

**HEDONISM AND WORK ENGAGEMENT AMONG TEACHERS OF  
GOVERNMENT AND AIDED COLLEGES IN MALAPPURAM DISTRICT**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*

*Master of Commerce*



By

**NAFIA**

**KVAWMCM015**

*Under the Guidance of*

**Dr. PC SANTHOSH BABU**

**Assistant Professor & Head**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE-ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022-2024**



*Kavind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

*Evaluated*

Dr. MUNIR AZEEM MULLAPPALLYKAVANKULATH  
Assistant Professor & Research Guide  
Research Department of Commerce & Management Studies  
P.S.M.O. College, Tirurangudi, Pin. 676 346

**Head, Research and PG Department of Commerce**



# **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax). [www.meskvymcollege.org](http://www.meskvymcollege.org)

Email: [principal@meskvymcollege.org](mailto:principal@meskvymcollege.org)

## **Certificate**

This is to certify that the project report entitled **“HEDONISM AND WORK ENGAGEMENT AMONG TEACHERS OF GOVERNMENT AND AIDED COLLEGES IN MALAPPURAM DISTRICT”** is the record of bonafide work that **Ms. NAFIA**, IV Semester M.Com student has done under the supervision and guidance of **Dr. PC SANTHOSH BABU**, Assistant Professor & Head, Research and PG Department of Commerce. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Place: Valanchery

Date: 12/7/2024

  
**Dr. PC SANTHOSH BABU**

ASSISTANT PROFESSOR & HEAD

RESEARCH AND DEPARTMENT OF COMMERCE





PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**COMPETENCY MAPPING IN HRM: A STUDY WITH SPECIAL REFERENCE TO  
TEACHERS OF SELF-FINANCING COLLEGES IN MALAPPURAM DISTRICT**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*

*Master of Commerce*



*By*

**KHADEEJA FARHANA.V**

**KVAWMCM011**

*Under the Guidance of*

**Dr. PC SANTHOSH BABU**

**Assistant Professor & Head**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE-ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN MALAPPURAM**

**2022-2024**

*Dr. J. J. J. J. J.*  
**SHAJITHA P. A.**  
Assistant Professor  
Dept of Commerce  
Government Arts & Science College  
Manjeri, Kollam - 671933

## Head, Research and PG Department of Commerce



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(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax).

[www.meskvymcollege.org](http://www.meskvymcollege.org), Email: [principal@meskvymcollege.org](mailto:principal@meskvymcollege.org)

### Certificate

This is to certify that the project report entitled “**COMPETENCY MAPPING IN HRM: A STUDY WITH SPECIAL REFERENCE TO TEACHERS OF SELF-FINANCING COLLEGES IN MALAPPURAM DISTRICT**” is the record of bonafide work that **Ms, KHADEEJA FARHANA.V**, IV Semester M.Com student has done under the supervision and guidance of **Dr. PC SANTHOSH BABU**, Assistant Professor & Head, Research and PG Department of Commerce. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Place: Valanchery

Date: 17-07-2024

  
Dr. PC SANTHOSH BABU

ASSISTANT PROFESSOR & HEAD

RESEARCH AND DEPARTMENT OF COMMERCE



  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM





**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: .....

### **Certificate**

This is to certify that the project report entitled “**TAX PLANNING MEASURES ADOPTED BY ACADEMICIANS IN MALAPPURAM DISTRICT**” is the record of bonafide work that Mr. JASIM SALMAN. P has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. AKHILA IBRAHIM K K**

Date : 20.06.2024

**Assistant Professor**



**Research and PG Department of Commerce**

## **MES KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery-676552, Malappuram Dt., Kerala State Phone:

0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17/1/2024.....

### **Certificate**

This is to certify that the project report entitled “A STUDY ON INVESTOR'S PERCEPTION TOWARDS INVESTING IN LIFE INSURANCE POLICIES WITH SPECIAL REFERENCE TO VALANCHERY AREA” is the record of bonafide work that Mr. JASEEL. PK has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

**PLACE: Valanchery**

**LEDID BIN ABDUL KHADER**

**DATE: 17/1/2024**

**Assistant Professor**



## Research and PG Department of Commerce **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

### **Certificate**

This is to certify that the project report entitled “INFLUENCE OF INTERNET ADVERTISING ON CONSUMER BUYING BEHAVIOR IN KERALA: AN EMPIRICAL ANALYSIS WITH REFERENCE TO ELECTRONICS GOODS SHOPPING IN MALAPPURAM DISTRICTS” is the record of bonafide work that Ms.HAFSA PARAVI K V has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.



*K. Vinod*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

Valanchery

**Dr. DIVYA M**  
Assistant Professor & Research Guide  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552

*Dr. Divya*

**Dr.Divya**

**Assistant Professor**



**Research and PG Department of Commerce**  
**M E S KEVEEYAM COLLEGE**  
**VALANCHERY**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17-07-2024

**Certificate**

This is to certify that the project report entitled “**OCCUPATIONAL STRESS AMONG NURSES : AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**” is the record of bonafide work that **Ms.SIJINA.C.Ph** has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDEEN**

**Assistant Professor**

**Dr. REBEENA ALAVUDEEN**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM





**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17.07.2024

### **Certificate**

This is to certify that the project report entitled “**AWARENESS OF EMPLOYEES ABOUT DIFFERENT EMPLOYEE STATE INSURANCE SCHEME WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY**” is the record of bonafide work that Mrs. MURSHIDHA THASNEEM. NP has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.



*Kerined*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

*Rajani*  
17/07/24

Place: Valanchery

**RAJANI. K K**

Date: 17.07.2024

**Assistant Professor**

**RAJANI K K**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552



**Research and PG Department of Commerce**

**M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: .....

## **Certificate**

This is to certify that the project report entitled “Factors affecting impulsive buying behaviour In Valanchery Municipality” is the record of bonafide work that Mrs. MUFSINA. M has done this under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or any other similar title or recognition from this or any other Institute or University.

**Place: Valanchery**

**Date: 17/07/2024**

**NISAB T**  
Assistant Professor  
Research and PG Department of Commerce  
M.E.S. Keveeyam College  
Valanchery - 676 552



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 1.7.2024

### **Certificate**

This is to certify that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BANKING WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY**” is the record of bonafide work that Ms.RAMSEENA.C has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

**LEDID BIN ABDUL KHADER**

**Assistant Professor**

Valanchery



**Research and PG Department of Commerce**  
**M E S KEVEEYAM COLLEGE VALANCHERY**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17-07-2024.

**Certificate**

This is to certify that the project report entitled “A STUDY ON USER PERCEPTION TOWARDS MOBILE PAYMENT APPLICATIONS WITH SPECIAL REFERENCE TO VALANCHERY AREA” is the record of bonafide work that Ms. SHAHNA MOL P.V has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**ABDUL LATHEEF K.T**  
Assistant Professor  
Research & P.G. Dept. of Commerce  
MES Keveeyam College  
Valanchery, Malappuram

**ABDUL LATHEEF K T**  
Assistant Professor





**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 17-07-2024

### **Certificate**

This is to certify that the project report entitled “**INDIVIDUALS ATTITUDE TOWARDS INVESTMENT IN STOCK MARKET WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**” is the record of bonafide work that Ms. HASBUNA SHERIN PK has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**ABDUL LATHEEF K.T**  
Assistant Professor  
Research & P.G. Dept. of Commerce  
MES Keveeyam College  
Valanchery, Malappuram

**ABDUL LATHEEF KT**

**Assistant Professor**



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: .....

### **Certificate**

This is to certify that the project report entitled “**IMPACT OF SALESMANSHIP BEHAVIOURAL CHARACTERISTICS ON CONSUMER SATISFACTION WITH SPECIAL REFERENCE TO CLOTHING STORES IN VALANCHERY MUNICIPALITY**” is the record of bonafide work that Ms.V.HALIYA has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date: 20.06.2024

**Dr. AKHILA IBRAHIM K K**

**Assistant Professor**



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 11/07/2024.

### **Certificate**

This is to certify that the project report entitled “Impact of Implementation of GST Among Retailers In Valanchery Municipality” is the record of bonafide work that Mrs. FARSEENA. A. K has done this under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or any other similar title or recognition from this or any other Institute or University.

