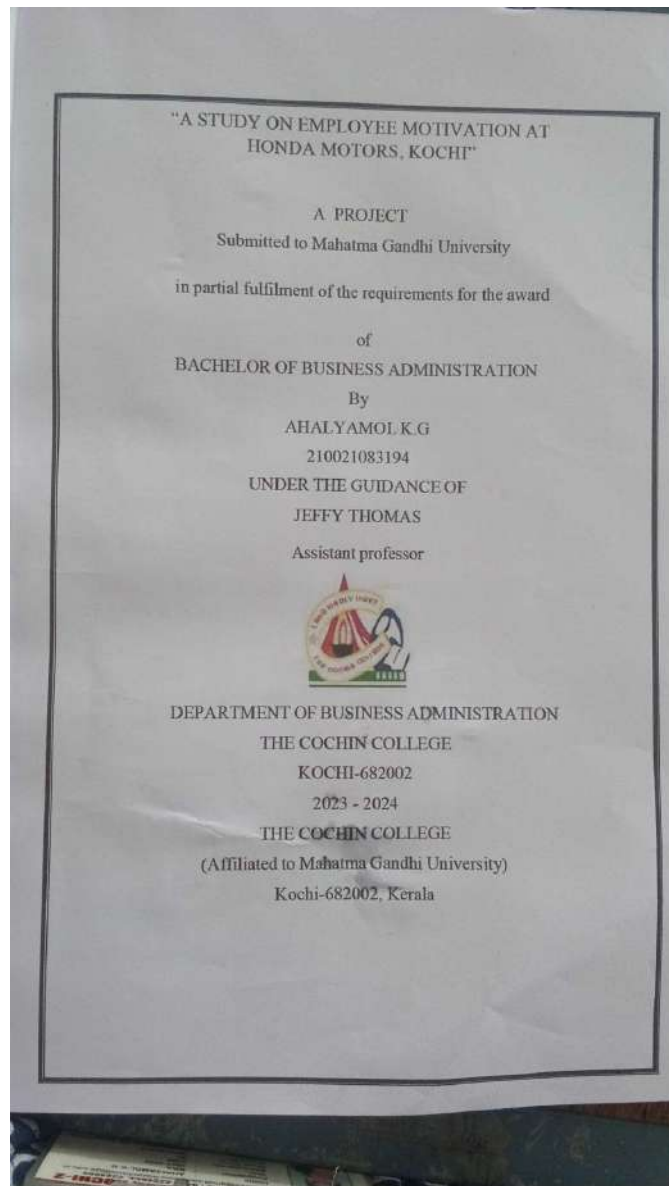
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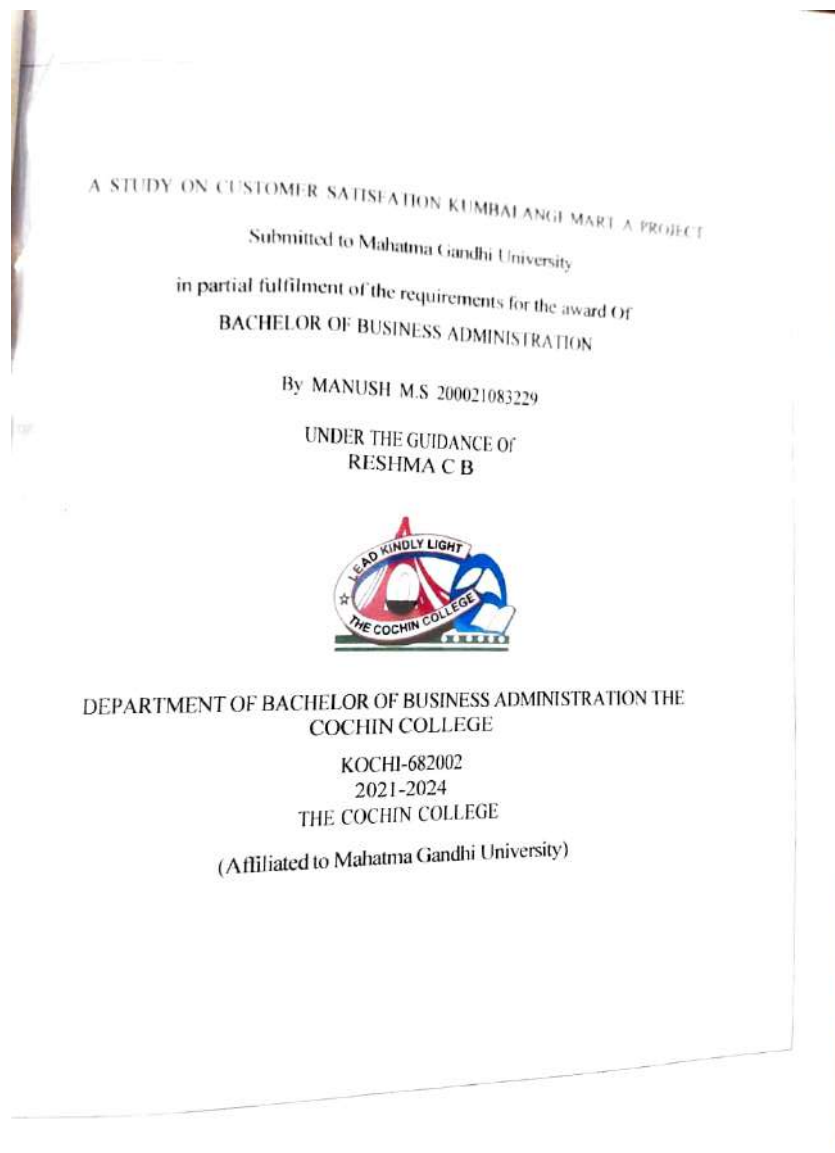
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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: MANUSH M S


Reg. no: 210021083229

Batch: 2021-2024 BBA

Semester: 6th

Project title:

