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M.E.S KEVEEYEM COLLEGE VALANCHERY, PH. 676 557

# A STUDY ON ATTITUDE AND PERCEPTION TOWARDS CRYPTOCURRENCY AMOUNG YOUTH WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT IN KERALA.

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

M Com

By

ANEESA U (KVARMCM002)

Under the Guidance of

Dr PC SANTHOSH BABU

Assistant Professor



## POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade) March 2019



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MALAPPURAM

# A STUDY ON EMPLOYEES PERCEPTION TOWARDS CORPORATE GOVRNANCE PRACTICES WITH SPECIAL REFERENCE TO TIP TOP FURNITURE KOTTAKKAL

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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## POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade)





## A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER PREFERENCES IN FASHION TRENDS.

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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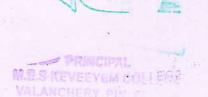


## POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade)

March 2019





### A STUDY ON LEVEL OF AWARENESS OF CONSUMER RIGHTS IN URBAN AREA WITH SPECIAL REFERENCE TO VALANCHERY

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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M.E.S KEVEEYEM CALLEGE VALANCHERY, PIN: 676 537 MALAPPURAN

# A STUDY ON INFLUENCE OF SOCIAL MEDIA AS A TOOL OF POLITICAL MARKETTING IN GENERAL ELECTION

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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March 2019

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## A STUDY ON AWARENESS AND PERCEPTION REGARDING TAX SAVINGS OPTIONS AMONG GOVERNMENT EMPLOYEE RELATED

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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## A STUDY ON EMPLOYABILITY OF ENGINEERING GRADUATES

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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By

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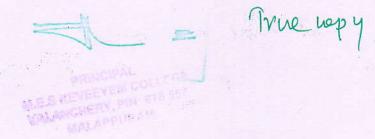


## POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade)

March 2019





# IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO STUDENTS IN CALICUT UNIVERSITY

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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March 2019

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# A STUDY ON FACTORS AFFECTING IMPULSE BUYING BEHAVIOUR AMOUNG CONSUMERS WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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## A STUDY ON AWARENESS AND PERCEPTION REGARDING TAX SAVING OPTIONS AMOUNG GOVERNMENT EMPLOYEES RELATED

#### DISSERTATION

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In partial fulfillment of the requirements for the award of the degree of

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March 2019

M.E.S REVEEYEM COLLEGE VALANCHERY, PIN- 878 552 MALAPPITE

### A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN SOUTH INDIA METAL COMPANY, SHORANUR

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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March 2019

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### A COMPARITIVE STUDY ON SAVING AND INVESTMENT PATTERN OF GOVERNTMENT AND PRIVATE SECTOR EMPLOYEES

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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### POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

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March 2019



# IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PERCEPTION WITH SPECIAL REFERENCE TO FINANCIAL SERVICE ENTERPRISES

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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# A STUDY ON IMPACT OF WORK FAMILY CONFLICT AND NEED FOR WORK FAMILY ENRICHMENT SPECIAL REFERENCE TO EMPLOYEES OF TEXTILE INDUSTRY IN VALANCHERY

#### DISSERTATION

Submitted to University of Calicut

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M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade)

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## A STUDY ON IMPACT OF FINANCIAL INCLUSION ON LIFE OF HOUSEHOLDS.

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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(NAAC Re-accredited with A Grade)

March 2019



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M.E.S KEVEEYEM COLLEGE VALANCHERY, PIN

# A STUDY ON EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO BSNL

#### DISSERTATION

Submitted to University of Calicut

In partial fulfillment of the requirements for the award of the degree of

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March 2019



M.E.S KEVEEYEM COLLEGE
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## A STUDY ON THE STRESS MANAGEMENT AMONG NURSES WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY

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# A STUDY ON MEASURING SOCIAL STATUS AND SATISFACTION LEVEL OF WOMENVLOGER'S WITH SPECIAL REFERENCE TO MALABAR AREA

#### DISSERTATION

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## A STUDY ON CUSTOMER'S PERCEPTION TOWARDS LOYALTY CARD AND IT'S INFLUENCE ON THEIR PURCHASING BEHAVIOUR.

#### DISSERTATION

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## POST GRADUATE DEPARTMENT OF COMMERCE M E S KEVEEYAM COLLEGE, VALANCHERY

(NAAC Re-accredited with A Grade)

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### A STUDY ON IMPACT OF MODERNISATION IN POST OFFICES WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICTS

#### DISSERTATION

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