**Valanchery**

**Date**

**NISAB T**

Assistant Professor

Research and PG Department of Commerce

M E S Keveeyam College

Valanchery - 676552



Research and PG Department of Commerce

**M E S KEVEEYAM COLLEGE**

**VALANCHERY**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17.07/2024....

### **Certificate**

This is to certify that the project report entitled “CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRONIC GOODS IN FESTIVAL DISCOUNT SEASON WITH SPECIAL REFERENCE TO MUKKAM MUNICIPALITY” is the record of bonafide work that Ms.DIVYA.C has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDEEN**

**Assistant Professor**

**Dr. REBEENA ALAVUDEEN**

Assistant Professor

Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552





**Research and PG Department of Commerce**

**M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut) Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 641347(Fax), [www.meskvcollege.org](http://www.meskvcollege.org)

Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

## **Certificate**

This is to certify that the project report entitled “**PLUGGING INTO THE FUTURE: A COMPREHENSIVE STUDY ON CONSUMER BUYING BEHAVIOUR IN THE ELECTRIC VEHICLE INDUSTRY**” is the records of bonafide work that **Mr. KHALEELUL RAHMAN KK** has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE: Valanchery

DATE:

**Dr. Divya M**

**Dr. DIVYA M**  
**Assistant Professor & Research Guide**  
**Research and PG Department of Commerce**  
**MES Keveeyam College, Valanchery-676552**

Assistant Professor



**Research and PG Department of Commerce**  
**M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: .....

**Certificate**

This is to certify that the project report entitled “**A STUDY ON INCREASING E-WASTE THROUGH SELLING OF LOW-QUALITY ELECTRONIC DEVICES AND SECONDHAND PRODUCTS WITH SPECIAL REFERENCE TO TIRUR FOREIGN MARKET**” is the record of bonafide work that Mr. THAJULHAK R V has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date 17/07/2024

Mrs. SINIJA A S

Assistant Professor



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery - 676552, Malappuram Dt., Kerala State

Phone: 0494 - 2644380, 2642670, 2641347 (Fax)

[www.meskevmcollege.org](http://www.meskevmcollege.org) Email: [principal@meskevmcollege.org](mailto:principal@meskevmcollege.org)

### **Certificate**

This is to certify that the project report entitled "A STUDY ON BUYING BEHAVIOUR OF YOUTH TOWARDS COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY" is the record of bonafide work that Mrs. ARDHRA TRIBENA JAMES has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE : Valanchery

DATE: 14-7-2024

**Dr. DIVYA M**  
Assistant Professor

**Dr. DIVYA M**  
Assistant Professor & Research Guide  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery 676552



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 17.07.2024

### **Certificate**

This is to certify that the project report entitled “**CUSTOMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY APPS WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT**” is the record of bonafide work that Ms. CHANDNI T P has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDHEEN**

**Assistant Professor**

**Dr. REBEENA ALAVUDEEN**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552





**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17/07/2024.

### **Certificate**

This is to certify that the project report entitled “**CUSTOMER PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE IN E-COMMERCE WITH SPECIAL REFERENCE TO PATTAMBI MUNICIPALITY**” is the record of bonafide work that Mrs. FATHIMA ANSHIDHA AP has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date 17/07/2024



Mrs. JAMEELA MK

Assistant Professor

*Kavind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17.07.2024

### **Certificate**

This is to certify that the project report entitled “A STUDY ON FEMALE GRADUATED ATTITUDE AND PERCEPTION TOWARDS ENTREPRENEURSHIP DEVELOPMENT WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY” is the records of bonafide work that Ms. REKHA. C has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

  
**Mrs. JAMBELA MK**

**Assistant Professor**



Research and PG Department of Commerce

**M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery - 676522, Malappuram Dt, Kerala state

Phone: 0494-2644380,2643670,264134(Fax)

[www.meskvcollege.org](http://www.meskvcollege.org)

Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 20/06/2024



This is to certify that the project report entitled **"SAVING AND INVESTMENT HABITS OF NRI INVESTORS IN NORTH MALABAR REGION OF KERALA"** is the record of bonafide work that Shafeera Thovukan has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

**Mrs. Rameena K A**

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLEGE VALANCHERY

Place: Valanchery

Date: 20 June 2024



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 17/07/2024

### **Certificate**

This is to certify that the project report entitled “**CONSUMER SATISFACTION AND THE FACTORS INFLUENCING THE USAGE OF MENSTRUAL CUP**” is the record of bonafide work that RAHILA.U has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date 17/07/2024

Mrs. SINIJA A S

Assistant Professor



  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 17-7-2024

### **Certificate**

This is to certify that the project report entitled “A STUDY ON CONSUMER AWARENESS AND ACCEPTANCE OF ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO VALANCHERI MUNICIPALITY” is the record of bonafide work that Ms.ARATHY K R has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**RAJANI K K**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552

*Rajani*  
17/07/24

**RAJANI. K K**  
Assistant Professor



**IMPACT OF SALESMANSHIP BEHAVIOURAL  
CHARACTERISTICS ON CONSUMER SATISFACTION WITH  
SPECIAL REFERENCE TO CLOTHING STORES IN  
VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**V.HALIYA**

**KVAWMCM022**

*Under the Guidance of*

**Dr. AKHILA IBRAHIM K K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Signature*  
15/11/24  
AKHILA IBRAHIM K K  
PEN 718308  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 338

**A STUDY ON INDIVIDUALS ATTITUDE TOWARDS  
INVESTMENT IN STOCK MARKET WITH SPECIAL  
REFERENCE TO VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**HASBUNA SHERIN PK**

**KVAWMCM009**

*Under the Guidance of*

**ABDUL LATHEEF KT**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Shajithra*  
*18/11/24*  
**SHAJITHRA.OP.**  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 336

**A STUDY ON INCREASING E-WASTE THROUGH SELLING OF LOW-  
QUALITY ELECTRONIC DEVICES AND SECONDHAND PRODUCTS  
WITH SPECIAL REFERENCE TO TIRUR FOREIGN MARKET**

Project Report Submitted to the

**University of Calicut**

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

**Master of Commerce**



By

**THAJULHAK R V**

**KVAWMCM027**

*Under the Guidance of*

**Mrs. SINIJA A S**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Kovind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



*Shanmuga A. OP.*  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kolathur - 679 338

# PLUGGING INTO THE FUTURE: A COMPREHENSIVE STUDY ON CONSUMER BUYING BEHAVIOUR IN THE ELECTRIC VEHICLE INDUSTRY

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree  
of Master of Commerce*



*By*

**KHALEELUL RAHMAN KK**

**KVAWMCM025**

*Under the Guidance of*

**Dr. DIVYA M**

**Asst. Professor, Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY NAAC**

**RE ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022-2024**

*Shiva*  
*16/7/24*  
**SHIVAKUTTA, OP.**  
**14 N. 714/88**  
**Assistant Professor**  
**Dept. of Commerce**  
**Government Arts & Science College**  
**Thiruvankada, Kolathur - 679 332**



**CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRONIC  
GOODS IN FESTIVAL DISCOUNT SEASON WITH SPECIAL  
REFERENCE TO MUKKAM MUNICIPALITY**

Project Report Submitted to the

**University of Calicut**

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

**Master of Commerce**



By

**DIVYA.C**

**KVAWMCM005**

*Under the Guidance of*

**Dr. REBEENA ALAVUDEEN**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Divya*  
*18/11/24*  
SILVIA PETERA OP.  
PIN 704348  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 327

**IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS  
WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**FARSEENA.A. K**

**KVAWMCM006**

*Under the Guidance of*

**NISAB. T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*(Signature)*  
18/07/2024  
SHAJITHA P. OP.  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Valanchery - 676552

**CUSTOMER PERCEPTION TOWARDS ARTIFICIAL  
INTELLIGENCE IN E-COMMERCE WITH SPECIAL  
REFERENCE TO PATTAMBI MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**FATHIMA ANSHIDHA AP**

**KVAWMCM007**

*Under the Guidance of*

**Mrs. JAMEELA MK**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

SHAJITHA.P.  
PUN 718308  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 398

**"CUSTOMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY  
APPS WITH SPECIAL REFERENCE TO PALAKKAD SISTRRICT "**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**CHANDNI T.P**

**KVAWMCM004**

*Under the Guidance of*

**Dr. REBEENA ALAVUDHEEN**

**Assistant Professor**

**Research &PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022-2024**

*Shayin*  
*18/11/24*  
**SHAJITHRA.O.P.**  
PEN- 719388  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kolathur - 679 331