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Reshma C B  
Project Guide

  
Betina Rodrigues  
Head of the Department



Principal

Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner 







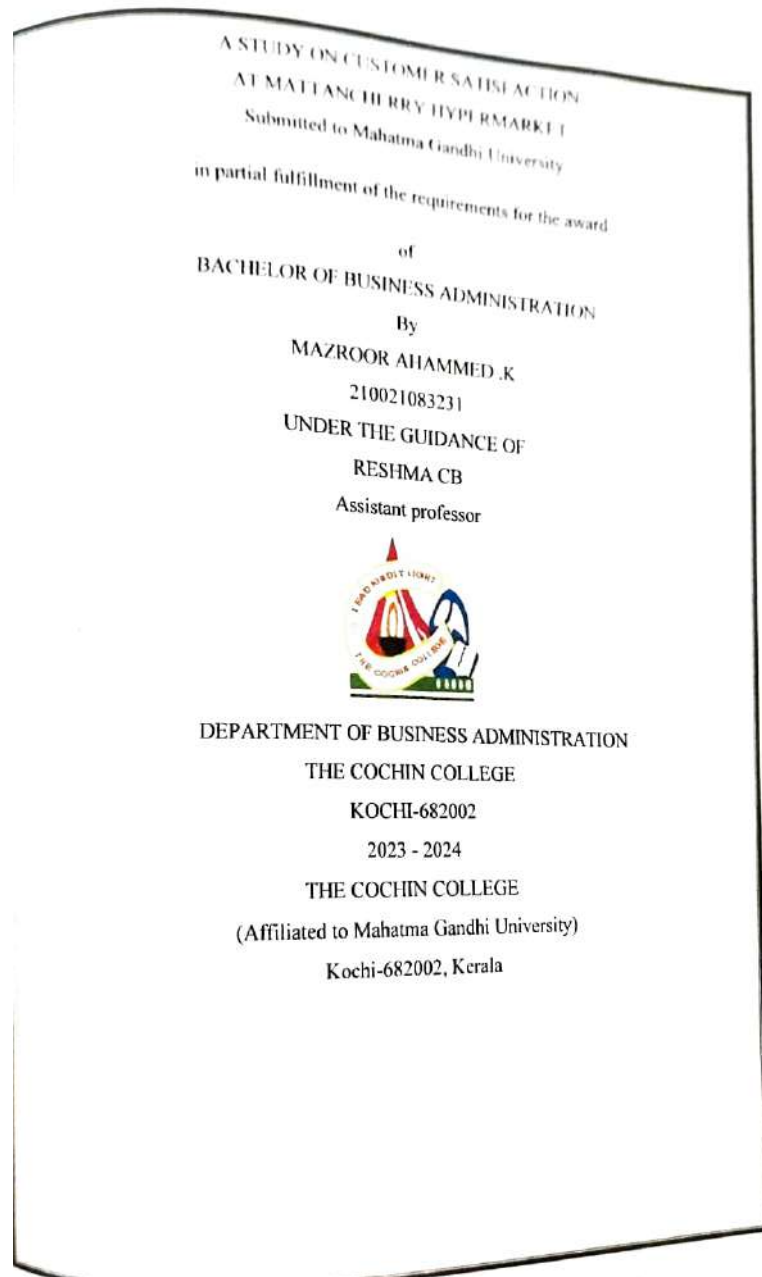
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**CERTIFICATE**


DEPT: BUSINESS ADMINISTRATION


Name: Mazroor Ahammed .K Reg. no: 210021083231


Batch: 2021-2024 BBA Semester: 6th


Project title: A STUDY ON CUSTOMER SATISFACTION AT MATTANCHERRY HYPERMARKET


CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.


Project Guide : Betna Rodrigues 

Head of the Department : Betna Rodrigues 

Principal : M Geetha 

Submitted in the project viva held on : 05/5/2024 

Internal Examiner : 

External Examiner : 





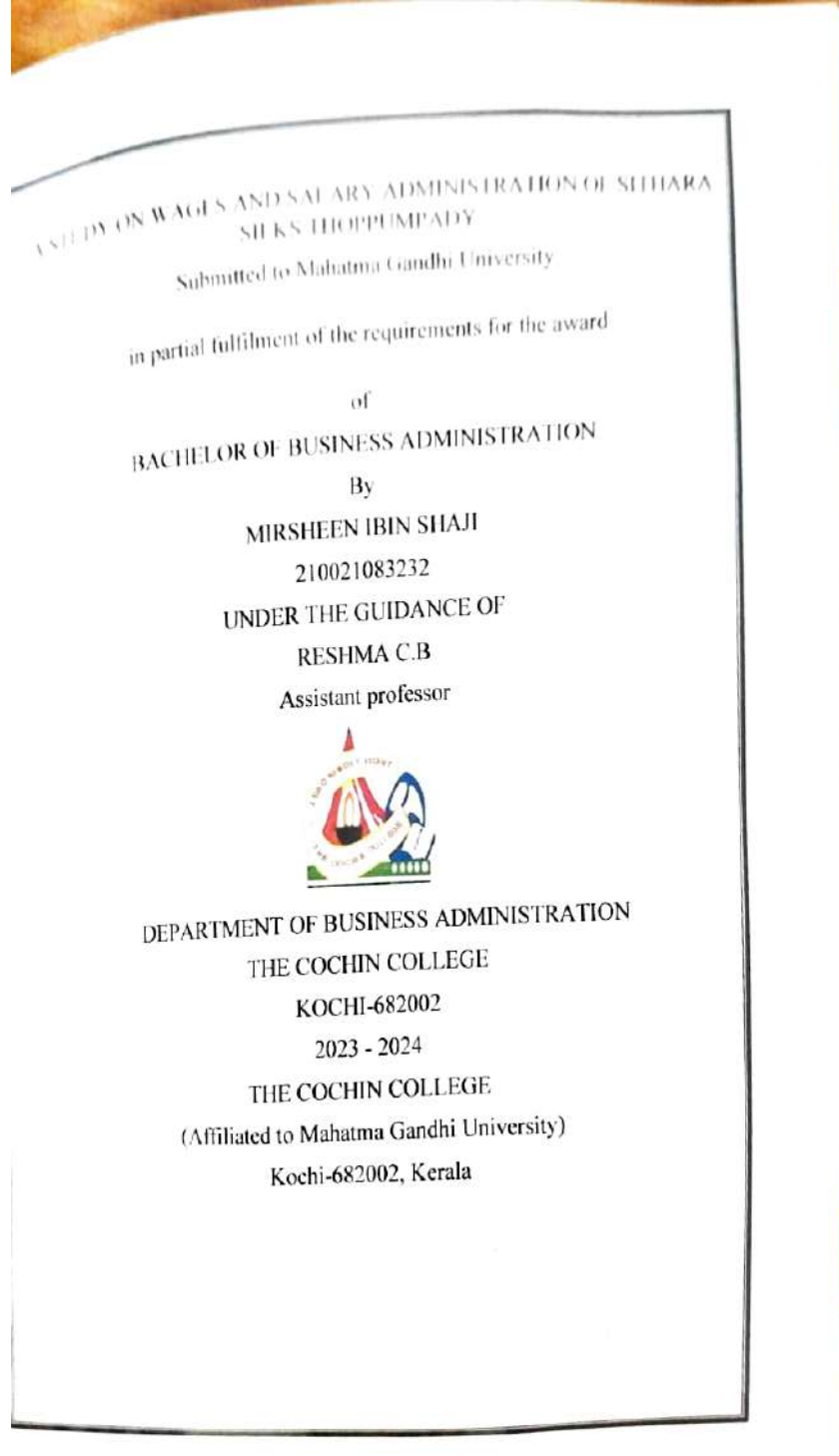
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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Mirsheen ibin shaji

Reg. no:210021083232

Batch: 2021-2024 BBA

Semester: 6th

Project title :A study on wages and salary administration of sithara silks thoppumpady

CERTIFIED THAT, THIS IS A RECORD OF BONAFAIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

  
Reshma C.B.  
Project Guide

  
Betina Rodriguez  
Head of the Department



Principal

Submitted in the project viva held on 23/5/2024

Internal Examiner

(Seal)

External Examiner 





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A STUDY ON SALES PROMOTION WITH SPECIAL REFERENCE

TO APOLLO TYRES LIMITED

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfillment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

NAJILA NAVAS

210021083238

UNDER THE GUIDANCE OF

RESHMA C.B

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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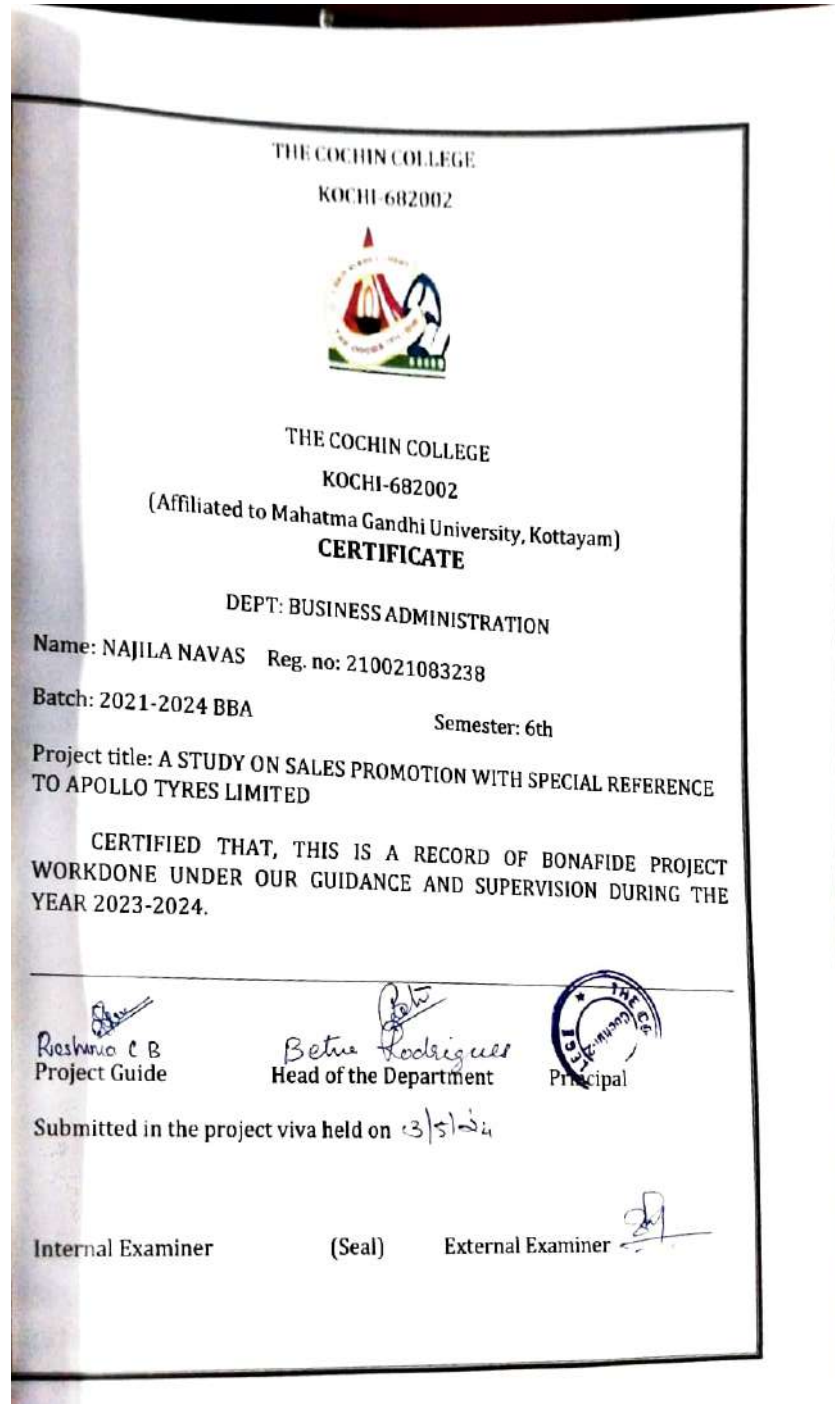
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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: NAJILA NAVAS Reg. no: 210021083238

Batch: 2021-2024 BBA

Semester: 6th

Project title: A STUDY ON SALES PROMOTION WITH SPECIAL REFERENCE TO APOLLO TYRES LIMITED

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Reshma C B*  
Project Guide

*Betina Rodriguez*  
Head of the Department

*[Signature]*  
Principal

Submitted in the project viva held on 03/5/24

Internal Examiner

(Seal)

External Examiner *[Signature]*





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"A STUDY OF CONSUMER BUYING BEHAVIOUR AT BONDIA  
MOTORS"

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

NANDHANA NS

210021083240

UNDER THE GUIDANCE OF

RESHMA CB

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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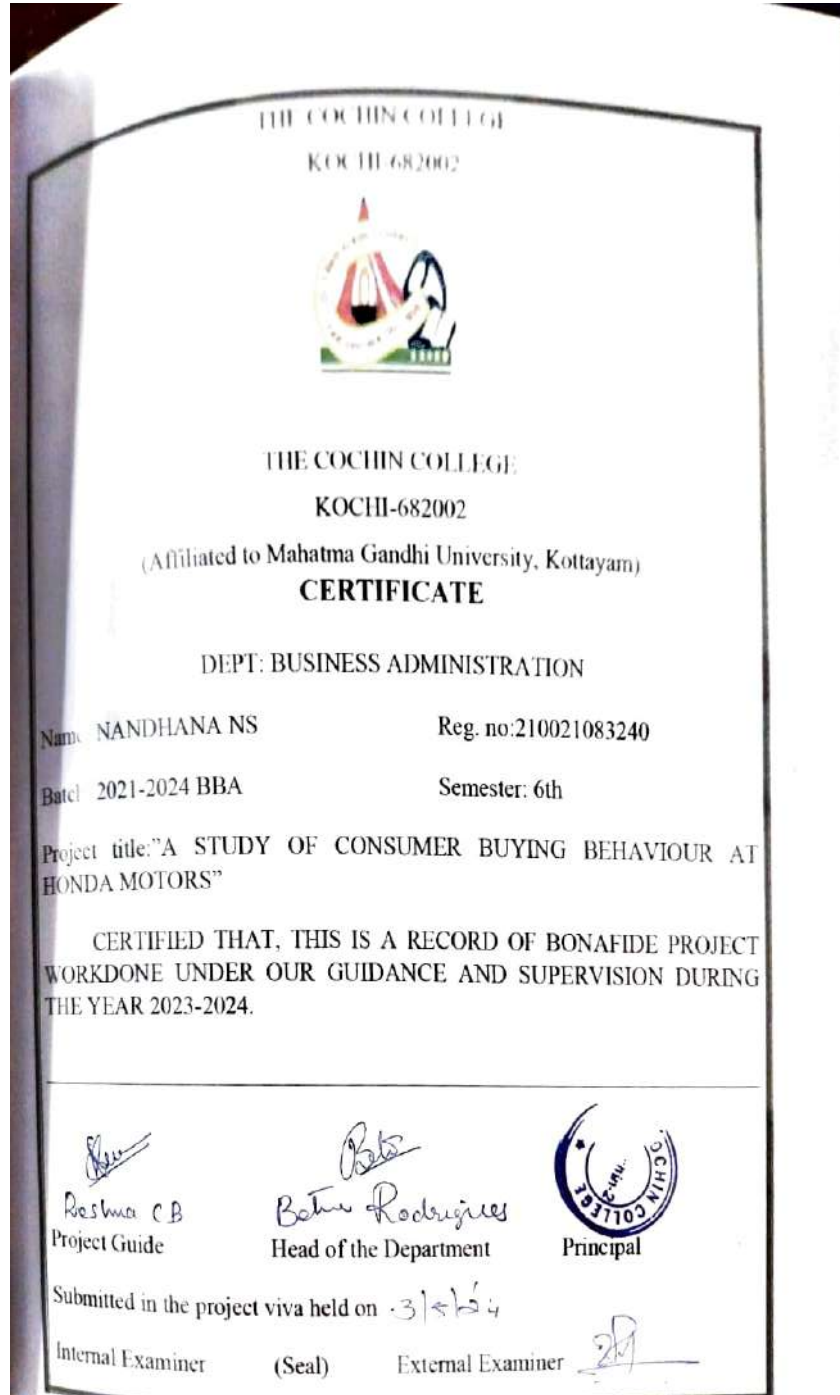
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[www.thecochincollege.edu.in](http://www.thecochincollege.edu.in)