**A STUDY ON BUYING BEHAVIOUR OF YOUTH TOWARDS COSMETIC  
PRODUCTS WITH SPECIAL REFERENCE TO VALANCHERY  
MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**ARDHRA TREESA JAMES**

**KVAWMCM003**

*Under the Guidance of*

**Dr. DIVYA M**

**ASSISTANT PROFESSOR**

**Research & PG Department of Commerce**



*Kevin*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**



*Shanthi*  
**SHANTHI RAO P.**  
PEN: 718388  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science  
Mankada, Kozhathur - 676552



**A STUDY ON CONSUMER AWARENESS AND ACCEPTANCE OF  
ECO-FRIENDLY PRODUCTS, WITH SPECIAL REFERENCE TO  
VALANCHERI MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



By

**ARATHY K R**

**KVAWMCM002**

*Under the Guidance of*

**RAJANI. K K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

**SHAJITHA P.**  
PIN: 718388  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 338

# CONSUMER SATISFACTION AND THE FACTORS INFLUENCING THE USAGE OF MENSTRUAL CUP

Project Report Submitted to the

*University of Calicut*

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

*Master of Commerce*



By

**RAHILA U**

**KVAWMCM016**

*Under the Guidance of*

**Mrs. SINIJA A S**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Shajitha P.*  
**SHAJITHA P.**  
PEN 7181814  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Malappuram, Kozhikode - 679 338

**"SAVING AND INVESTMENT HABITS OF NRI INVESTORS IN  
NORTH MALABAR REGION OF KERALA"**

*Project Report*

*Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*

*Master of Commerce*



*By*

**SHAFEERA THOVUKAN  
KVAVMCM019**

*Under the Guidance of*

**Mrs. RAMEENA K.A**

**ASSISTANT PROFESSOR**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+GRADE  
(3.44) VALANCHERY-676552 MALAPPURAM**

**2022-2024**

*SHAJITHA K.P.*  
**SHAJITHA K.P.**  
PEN: 718338  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kolathur - 679 501

**A STUDY ON FEMALE GRADUATED ATTITUDE AND  
PERCEPTION TOWARDS ENTREPRENEURSHIP  
DEVELOPMENT WITH SPECIAL REFERENCE TO  
VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**REKHA.C**

**KVAWMCM018**

*Under the Guidance of*

**Mrs. JAMEELA M K**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Shm*  
18/7/24  
**SHAJITHRA.O.P.**  
PEN. 718388  
Assistant Professor  
Dept. of Commerce  
ment Arts & Science Coll  
malappuram - 679 33

**A STUDY ON USER PERCEPTION TOWARDS MOBILE  
PAYMENT APPLICATIONS WITH SPECIAL REFERENCE TO  
VALANCHERY AREA**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



By

**SHAHNA MOL P.V**

**KVAWMCM020**

*Under the Guidance of*

**ABDUL LATHEEF K T**

**Assistant professor**

**Research & PG Department of Commerce**



*Kevin*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**



*Shirisha*  
SHIRISHA.O.P.  
P.N. 718388  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankada, Kollathur - 679 308



**A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE  
BANKING WITH SPECIAL REFERENCE TO  
PERINTHALMANNA MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



By

**RAMSEENAC**

**KVAVMCM017**

*Under the Guidance of*

**LEDID BIN ABDUL KHADER**

Assistant Professor

Research & PG Department of Commerce



**MES KEVEEVAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3-44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Handwritten signature*  
**SHAFITHA O.S.**  
Asst. Prof. in Commerce  
Govt. Arts & Science College  
Mankada, Kottaiam - 676 138

**FACTORS AFFECTING IMPULSIVE BUYING BEHAVIOUR WITH  
SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**MUFSINA. M**

**KVAWMCM013**

*Under the Guidance of*

**NISAB. T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Signature*  
**SHAJITHRA. OP.**  
PIN 718388  
Assistant Professor  
Dept of Commerce  
Government Arts & Science College  
Mankada, Kolathur - 679 338

**AWARENESS OF EMPLOYEES ABOUT DIFFERENT EMPLOYEE STATE  
INSURANCE SCHEME WITH SPECIAL REFERENCE TO  
PERINTHAL MANNA MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**MURSHIDHA THASNEEM.NP**

**KVAWMCM014**

*Under the Guidance of*

**RAJANI. K K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

**OCCUPATIONAL STRESS AMONG NURSES : AN EMPIRICAL  
STUDY WITH SPECIAL REFERENCE TO VALANCHERY  
MUNICIPALITY**

Project Report Submitted to the

*University of Calicut*

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

**Master of Commerce**



By

**SIJINA. C. P**

**KVAWMCM021**

*Under the Guidance of*

**Dr. REBEENA ALAVUDEEN**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**  
**NAAC ACCREDITED WITH A+ GRADE (3.44)**  
**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*SHAJITHA P.*  
PEN: 718338  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Kadavada, Kolathur - 679 338

**Influence of Internet Advertising on Consumer Buying Behavior  
in Kerala: An Empirical Analysis with Reference to Electronics  
Goods Shopping in Malappuram District**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfilment of the requirements for the award of the Degree*

*of*

*Master of Commerce*



**By**

**HAFSA PARAVI K V**

**KVAWMCM008**

*Under the Guidance of*

**Dr.Divya.M**

**ASSISTANT PROFESSOR**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**

*Dr. Divya M*  
SHAJIJIJI A. OP.  
PLM 2 Indus  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Mankad, Kolathur - 679 338



**A STUDY ON INVESTOR'S PERCEPTION TOWARDS  
INVESTING IN LIFE INSURANCE POLICIES WITH  
SPECIAL REFERENCE TO VALANCHERY AREA**

Project Report Submitted to the

***University of Calicut***

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

***Master of Commerce***



*By*

**JASEEL. PK**

**KVAWMCM023**

*Under the Guidance of*

**LEDID BIN ABDUL KHADER**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022-2024**

*Shaym J*  
**SHAYM J. P. A. OP.**  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science Coll  
Mankada, Kottapur - 67923

**TAX PLANNING MEASURES ADOPTED BY ACADEMICIANS IN  
MALAPPURAM DISTRICT**

Project Report Submitted to the

**University of Calicut**

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

**Master of Commerce**



*By*

**JASIM SALMAN. P**

**KVAWMCM024**

*Under the Guidance of*

**Dr. AKHILA IBRAHIM K K**

**Assistant professor**

**Research & PG Department of Commerce**



*K. Vinod*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2022 – 2024**



*Shaji*  
18/7/24  
**SHAJITHA. OP.**  
PEN: 718388  
Assistant Professor  
Dept. of Commerce  
Government Arts & Science College  
Kankada, Kozhathur - 679 338



## Research and PG Department of Commerce

### M E S KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvcollege.org](http://www.meskvcollege.org)

Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

### Certificate

This is to certify that the project report entitled “A STUDY ON CONSUMER PERCEPTION TOWARDS MAMAEARTH PRODUCTS” is the record of bonafide work that Ms. AFARA M has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date: 20/03/2024

Mrs. JAMEELA MK

Assistant professor



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**CUSTOMER'S SATISFACTION TOWARDS ONLINE FOOD  
DELIVERY APP – A STUDY WITH SPECIAL REFERENCE  
TO VALANCHERY MUNICIPALITY**

Project Report Submitted to the

**University of Calicut**

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

**Bachelor of Commerce**



By

**AKSHAYA T.T**

**Reg No. KVAVBCM032**

Under the Guidance of

**Dr. REBEENA ALAVUDEEN**

Assistant Professor, Research and PG Department of Commerce



**MES KEVEEYEM COLLEGE VALANCHERY**

**NACC ACCREDITED WITH A<sup>+</sup> GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

*Valued  
Hod  
Abdul Basid. P.K.*

**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**



(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org)

Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 20/3/2024

### **Certificate**

This is to certify that the project report entitled “CUSTOMER’S SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP – A STUDY WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY” is the record of bonafide work done by AKSHAYA T.T has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDEEN**

**Dr. REBEENA ALAVUDEEN**

Assistant Professor

Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552

Assistant Professor



**“PERCEPTION TOWARDS PROFESSIONAL COURSES AMONG  
COMMERCE UNDERGRADUATE STUDENTS IN  
MALAPPURAM DISTRICT”**

Submitted to the

**University of Calicut**

*In partial fulfilment of the requirements for the award of the degree of*

**BACHELOR OF COMMERCE**



Submitted by

**ASHIFA.M**

**(KVAVBCM033)**

Under the guidance of

**Mr. LEDID BIN ABDUL KHADER**

Assistant Professor

Research and PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**



*Kavind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**MES KEVEEYAM COLLEGE VALANCHERY**  
**VALANCHERY (P.O), MALAPPURAM (Dist.)**  
**KERALA – 676552**

**CERTIFICATE**

This is to certify that dissertation report entitled “**PERCEPTION TOWARDS PROFESSIONAL COURSES AMONG COMMERCE UNDERGRADUATE STUDENTS IN MALAPPURAM DISTRICT**” is an authentic record of the work carried out by **ASHIFA.M (KVAVBCM033)** in the research and PG Department of Commerce, **MES KEVEEYAM COLLEGE VALANCHERY** under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associateship etc.

Place: Valanchery

\\

**Mr. Ledid Bin Abdul Khader**

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLEGE VALANCHERY



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**FINANCIAL LITERACY AMONG STREET VENDORS IN  
MALAPPURAM DISTRICT**

Project Report Submitted to the  
***University of Calicut***

In partial fulfilment of the requirements for the award of the  
Degree of

***Bachelor of Commerce***



By

**RIFANA. K**

**KVAVBCM011**

*Under the Guidance of*

**DR. AKHILA IBRAHIM K.K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**



*Karim*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: ..20/3/24....

### **Certificate**

This is to certify that the project report entitled "FINANCIAL LITERACY AMONG STREET VENDORS IN MALAPPURAM DISTRICT" is the record of bonafide work that Ms. RIFANA.K has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**DR. AKHILA IBRAHIM K.K**

**Assistant Professor**



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**"A STUDY ON FEMALE ATTITUDE TOWARDS  
WOMEN ENTREPRENEURSHIP WITH SPECIAL  
REFERENCE TO PONNANI TALUK"**

submitted to the

**University of Calicut**

*In partial fulfillment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**



Submitted by

**NASLA FARHANA**

**(KVAVBCM009)**

Under the guidance of

**Mr. LEDID BIN ABDUL KHADER**

Assistant Professor

Research and PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

*Valued  
Signature  
Abdul Basit P K*





**MES KEVEEYAM COLLEGE VALANCHERY**  
**VALANCHERY (P.O), MALAPPURAM (Dist.)**  
**KERALA – 676552**

**CERTIFICATE**

This is to certify that dissertation report entitled "A STUDY ON FEMALE ATTITUDE TOWARDS WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO PONNANI TALUK" is an authentic record of the work carried out by **NASLA FARHANA (KVAVBCM009)** in the Research and PG Department of Commerce, **MES KEVEEYAM COLLEGE VALANCHERY** under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associateship etc.

**Mr. Ledid Bin Abdul Khader**

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLEGE VALANCHERY

Place: Valanchery

Date: 21/3/2024

**A STUDY ON THE ROLE OF MICROFINANCE IN THE  
UPLIFTMENT OF ECONOMIC STATUS OF WOMEN**

Project Report Submitted to the

**University of Calicut**

In partial fulfilment of the requirements for the award of the Degree  
of

**Bachelor of Commerce**



By

**NEHA NASREEN**

**KVAVBCM010**

Under the Guidance of

**RAJANI K.K**

Assistant professor

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLGE VALANCHERY**  
**NAAC RE ACCREDITED WITH A+ GRADE(3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**



*Kavined*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



## Research and PG Department of Commerce

### M E S KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax), [www.meskevmcollege.org](http://www.meskevmcollege.org) Email:  
[principal@meskevmcollege.org](mailto:principal@meskevmcollege.org)

Date: .....

### Certificate

This is to certify that the project report entitled “STUDY ON ROLE OF MICROFINANCE IN THE UPLIFTMENT OF WOMEN IN VALANCHERY AREA” is the record of bonafide work that Ms. NEHA NASREEN has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**RAJANI K.K**

Supervisor and guide,

ASSISTANT PROFESSR,

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLAGE VALANCHERY

**“A STUDY ON THE CUSTOMER’S ATTITUDES TOWARDS  
FITNESS CENTERS IN MALAPPURAM DISTRICT”**

Submitted to the

**University of Calicut**

*In partial fulfillment of the requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**



Submitted by

**SAJLA**

**(KVAVBCM014)**

*Under the Guidance of*

**MR. ABDUL LATHEEF K.T**

Assistant professor

Research & PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**



*Kpvined*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**MES KEVEEYAM COLLEGE VALANCHERY**

**VALANCHERY (P.O), MALAPPURAM (Dist.)**

**KERALA – 676552**

**CERTIFICATE**

This is to certify that dissertation report entitled "*Customer's Attitudes Towards Fitness Centers in Malappuram District*" is an authentic record of the work carried out by SAJLA (KVAVBCM014) in the research and PG Department of Commerce, Mes Keveeyam College Valanchery under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associate ship etc.

Place: Valanchery

**Mr. Abdul Latheef K.T**

Date:

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLEGE VALANCHERY

**ABDUL LATHEEF K.T**

Assistant Professor  
Research & P.G. Dept. of Commerce  
MES Keveeyam College  
Valanchery, Malappuram



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



# **"FACTORS AFFECTING ON GREEN MARKETING AND GREEN PRACTICES"**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree of

***Bachelor of Commerce***



*Submitted by*

**SAHLA UK (KVAVBCM013 )**

*Under the Guidance of*

**NISAB T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Honored  
Abdul Basid P.K*

## Research and PG Department of Commerce



### M E S KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: .....

### Certificate

This is to certify that the project report entitled “**FACTORS AFFECTING ON GREEN MARKETING AND GREEN PRACTICES**” is the record of bonafide work done by **SAHLA UK** has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date:

**NISAB T**

Assistant Professor  
Research and P.G. Department of Commerce  
M.E.S. Keveeyam College  
Valanchery- 676 552

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS PET FOOD"**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*



*Bachelor of Commerce*

By

**SHAMSEERA T.T**

**KVAVBCM017**

*Under the Guidance of*

**Mrs. SINIJA A S**

**ASSISTANT PROFESSOR**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**

*Valanchery  
H21212121  
Abdul Basid.P.K*



**Research and PG Department of  
Commerce**

**MES KEVELEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery, 676552, Malappuram Dist., Kerala State

Phone: 0994 2644 980, 2644 2670, 2644 3470 fax, [www.meskeveleyamcollege.org](http://www.meskeveleyamcollege.org)

Email: [principal@meskeveleyamcollege.org](mailto:principal@meskeveleyamcollege.org)

**Certificate**

This is to certify that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS PET FOOD" is the record of bonafide work that Ms. SHAMSEERA T.T has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date: 20/3/2024

Mrs. SINJIA S

Assistant professor

**"PROBLEMS AND OPPORTUNITIES OF  
FREELANCERS IN MALAPPURAM DISTRICT  
- AN ANALYSIS"**

Submitted to the  
**University of Calicut**

*In partial fulfilment of the requirements for the award of the degree of*  
**BACHELOR OF COMMERCE**



Submitted by  
**SHAHANA SHAN. N**  
**(KVAVBCM015)**

Under the guidance of  
**Mrs. RAMEENA K A**

Assistant Professor  
Research and PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**  
**NAAC ACCREDITED WITH A+ GRADE (3.44)**  
**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**



*Kevin*  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM





**MES KEVEEYAM COLLEGE VALANCHERY**  
**VALANCHERY (P.O), MALAPPURAM (Dist.)**  
**KERALA – 676552**

**CERTIFICATE**

This is to certify that dissertation report entitled "*Problems and Opportunities of Freelancers in Malappuram district- an analysis*" is an authentic record of the work carried out by **SHAHANA SHAN. N (KVAVBCM015)** in the research and PG Department of Commerce, Mes Keveeyam College Valanchery under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associate ship etc.