A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AT CAMERRY  
ICE CREAMS

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

NANDHANA K.A

Reg no:210021083239

UNDER THE GUIDANCE OF

Betna Rodrigues

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Nandhana K.A Reg. no:210021083239


Batch: 2021-2024 BBA Semester: 6th

Project title :A Study on effectiveness of advertisement at camerry ice creams


CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

 Project Guide       Head of the Department       Principal

Submitted in the project viva held on 3/5/24

Internal Examiner (Seal)      External Examiner 



  
Mrudula Menon V.  
Principal-in-Charge  
The Cochin College



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A STUDY ON CUSTOMER SATISFACTION OF MARINE ENGINEERING  
COMPANY, KOCHI

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

NIGITHA JAMEER

210021083241

UNDER THE GUIDANCE OF

Betna Rodrigues

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)

Kochi-682002, Kerala





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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: NIGITHA JAMEER Reg. no: 210021083241

Batch: 2021-2024 BBA Semester: 6th

Project title: A STUDY ON CUSTOMER SATISFACTION OF MARINE ENGINEERING COMPANY

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

Project Guide

Head of the Department

Principal

Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner





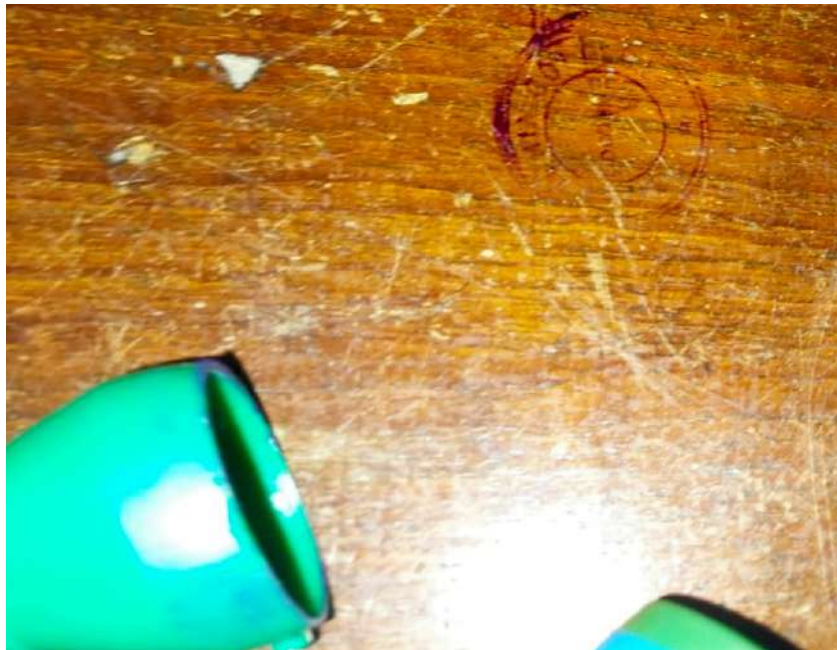
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON EMPLOYEE SATISFACTION OF HIGHWAY SERVICE  
FACILITY MANAGEMENT  
A PROJECT

Submitted to Mahatma Gandhi University  
In partial fulfillment of the requirements for the award  
of  
BACHELOR OF BUSINESS ADMINISTRATION

By  
NIKHILANTONY

Reg No: 210021083243

UNDER THE GUIDANCE OF

BETNA RODRIGUES

ASSISTANT PROFESSOR



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682001

2021-2024

(Affiliated to Mahatma Gandhi University)





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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Nikhil Antony

Reg.No:210021083243

Batch: 2021-2024 BBA

Semester: 6th

Project Title: A study on employee satisfaction on right way service facility management

**CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.**

  
Project Guide

  
Head of the Department

  
Principal

Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner 





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

ANALYSIS ON EFFECT OF BRANDING ON CONSUMER PURCHASE  
DECISION AT VILVILVUNDAKUNDA NGUR

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

NIYAMOL K.N

210021083244

UNDER THE GUIDANCE OF

BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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Kochi-682002, Kerala







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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Niyamol k.n

Reg. no:210021083244

Batch: 2021-2024 BBA

Semester: 6th

Project title:A study on effect of branding on consumer purchase decision

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.



Project Guide

Head of the Department

Principal

Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON EMPLOYEE MOTIVATION AT CLASSIC IMPEX  
WILLINGTON ISLAND

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

PRAVEEN.M

210021083245

UNDER THE GUIDANCE OF

MRS. BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION



Name: Praveen.M Reg. no:210021083245

Batch: 2021-2024 BBA Semester: 6th

Project title: A study on employee motivation at classic impex,willington island


CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
 WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
 THE YEAR 2023-2024.


---

Bekana Reddy Head of the Department Principal  
 Project Guide

Submitted in the project viva held on 21/5/24

Internal Examiner (Seal) External Examiner 







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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON EMPLOYEE MOTIVATION AT MALWA CERAMICS  
PRIVATE LIMITED, KALAMASSERY A

PROJECT

Submitted to Mahatma Gandhi University in partial fulfilment

of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

DRISHYA DILEEP

Reg. no:210021083216

UNDER THE GUIDANCE OF

Rajitha P M

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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2023 - 2024