Place: Valanchery

Date: 22/8/24

**Mrs. Rameena K A**

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEVEEYAM COLLEGE VALANCHERY



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

# **A STUDY ON INFLUENCE OF EWOM IN CUSTOMER BUYING BEHAVIOUR**

*Project Report Submitted to the  
University of Calicut  
In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



By

**SHAMILA**

**Reg No: KVAVBCM016**

Under the Guidance of

**Dr. DIVYA M**

**Assistant Professor, Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

*Valanchery  
Abdul Basid. P.K.*



## Research and PG Department of Commerce

# M E S KEVEEYAM COLLEGE

(Aided Institution Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2642670(Off.), 2644380(Principal), 2642462(Fax)

Email: [mail@meskeveeyamcollege.ac.in](mailto:mail@meskeveeyamcollege.ac.in), [principal@meskvmcollege.ac.in](mailto:principal@meskvmcollege.ac.in),

website: [www.meskeveeyamcollege.ac.in](http://www.meskeveeyamcollege.ac.in)

Date: 20-03-2024

## Certificate

This is to certify that the project report entitled “**A STUDY ON INFLUENCE OF EWOM IN CUSTOMER BUYING BEHAVIOUR**” is the record of bonafide work that Ms. SHAMILA has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

**Dr. DIVYA M**

Assistant Professor

MES Keveeyam College, Valanchery

**Dr. DIVYA M**

Assistant Professor & Research Guide  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552

# **A STUDY ON ONLINE BUYING BEHAVIOUR IN FASHION AND APPAREL INDUSTRY**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree  
of

***Bachelor of Commerce***



By

**MUHSINATH.M**

**KVAVBCM008**

*Under the Guidance of*

**DR.REBEENA ALAVUDEEN**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Humble  
Abdul Basit P.K.*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut) Valanchery –  
676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax)

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: .....

### **Certificate**

This is to certify that the project report entitled “A STUDY ON ONLINE BUYING BEHAVIOUR IN FASHION AND APPAREL INDUSTRY” is the record of bonafide work that Ms MUHSINATH.M has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**DR.REBEENA ALAVUDEEN**

**Assistant Professor**

**Dr. REBEENA ALAVUDEEN**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552



# INVESTMENT BEHAVIOUR OF STREET VENDORS IN MALAPPURAM DISTRICT

Project Report Submitted to the

*University of Calicut*

In partial fulfilment of the requirements for the award of the Degree  
of

*Bachelor of Commerce*



By

**MUFEEEDHA.VM**

**KVAVBCM007**

*Under the Guidance of*

**JAMEELA.MK**

**Assistant professor**

**Research & PG Department of Commerce**

*Valued  
Signature  
Abdul Basid P.K.*



**MES KEVEEYAM COLLGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+ GRADE(3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 - 2024**



*Kavind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



Research and PG Department of Commerce

## M E S KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)  
Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax), [www.meskvmcollege.org](http://www.meskvmcollege.org) Email:  
[principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: .....

### Certificate

This is to certify that the project report entitled “INVESTMENT BEHAVIOUR OF STREET VENDORS IN MALAPPURAM DISTRICT” is the record of bonafide work that Ms. MUFEEDHA.VM has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Place: Valanchery

Date:

  
Mrs. JAMEELA .MK

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE

MES KEEVEEYAM COLLEGE VALANCHERY



  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**PROJECT REPORT ENTITLED**  
**"A STUDY ON WOMEN'S IMPULSIVE BUYING BEHAVIOR TOWARDS**  
**SHOPPING"**

Project Report Submitted to the  
**University of Calicut**

In partial fulfillment of the requirements for the award of the Degree of  
**Bachelor of Commerce**



By

**MUBASHIRA.VK**

(REG NO: KVAVBCM006)

Under the Guidance of

**Ms. SINIJA. A.S**

**(Assistant professor)**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**  
**NAAC RE ACCREDITED WITH A+ GRADE (3.44)**  
**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Vg/ueel*  
*Mubashira*  
*Abdul Basid P.K*



Research and PG Department of Commerce

**M E S KEVEEYAM COLLEGE**

Valanchery- 676552, Malappuram, Kerala State Phone: 0494 – 2644380, 2642670,  
2641347(Fax), [www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON WOMEN’S IMPULSIVE BUYING BEHAVIOR TOWARDS SHOPPING**” is the record of bonafide work that Ms. MUBASHIRA.VK has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

Place: Valanchery

Date: 22/3/24

**Mrs. SINIJA.A.S**

**(Assistant Professor)**



# **A STUDY ON ROLE OF SOCIAL MEDIA INFLUENCERS IN THE BUYING HABIT OF COSMETIC ITEMS**

*Project Report Submitted to the  
University of Calicut*

*In partial fulfilment of the requirements for the award of the Degree of  
Bachelor of Commerce*



By

**JASMIYA NASRIN**  
**Reg No: KVAVBCM005**

Under the Guidance of  
**Dr. DIVYA M**

**Assistant Professor, Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**  
**NAAC ACCREDITED WITH A GRADE (3.44)**  
**VALANCHERY, PIN-676552**  
**MALAPPURAM**  
**2021-2024**

V. G. Iyer  
4/2/20  
Abdul Basid P.K





**Head, Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvymcollege.org](http://www.meskvymcollege.org)

Email: [principal@meskvymcollege.org](mailto:principal@meskvymcollege.org)

Date: 20/03/2024

### **Certificate**

This is to certify that the project report entitled “A STUDY ON ROLE OF SOCIAL MEDIA INFLUENCERS IN THE BUYING HABIT OF COSMETIC ITEMS ” is the record of bonafide work that Ms. JASMIYA NASRIN , VI Semester B.Com student has done under the supervision and guidance of Dr. DIVYA M, Assistant Professor, Research and PG Department of Commerce. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

  
Dr. PC Santhosh Babu

Head of the Department  
Research and PG Department of Commerce  
MES Keveeyam College Valanchery





PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**A STUDY ON CUSTOMER SATISFACTION TOWARDS  
DIGITAL MARKETING WITH SPECIAL REFERENCE TO  
MALAPPURAM DISTRICT**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree  
of

***Bachelor of Commerce***



*By*

**HUSNA NASRIN KP**

**KVAVBCM003**

*Under the Guidance of*

**ABDUL LATHEEF KT**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+ GRADE(3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valanchery  
2/2/24  
Abdul Basid P.K*



Research and PG Department of Commerce

## M E S KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery - 676552, Malappuram Dt., Kerala State

Phone: 0494 - 2644380, 2642670, 2641347 (Fax). [www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 20/03/2019

### Certificate

This is to certify that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DIGITAL MARKETING WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT" is the record of bonafide work that Ms HUSNA NASRIN KP has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

ABDUL LATHEEF K.T

Valanchery

ABDUL LATHEEF K.T  
Assistant Professor  
Research & P.G. Dept. of Commerce  
MES Keveeyam College  
Valanchery, Malappuram

Assistant Professor

**REASONS TO MOVE ABROAD FOR EDUCATION: A STUDY  
AMONG STUDENTS OF MALAPPURAM DISTRICT**

*Project Report Submitted to the*

**University of Calicut**

*In partial fulfilment of the requirements for the award of the Degree of*

**Bachelor of Commerce**



By

**FATHIMATHUL BINZIYA**

**Reg No: KVAVBCM001**

Under the Guidance of

**Dr. P C SANTHOSH BABU**

**Assistant Professor & Head,**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC RE ACCREDITED WITH A GRADE (3.44)  
VALANCHERY, PIN-676552 MALAPPURAM**

**2021-2024**

*Vg/ueel  
Abdul Basid P.K*



**Head, Research and PG Department of  
Commerce**

**M E S KEVEEYAM COLLEGE**

(Aided Institution Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2642670(Off.), 2644380(Principal), 2642462(Fax)

Email: [mail@meskeveeyamcollege.ac.in](mailto:mail@meskeveeyamcollege.ac.in), [principal@meskvmcollege.ac.in](mailto:principal@meskvmcollege.ac.in),

[website: meskeveeyamcollege.ac.in](http://website.meskeveeyamcollege.ac.in)

Date: 22-03-2024

**Certificate**

This is to certify that the project report entitled **"REASONS TO MOVE ABROAD FOR EDUCATION: A STUDY AMONG STUDENTS OF MALAPPURAM DISTRICT"** is the record of bonafide work that Ms. FATHIMATHUL BINZIYA, VI Semester B.Com student has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE: Valanchery