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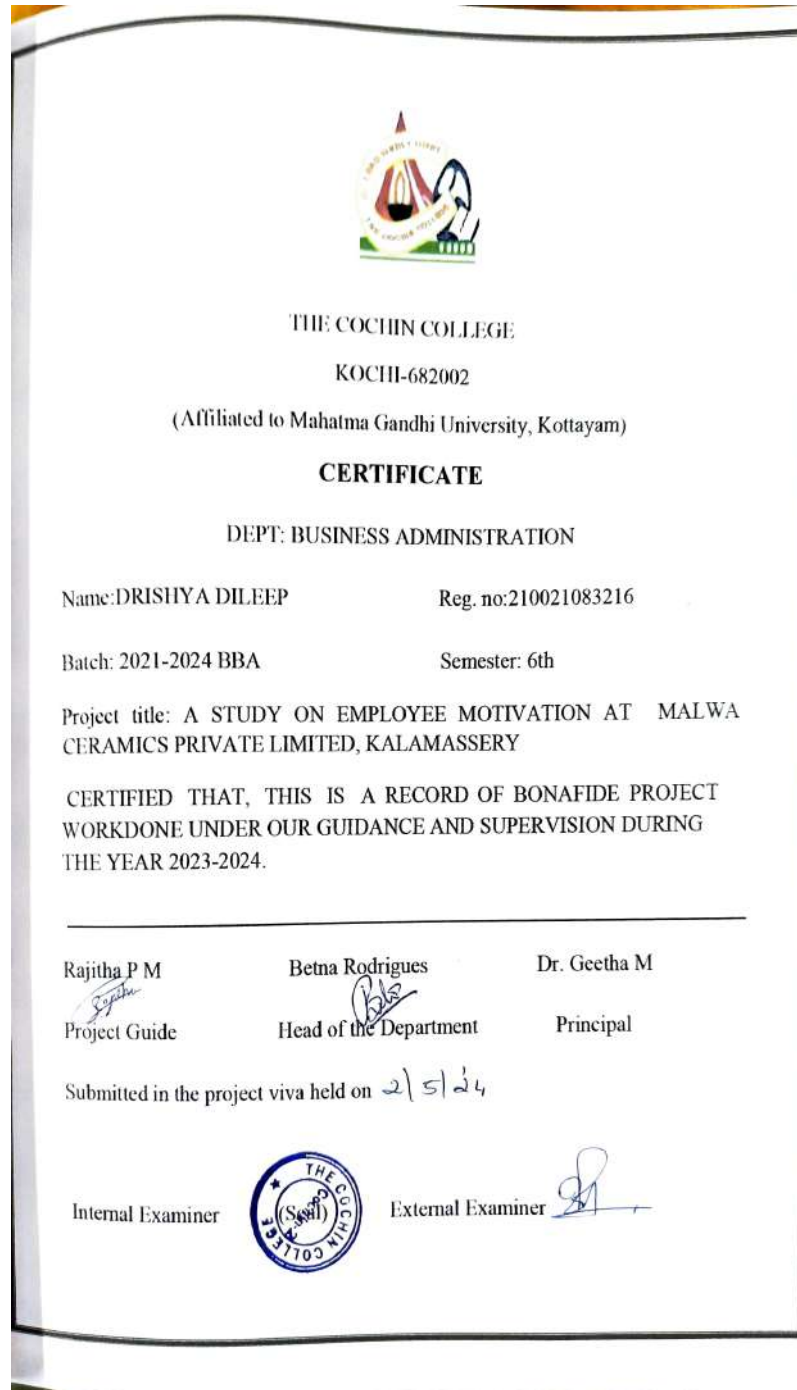
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON CONSUMER BUYING BEHAVIOUR AT MAMMAS COLLECTIONS PRIVATE LIMITED, THOPPUMPADY

Submitted to Mahatma Gandhi University  
in partial fulfillment of the requirements for the award  
of  
BACHELOR OF BUSINESS ADMINISTRATION

By  
Riswin Shajahan  
210021083246  
UNDER THE GUIDANCE OF  
Betna Rodrigues  
(Assistant professor)



DEPARTMENT OF BUSINESS ADMINISTRATION  
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KOCHI-682002  
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON SALES PROMOTION ON VETTYUNDAL  
KUNDANNUR

Submitted to Mahatma Gandhi University

in partial fulfillment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

SALVANKY

210021083247

UNDER THE GUIDANCE OF

MRS. BEENA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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KOCHI-682002

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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: Safvan ky

Reg. no:210021083247


Batch: 2021-2024 BBA

Semester: 6th

Project title: A study on sales promotion on VTJ Hyundai, kundannoor

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

  
Project Guide

  
Betna Rodrigues  
Head of the Department



Principal

Submitted in the project viva held on 3/5/2024

Internal Examiner

(Seal)

External Examiner







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"A STUDY ON QUALITY OF WORK LIFE"  
AT VTI SUZUKI, KUNDANOR

  
**SUZUKI**

A PROJECT

Submitted to Mahatma Gandhi University  
in partial fulfilment of the requirements for the award  
of  
BACHELOR OF BUSINESS ADMINISTRATION

By  
SHABNA ZAKEER  
210021083248

UNDER THE GUIDANCE OF  
MRS. BETNA RODRIGUES  
Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION  
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**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION

Name: SHABNA ZAKEER                          Reg. No:  
210021083248


Batch: 2021-2024 BBA                          Semester: 6<sup>th</sup>  
Project Title: A STUDY ON QUALITY OF WORK LIFE

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE  
YEAR 2023-2024.

---

 Project Guide                           Head of the Department                           Principal

Submitted in the project viva held on 5/5/24

Internal Examiner                          (Seal)                           External Examiner





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"A STUDY ON "CUSTOMER RELATIONSHIP MANAGEMENT" AT AJMAL  
HISMI"

A PROJECT

Submitted to Mahatma Gandhi University

In partial fulfilment of the requirements for the award

OF

BACHELOR OF BUSINESS ADMINISTRATION

By

**MOHAMMED SHAHEEN V S**

**210021083235**

UNDER THE GUIDANCE OF

**RESHMA C B**

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

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### CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: **MOHAMMED SHAHEEN V S**

Reg. no: **210021083235**

Batch: 2021-2024 BBA

Semester: 6th

Project title: A STUDY ON "CUSTOMER RELATIONSHIP MANAGEMENT AT AJMAL BISHMI"

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

Reshma C.B  
Project Guide

Betina Rodrigues  
Head of the Department



Submitted in the project viva held on 3/5/24

Internal Examiner

(Seal)

External Examiner





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A STUDY ON THE EFFECTIVENESS OF TRAINING AND  
DEVELOPMENT PROGRAMME AT VTJ HYUNDAI, KUNDANOOR

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award of

BACHELOR OF BUSINESS ADMINISTRATION by

SHAISON STANLEY

Reg. no: 210021083249

UNDER THE GUIDANCE OF

Mrs. BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION THE

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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: SHAISON STANLEY

Reg. no: 210021983252

Batch: 2021-2024 BBA

Semester: 6th

Project title: EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMME

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Beto*  
Project Guide

*Betna Rodrigues*  
Head of the Department



Principal Submitted in the project

viva held on 31/5/24

Internal Examiner

(Seal)

External Examiner





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A STUDY ON CUSTOMER SATISFACTION  
AT FRESH & SAVE SUPERMARKET, EDAPPALLY  
A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

SHIFAS K S

210021083250

UNDER THE GUIDANCE OF

BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

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Kochi-682002, Kerala








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**CERTIFICATE**  
DEPT: BUSINESS ADMINISTRATION

Name: Shifas K S Reg. no:210021083250

Batch: 2021-2024 BBA Semester: 6th

Project title :A STUDY ON CUSTOMER SATISFACTION AT FRESH & SAVE SUPERMARKET :