DATE: 22-03-24

  
Dr. PC SANTHOSH BABU

Assistant Professor & Head



**MARKETING STRATEGIES OF FURNITURE INDUSTRY  
WITH SPECIAL REFERENCE TO MALAPPURAM  
DISTRICT**

Project Report Submitted to the

*University of Calicut*

In partial fulfilment of the requirements for the award of the Degree of

*Bachelor of Commerce*



By

**MOHAMMED ADHIL K A**

**KVAVBCM058**

*Under the Guidance of*

**Dr. AKHILA IBRAHIM K.K.**

**Assistant professor**



**Research & PG Department of Commerce**

**MES KEVEEYAM COLLEGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Hafizul  
Abdul Basid P.K*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: 22.03.2024

### **Certificate**

This is to certify that the project report entitled "MARKETING STRATEGIES OF FURNITURE INDUSTRY WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT" is the record of bonafide work that Mr. MOHAMMED ADHIL K A has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date: 22.03.2024

**Dr. AKHILA IBRAHIM K.K**

**Assistant Professor**



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

# **ADOPTION OF E-PAYMENT SYSTEMS WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**

*Project Report Submitted to the*  
**University of Calicut**  
*In partial fulfilment of the requirements for the award of the Degree of*  
**Bachelor of Commerce**



By

**AKHEEL ABU HURAIR**

**Reg No: KVAVBCM029**

Under the Guidance of

**Dr. DIVYA M**

**Assistant Professor, Research and PG Department of Commerce**



**MES KEVEEYAM COLLGE VALANCHERY**  
**NAAC ACCREDITED WITH A RADE (3.28)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

*Valanchery  
Akheel  
Asst. Prof. Basic P.K.*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvmcollege.org](http://www.meskvmcollege.org)

Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 22/03/2024

### **Certificate**

This is to certify that the project report entitled “**A STUDY ON ADOPTION OF E-PAYMENT SYSTEMS WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**” is the record of bonafide work that Mr. AKHEEL ABU HURAIR has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

**Dr. DIVYA M**

Assistant Professor

MES Keveeyam College, Valanchery

**Dr. DIVYA M**  
Assistant Professor & Research Guide  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552

**"A STUDY ON INVESTOR'S INVESTMENT PERCEPTION TOWARDS COOPERATIVE  
BANKS "**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*



*By*

**NAVAS RASHID MP**

**KVAVBCM030**

*Under the Guidance of*

**Mrs. SINIJA A S**

**ASSISTANT PROFESSOR**

**Research and PG Department of Commerce**

*Valued  
Hosted  
Abdul Basid P.K.*



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**



**"A STUDY ON CONSUMER PERCEPTION TOWARDS MAMAEARTH  
PRODUCTS"**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*



*Bachelor of Commerce*

By

**AFARA M**

**KVAVBCM031**

*Under the Guidance of*

**Mrs. JAMEELA MK**

**ASSISTANT PROFESSOR**

**Research and PG Department of Commerce**

*Valued  
Signature  
Abdul Basid P.K*



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**

**“A STUDY ON THE PROBLEMS AND PROSPECTS OF E-  
RETAILERS”**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree of

***Bachelor of Commerce***



*Submitted by*

**MOHAMMED NISHAD K (KVAVBCM060)**

*Under the Guidance of*

**NISAB T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEEVEEYM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Signature  
Asst. Prof. N.K.*



**Head, Research and PG Department of  
Commerce**  
**M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)  
Valanchery – 676552, Malappuram Dt., Kerala State  
Phone: 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvcollege.org](http://www.meskvcollege.org)  
Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

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**Certificate**

This is to certify that the project report entitled “**A STUDY ON CONSUMER PERCEPTION TOWARDS ELECTRIC VEHICLES WITH REFERENCE TO VALANCHERY MUNICIPALITY**” is the record of bonafide work that ARUN PP has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or any other similar title or recognition from this or any other Institute or University.

Valanchery  
Date: 22/03/2024

  
**Mrs. JAMEELA MK**  
Assistant Professor



  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

# **“A STUDY ON CONSUMER PERCEPTION TOWARDS ELECTRIC VEHICLES WITH REFERENCE TO VALANCHERY MUNICIPALITY”**

Project Report Submitted to the

**University of Calicut**

In partial fulfilment of the requirements for the award of the Degree of



**Bachelor of commerce**

By

**ARUN PP**

**(Reg No: KVAVBCM053)**

Under the Guidance of

**Mrs. JAMEELA MK**

**ASSISTANT PROFESSOR**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552 MALAPPURAM**

**2021-2024**

*Valanchery  
Buland  
Abdel Basid. P.K*





**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 20/3/2024

### **Certificate**

This is to certify that the project report entitled "A STUDY ON BRAND SWITCHING BEHAVIOUR OF WOMEN CONSUMERS IN HAIR CARE SERVICE WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY" is the record of bonafide work that Mr. ASWIN E has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDEEN**

**Assistant Professor**

**Dr. REBEENA ALAVUDEEN**  
Assistant Professor  
Research and PG Department of Commerce  
Valanchery-676552



**A STUDY ON BRAND SWITCHING BEHAVIOUR OF  
WOMEN CONSUMERS IN HAIR CARE SERVICE WITH  
SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree  
of

***Bachelor of Commerce***



By

**ASWIN E**

**KVAVBCM054**

*Under the Guidance of*

**DR. REBEENA ALAVUDEEN**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Handwritten  
Abdul Basit. P.K*



**Guide, Research & PG Department of Commerce**

# **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)  
Valanchery – 676552, Malappuram Dt., Kerala State

Phone 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvymcollege.org](http://www.meskvymcollege.org)

Email [principal@meskvymcollege.org](mailto:principal@meskvymcollege.org)

---

## **Certificate**

This is to certify that the project report entitled “**STUDY ON STUDENTS SATISFACTION TOWARDS NYKAA ONLINE APP IN VALANCHERY LOCALITY**” is the record of bonafide works that MOHAMED RAFAL, VI Semester B. Com student Research and PG Department of Commerce has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE Valanchery

DATE

**RAJANI KK**

(SUPERVISING TEACHER)

**STUDY ON STUDENTS SATISFACTION TOWARDS NYKAA ONLINE APP IN  
VALANCHERY LOCALITY**

*Project Report Submitted to the*

*University of Calicut*

*Inpartial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*



*By*

**MOHAMED RAFAL**

**REG No: KVAVBCM057**

*Under the Guidance of*

**RAJANI KK**

**Asst. Professor**

**Research and PG Department of Commerce**

*Valued  
Husband  
Abdel Basid P.K*



**MES KEVEEYAM COLLEGE VALANCHERY NAAC**

**ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE PURCHASE OF SECOND-HAND PRODUCTS THROUGH OLX**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree  
of

***Bachelor of Commerce***



By

**BHAVYA KK**

**KVAVBCM034**

*Under the Guidance of*

**Mrs. RAJANI K K**

**Assistant professor**

**Research & PG Department of Commerce**

*Valued  
Signature  
Abdel Basid P.K*



**MES KEVEEYAM COLLGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+ GRADE(3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

Date: 28.10.2024

## Certificate

This is to certify that the project report entitled " A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE PURCHASE OF SECOND-HAND PRODUCTS THROUGH OLX " is the record of bonafide work that Ms. BHAVYA KK has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

  
RAJANI KK

Assistant Professor





**Research and PG Department of Commerce**

# **MES KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

---

*Date: 22/03/24...*

## **Certificate**

This is to certify that the project report entitled **“HEALTH INSURANCE PREFERENCE IN ORGANIZED SECTOR WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT”** is the record of bonafide work done by **FATHIMA HANEENA. K** has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**NISAB T**

NISAB T

Assistant Professor

Research

Commerce

Page

# ASSESSING CONSUMER SATISFACTION AND PREFERENCE: A CASE STUDY ON HIMALAYA PRODUCTS

Project Report Submitted to the

**University of Calicut**

In partial fulfilment of the requirements for the award of the Degree  
of

**Bachelor of Commerce**



By

**MANJUSHA V**

**KVAVBCM042**

*Under the Guidance of*

**JAMEELA MK**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC RE ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

*Valued  
Hafizul  
Abdul Basit. P.K*



*Kavind*

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**"HEALTH INSURANCE PREFERENCE IN ORGANIZED SECTOR  
WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT"**

Project Report Submitted to the

*University of Calicut*

In partial fulfilment of the requirements for the award of the Degree of

*Bachelor of Commerce*



*Submitted by*

**FATHIMA HANEENA. K (KVAVBCM037)**

*Under the Guidance of*

**NISAB T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEEVEEYM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Signature  
Abdul Basid. P. K.*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)  
Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax), [www.meskvmcollege.org](http://www.meskvmcollege.org) Email:  
[principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date.....20/03/2024

### **Certificate**

This is to certify that the project report entitled “ASSESSING CONSUMER SATISFACTION AND PREFERENCE: A CASE STUDY ON HIMALAYA PRODUCTS” is the record of bonafide work that Ms. MANJUSHA V has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

  
**JAMEELA MK**

**Assistant Professor**



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: 20/3/2024.



### **Certificate**

This is to certify that the project report entitled “CUSTOMER PERCEPTION TOWARDS CUSTOMER RELATIONSHIP MANAGEMENT AT RESTAURANTS IN VALANCHERY MUNICIPALITY is the record of bonafide work that Ms. SILJIYA K K has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Principal  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**CUSTOMER PERCEPTION TOWARDS CUSTOMER  
RELATIONSHIP MANAGEMENT AT RESTAURANTS IN  
VALANCHERY MUNICIPALITY**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree  
of

***Bachelor of Commerce***



*By*

**SILJIYA K K**

**KVAVBCM046**

*Under the Guidance of*

**DR. AKHILA IBRAHIM K.K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valneel  
H. Z. B. Paul  
Abdul Basid. P.K.*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: ...20/3/24....

### **Certificate**

This is to certify that the project report entitled “CONSUMER PERCEPTION TOWARDS DIGITALISATION IN PUBLIC DISTRIBUTION SYSTEM” is the record of bonafide work that Ms. DHARSANA K P has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

  
**Dr. AKHILA IBRAHIM K K**

**Assistant Professor**





PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**CONSUMER PERCEPTION TOWARDS DIGITALISATION IN  
PUBLIC DISTRIBUTION SYSTEM**

Project Report Submitted to the  
***University of Calicut***

In partial fulfilment of the requirements for the award of the  
Degree of

***Bachelor of Commerce***



By

**DHARSANA K P**

**KVAVBCM035**

*Under the Guidance of*

**Dr. AKHILA IBRAHIM K K**

**Assistant professor**

**Research & PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valanchery  
24/2/24  
A. G. Basid. P. K.*



**MES KEVEEYEM COLLEGE VALANCHERY**  
**VALANCHERY(P.O), MALAPPURAM (Dist.) Kerala-676552**

**CERTIFICATE**

This is to certify that dissertation report entitled “**Investors Perception towards the Post Office Savings Schemes with Special Reference to Valanchery Municipality**” is an authentic record of the work carried out by **Fathima Safa Risli. P (KVAVBCM039)** in the research and PG Department of Commerce, **MES Keveeyem College Valanchery** under my supervision and guidance and no part thereof has been presented earlier for the award of any degree,diploma,Fellowship or Associateship etc.

Place :Valanchery

Date: 02/3/24

**Mrs. Rameena KA**

Supervisor and Guide

Assistant Professor

Research and PG

Department of Commerce



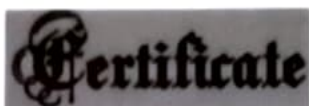
**Guide, Research & PG Department of Commerce**

# **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)  
Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax), [www.meskvcollege.org](http://www.meskvcollege.org)

Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)



This is to certify that the project report entitled “**A STUDY ON CONSUMERS PERCEPTION AND ATTITUDE TOWARDS ONLINE SHOPPING AMONG YOUTH**” is the record of bonafide works that SHIFALI K.S, VI Semester B. Com student Research and PG Department of Commerce has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE: Valanchery

DATE: 22/03/2024

**RAJANI KK**

(SUPERVISING TEACHER)



**A STUDY ON CONSUMERS PERCEPTION AND ATTITUDE  
TOWARDS ONLINE SHOPPING AMONG YOUTH IN MALAPPURAM  
DISTRICT**

*Project Report Submitted to the*

*University of Calicut*

*In partial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*



*By*

**SHIFALI K.S REG No:**

**KVAVBCM045**

*Under the Guidance of*

**RAJANI KK**

**Asst. Professor**

**Research and PG Department of Commerce**



**MES KEVEEYAM COLLEGE VALANCHERY NAAC**

**RE ACCREDITED WITH A GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**

*Valanchery  
Shifali K.S  
Abdel Basid P.K*



**MES KEVEEYAM COLLEGE VALANCHERY**  
**VALANCHERY (P.O), MALAPPURAM (Dist.)**  
**KERALA – 676552**

**CERTIFICATE**

This is to certify that dissertation report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT” is an authentic record of the work carried out by **BINOY P (KVAVBCM055)** in the Research and PG Department of Commerce, **MES KEVEEYAM COLLEGE VALANCHERY** under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associateship etc.

**Mr. Ledid Bin Abdul Khader**

Supervisor and Guide

**ASSISTANT PROFESSOR**

**RESEARCH AND PG DEPARTMENT OF COMMERCE**  
**MES KEVEEYAM COLLEGE VALANCHERY**

Place: Valanchery

Date: 21/3/2024



PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**“A STUDY ON THE PROBLEMS AND PROSPECTS OF E-  
RETAILERS”**

Project Report Submitted to the

***University of Calicut***

In partial fulfilment of the requirements for the award of the Degree of

***Bachelor of Commerce***



*Submitted by*

**MOHAMMED NISHAD K (KVAVBCM060)**

*Under the Guidance of*

**NISAB T**

**Assistant Professor**

**Research & PG Department of Commerce**



**MES KEEVEEYM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valued  
Signature  
Asst. Prof. N. K.*

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS  
OLA ELECTRIC SCOOTERS WITH SPECIAL  
REFERENCE TO MALAPPURAM DISTRICT"**

submitted to the

**University of Calicut**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**



**Submitted by**

**BINOY P**

**(KVAVBCM055)**

**Under the guidance of**

**Mr. LEDID BIN ABDUL KHADER**

Assistant Professor

Research and PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

Valued  
Before  
Abdul Basid P.K.

**Head, Research and PG Department of Commerce**



## **MES KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347(Fax).

[www.meskevmcollege.org](http://www.meskevmcollege.org) Email: [principal@meskevmcollege.org](mailto:principal@meskevmcollege.org)

### **Certificate**

This is to certify that the project report entitled **“THE PROBLEMS AND PROSPECTS OF E-RETAILERS”** is the record of bonafide work that Mr **MOHAMMED NISHAD K.** VI Semester B. Com student has done under the supervision and guidance of **NISAB T.** Assistant Professor, Research and PG Department of Commerce. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

  
**Dr. P.C. SANTHOSH BABU**



**“INVESTORS PERCEPTION TOWARDS THE POST OFFICE  
SAVINGS SCHEMES WITH SPECIAL REFERENCE TO  
VALANCHERY MUNICIPALITY”**

Submitted to the

UNIVERSITY OF CALICUT

In partial fulfilment of requirements for the award  
Of the degree of BACHELOR OF COMMERCE



Submitted by

**Fathima Safa Risli .P (KVAVBCM039)**

Under the guidines of

Mrs RAMEENA KA

Assistant Professor

RESEARCH AND PG DEPARTMENT OF COMMERCE



MES KEVEEYEM COLLEGE VALANCHERY

NAAC ACCREDITED WITH A+ GRADE (3.44)

VALANCHERY, PIN-676552

MALAPPURAM

2021-2024

*Valued  
Signature  
Abdul Basid P.K*

**"ANALYSIS OF WASTE MANAGEMENT PRACTICES IN  
CHERPULASSERY MUNICIPLAITY"**

Submitted to the

**University of Calicut**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**



Submitted by

**AHAMMED NISAMUDHEEN V P**

**(KVAVBCM050)**

Under the guidance of

**Mrs. RAMEENA K A**

Assistant Professor

Research and PG Department of Commerce

*Valneel  
21/2/24  
Ahmed Basim P.K*



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552 MALAPPURAM**

**2021-2024**



**MES KEVEEYAM COLLEGE VALANCHERY VALANCHERY (P.O),  
MALAPPURAM (Dist.) KERALA – 676552**

## **Certificate**

This is to certify that dissertation report entitled “ANALYSIS OF WASTE MANAGEMENT PRACTICES IN CHERPULASSEY MUNICIPALITY” is an authentic record of the work carried out by **AHAMMED NISAMUDHEEN V P (KVAVBCM050)** in the research and PG Department of Commerce, **MES KEVEEYAM COLLEGE VALANCHERY** under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associate ship etc.