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

Project Guide	: Betna Rodrigues	
Head of the Department	: Betna Rodrigues	
Principal	: M Geetha	
Submitted in the project viva held on	: 3/5/24	
Internal Examiner	:	
External Examiner	:	





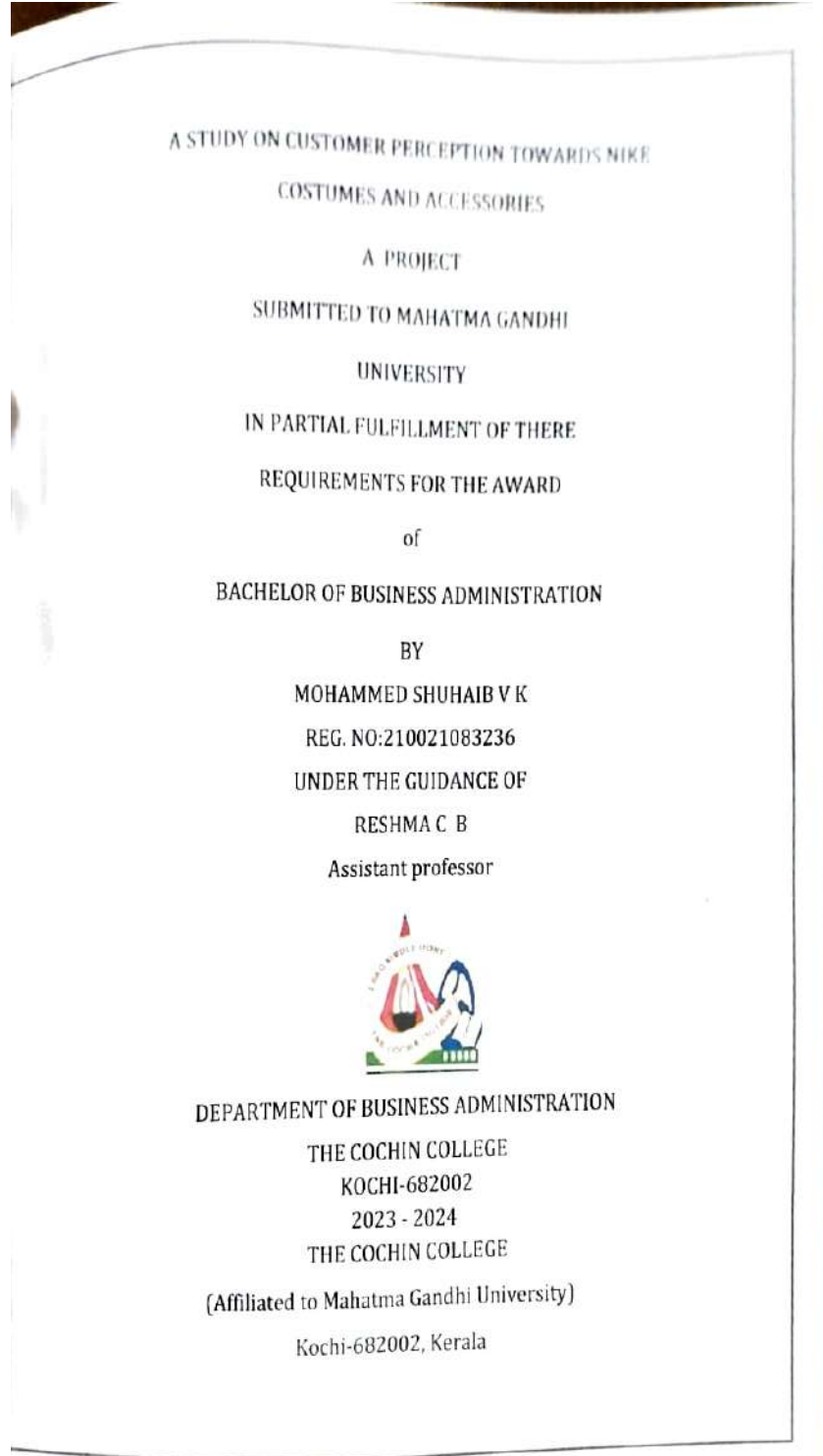
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**CERTIFICATE**

DEPT: BUSINESS ADMINISTRATION

Name: \_\_\_\_\_ Reg. no: \_\_\_\_\_

Batch: 2021-2024 BBA Semester: 6th

Project title: \_\_\_\_\_

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
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YEAR 2023-2024.

---

*Roshma C B*  
Roshma C B  
Project Guide

*Betina Rodrigues*  
Betina Rodrigues  
Head of the Department

Principal

Submitted in the project viva held on 3/5/24

Internal Examiner (Seal) External Examiner *[Signature]*





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A STUDY ON CONSUMER AWARENESS AT THINK YAMAHA KOCHI

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

Sneha .M.R

Reg. no :210021083251

UNDER THE GUIDANCE OF

Betna Rodrigues

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

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email: [email@thecochoincollege.edu.in](mailto:email@thecochoincollege.edu.in)

A STUDY ON THE EFFECTIVENESS OF TRAINING AND  
DEVELOPMENT PROGRAMME AT VITHIYANDAI KUNDANGOR

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award of

BACHELOR OF BUSINESS ADMINISTRATION

By

SNEHA PAUL

Reg. no: 210021083252

UNDER THE GUIDANCE OF

Mrs. BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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(Affiliated to Mahatma Gandhi University) Kochi-682002, Kerala





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## CERTIFICATE

DEPT: BUSINESS ADMINISTRATION

Name: SNEHA PAUL

Reg. no: 210021983252

Batch: 2021-2024 BBA

Semester: 6th

Project title: EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMME

CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024.

*Betna Rodrigues*

*Betna Rodrigues*

*Betna Rodrigues*  
Project Guide

*Betna Rodrigues*  
Head of the Department



Principal

Submitted in the project viva held on 3/5/2024

Internal Examiner

(Seal)

External Examiner

*[Signature]*





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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)

A Study On Employee Morale And Its Impact On Employee Efficiency With Reference  
To No18 Hotel, Fort Cochin

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

TERRIN JOSEPH

210021083255

UNDER THE GUIDANCE OF

Betna Rodrigues

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION  
THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

THE COCHIN COLLEGE

(Affiliated to Mahatma Gandhi University)  
Kochi-682002, Kerala







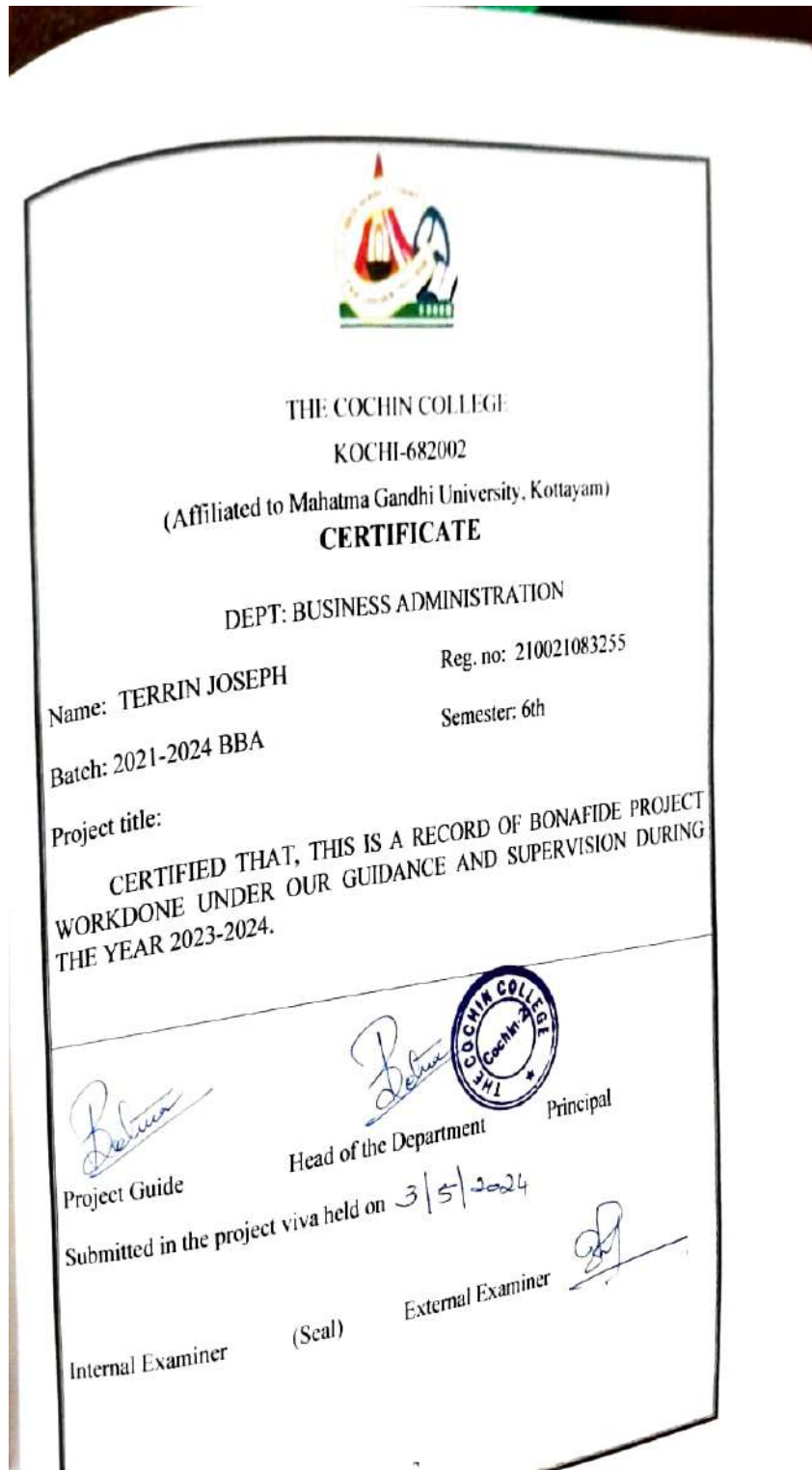
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)





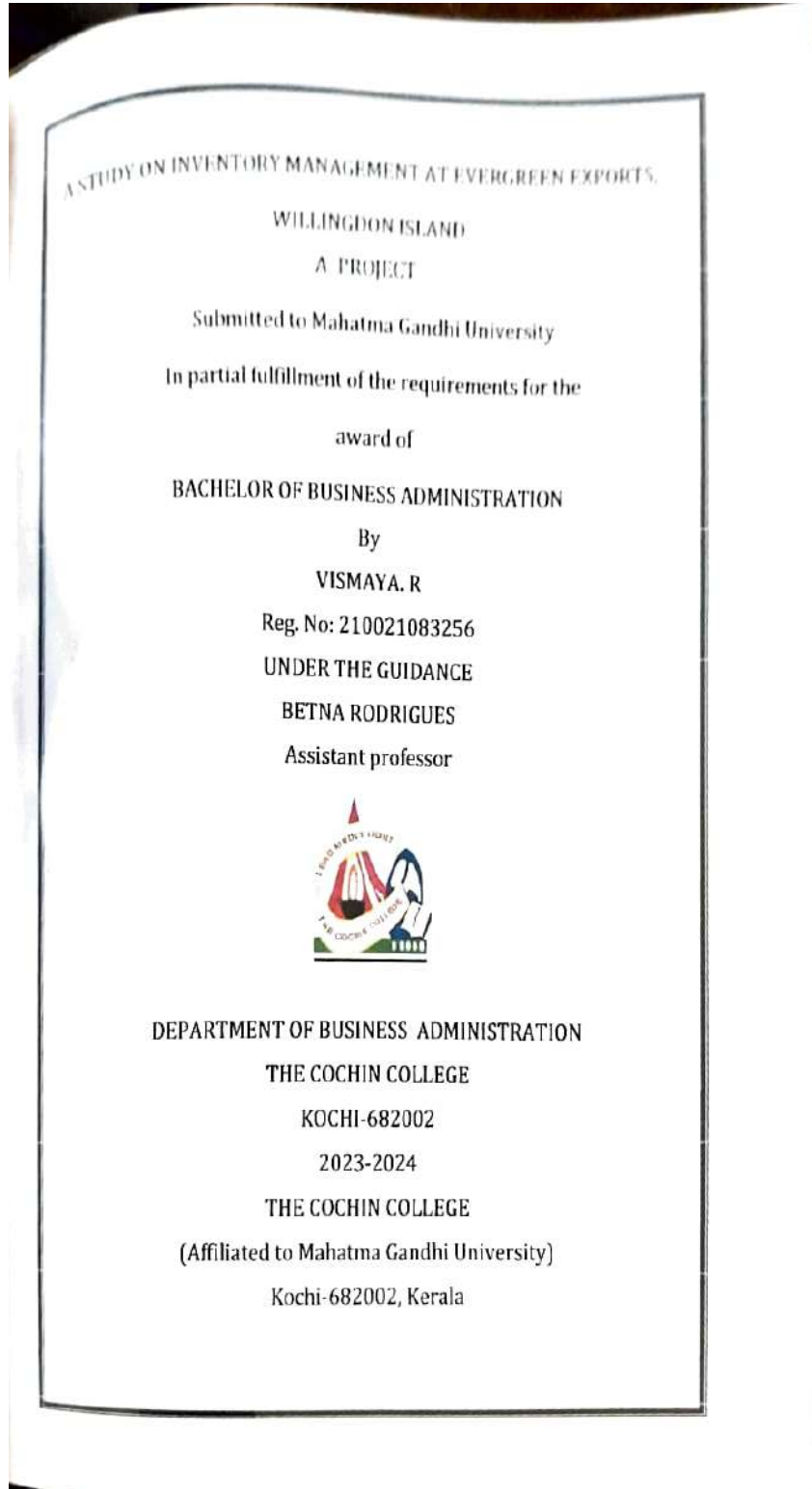
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)





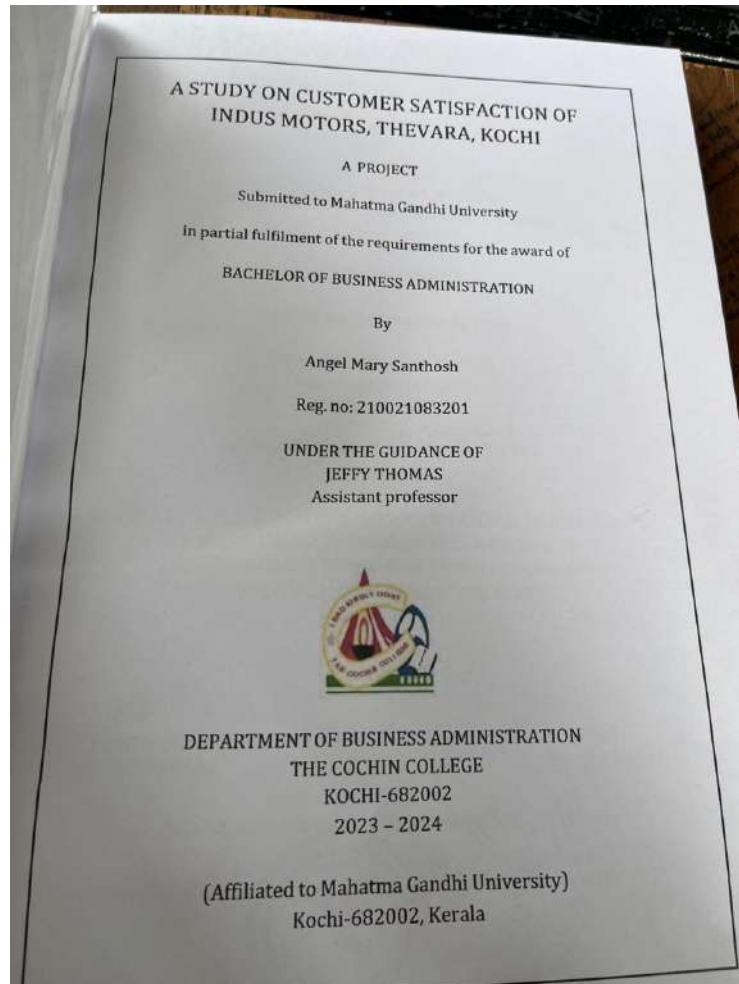
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email: [email@thecochincollege.edu.in](mailto:email@thecochincollege.edu.in)



*Mendula Menon*  
**Mrudula Menon V.**  
**Principal-in-Charge**  
**The Cochin College**



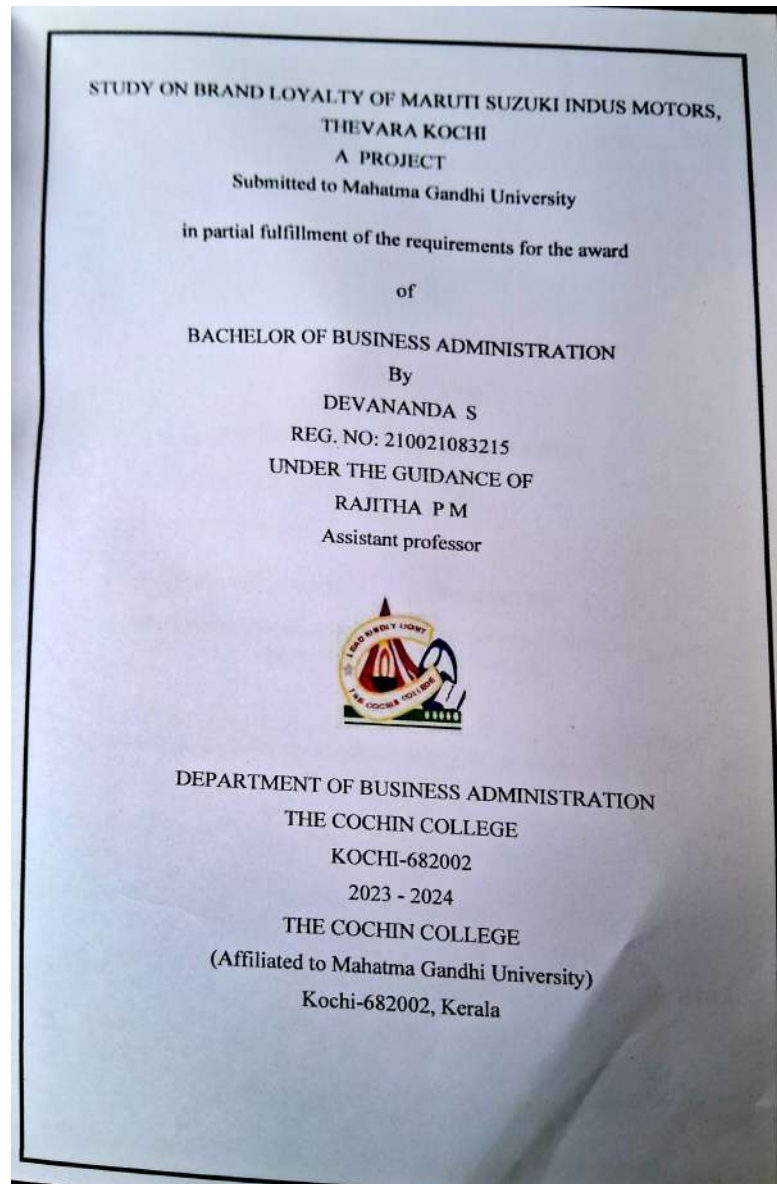
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Project title: STUDY ON BRAND LOYALTY OF MARUTI SUZUKI INDUS  
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CERTIFIED THAT, THIS IS A RECORD OF BONAFIDE PROJECT  
WORK DONE UNDER OUR GUIDANCE AND SUPERVISION DURING  
THE YEAR 2023-2024.

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Project Guide	Head of the Department	Principal
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Submitted in the project viva held on 02/05/2024

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A STUDY ON RECRUITMENT AND SELECTION AT VTI HYUNDAI  
KAKKANAD

A PROJECT

Submitted to Mahatma Gandhi University

in partial fulfilment of the requirements for the award

of

BACHELOR OF BUSINESS ADMINISTRATION

By

VIVEK VS

210021083527

UNDER THE GUIDANCE OF

BETNA RODRIGUES

Assistant professor



DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE

KOCHI-682002

2023 - 2024

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A STUDY ON CUSTOMER PRECEPTION TOWARDS  
SAMSUNG MOBILE  
PROJECT

Submitted to Mahatma Gandhi University  
In partial fulfilment of the requirements for the award  
of

BACHELOR OF BUSINESS ADMINISTRATION

By  
MOHAMMED YASIR S  
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UNDER THE GUIDANCE OF  
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DEPARTMENT OF BUSINESS ADMINISTRATION

THE COCHIN COLLEGE  
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<b>CERTIFICATE</b>		<b>CERTIFIED THAT, THIS IS A RECORD OF BONDAFIDE PROJECT WORKDONE UNDER OUR GUIDANCE AND SUPERVISION DURING THE YEAR 2023-2024</b>	
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