**MRS. RAMEENA K A**

Supervisor and Guide

ASSISTANT PROFESSOR RESEARCH AND  
PG DEPARTMENT OF COMMERCE  
MES KEVEEYAM COLLEGE  
VALANCHERY

**PLACE:** Valanchery

**DATE:** 21/3/24 .

**"A STUDY ON ATTITUDE OF GRADUATED STUDENT TOWARDS  
ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO  
VALANCHERY AREA"**

Submitted to the

**University of Calicut**

*In partial fulfillment of the requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**



Submitted by

**FATHIMA SHAFNA M C**

**(KVAVBCM038)**

*Under the Guidance of*

**ABDUL LATHEEF K.T**

Assistant professor

Research & PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

**NAAC ACCREDITED WITH A+ GRADE (3.44)**

**VALANCHERY, PIN-676552**

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VALANCHERY (P.O), MALAPPURAM (Dist.)  
KERALA - 676552

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This is to certify that dissertation report entitled "*A STUDY ON ATTITUDE OF GRADUATED STUDENT TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO VALANCHERY AREA*" is an authentic record of the work carried out by **FATHIMA SHAFNA M C (KVAVBCM038)** in the research and PG Department of Commerce, Mes Keveeyam College Valanchery under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associate ship etc.

Place: Valanchery

Date: 22-03-2024

**ABDUL LATHEEF K.T**

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE  
MES KEVEEYAM COLLEGE VALANCHERY



**ABDUL LATHEEF K.T**

Assistant Professor  
Research & PG Dept. of Commerce  
MES Keveeyam College  
Valanchery, Malappuram

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**"A STUDY ON PASSENGER'S PREFERENCE TOWARDS KSRTC IN  
MALAPPURAM DISTRICT"**

Project Report Submitted to the

**University of Calicut**

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

**Bachelor of Commerce**



Submitted by

**FATHIMA DHILSHA (KVAVBC/M036)**

*Under the Guidance of*

**Dr. P C SANTHOSH BABU**

Assistant Professor & Head

Research & PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

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**VALANCHERY-676552 PIN-MALAPPURAM**

**2021 – 2024**

*Valanchery  
Fathima  
Dhilsha*



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M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM



**Head, Research and PG Department of Commerce**

## **MESKEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery 676552, Malappuram Dt., Kerala State

Phone: 0194 2644380, 2642670, 2641347(Fax).

[www.meskeveeyamcollege.org](http://www.meskeveeyamcollege.org) Email: [principal@meskeveeyamcollege.org](mailto:principal@meskeveeyamcollege.org)

### **Certificate**

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Place: Valanchery

Date: 22/03/2024

**Dr. PC SANJIVOSIL BABU**

Assistant Professor and Head



**Head, Research and PG Department of Commerce**

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(Affiliated to the University of Calicut)

Valanchery - 676552, Malappuram Dt., Kerala State

Phone: 0494 - 2644380, 2642670, 2641474188).

[www.meskeveeyamcollege.org](http://www.meskeveeyamcollege.org) Email: [principal@meskeveeyamcollege.org](mailto:principal@meskeveeyamcollege.org)

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M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

Place: Valanchery

Date: 22/03/2024



**Dr. PC SANTHOSH BABU**

Assistant Professor and Head

**"A STUDY ON CUSTOMER LOYALTY TOWARDS LIC  
SERVICES WITH SPECIAL REFERENCE TO VALANCHERY  
AREA"**

submitted to the  
**University of Calicut**

*In partial fulfillment of the requirement for the award of the degree of*  
**BACHELOR OF COMMERCE**



Submitted by  
**SAYANA V P**  
**(KVAVBCM044)**

Under the guidance of

**Mr. LEDID BIN ABDUL KHADER**

Assistant Professor  
Research and PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**  
**NAAC ACCREDITED WITH A+ GRADE (3.44)**  
**VALANCHERY, PIN-676552**

**MALAPPURAM**

**2021-2024**

*Valued  
Signature  
Abdul Basid P.K*





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VALANCHERY (P.O), MALAPPURAM (Dist.)  
KERALA – 676552

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This is to certify that dissertation report entitled “A STUDY ON CUSTOMER LOYALTY TOWARDS LIC SERVICES WITH SPECIAL REFERENCE TO VALANCHERY AREA” is an authentic record of the work carried out by SAYANA V P (KVAVBCM044) in the research and PG Department of Commerce, MES KEVEEVAM COLLEGE VALANCHERY under my supervision and guidance and no part thereof has been presented earlier for the award of any Degree, Diploma, Fellowship or Associateship etc.

Place: Valanchery

  
Mr. Ledid Bin Abdul Khader

Date: 21/03/2024.

Supervisor and Guide

ASSISTANT PROFESSOR

RESEARCH AND PG DEPARTMENT OF COMMERCE  
MES KEVEEVAM COLLEGE VALANCHERY

**A STUDY ON THE CUSTOMERS BUYING BEHAVIOUR  
TOWARDS CLOTHES FROM AMAZON AND FLIPKART IN  
VALANCHERY MUNICIPALITY**

Project Report Submitted to the

**University of Calicut**

In partial fulfilment of the requirements for the award of the Degree  
of

**Bachelor of Commerce**



By

MIDHUNA P P

KVAVBCM043

*Under the Guidance of*

**Dr. REBEENA ALAVUDEEN**

Assistant professor

Research & PG Department of Commerce



MES KEVEEYAM COLLGE VALANCHERY  
NAAC ACCREDITED WITH A+ GRADE (3.44)  
VALANCHERY-676552 PIN-MALAPPURAM

**2021 - 2024**



*Kpvined*  
PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

*Abdul Basid P.K.  
12/12/2023  
Kpvined*



**Research and PG Department of Commerce**

## **M E S KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvcollege.org](http://www.meskvcollege.org) Email: [principal@meskvcollege.org](mailto:principal@meskvcollege.org)

Date: .....

### **Certificate**

This is to certify that the project report entitled "A STUDY ON THE CUSTOMERS BUYING BEHAVIOUR TOWARDS CLOTHES FROM AMAZON AND FLIPKART IN VALANCHERY MUNICIPALITY " is the record of bonafide work that Ms. MIDHUNA P P has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

**Dr. REBEENA ALAVUDEEN**

Assistant Professor

**Dr. REBEENA ALAVUDEEN**  
Assistant Professor  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery, 676552

**A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON  
CONSUMER BUYING BEHAVIOR IN KERALA**

**Project Report Submitted to the  
University of Calicut**

**Inpartial fulfillment of the requirements for the award of the Degree of  
BACHELOR OF COMMERCE**



Submitted By

**JALWA.C.JAHANA  
(KVAV/BCM040)**

Under the Guidance of

**DR.DIVYA M**

Asst. Professor

**Research and PG Department of Commerce**



**MES KEVEYAM COLLEGE  
VALANCHERY NAAC ACCREDITED**

**WITH A+ GRADE (3.44)**

**VALANCHERY PIN-676552**

**MALAPPURAM**

**2021-2024**

*✓ Valuel  
12/12/24  
At Selvi Basid R \**



**Head, Research & PG Department of Commerce**

**M E S KEVEEYAM COLLEGE VALANCHERY**

(Affiliated to the University of Calicut) Valanchery –  
676552, Malappuram Dt., Kerala State.

Phone: 0494 – 2644380, 2642670,  
2641347(Fax), [www.meskvmcollege.org](http://www.meskvmcollege.org) Email:  
[principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

## **Certificate**

This is to certify that the project report entitled “**A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER BUYING BEHAVIOR IN KERALA**” is the record of bonafide works that **JALWA.C.JAHANA**, VI Semester B.Com student Research and PG Department of Commerce has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title or recognition from this or any other Institute or University.

PLACE: Valanchery

DATE: 22/03/2024

**DR.DIVYA M**

ASSISTANT PROFESSOR

**Dr. DIVYA M**  
Assistant Professor & Research Guide  
Research and PG Department of Commerce  
MES Keveeyam College, Valanchery-676552



**"A STUDY ON CONSUMER BEHAVIOUR TOWARDS ELECTRONIC  
GAMES WITH SPECIAL REFERENCE TO VALANCHERY MUNICIPALITY"**

*Project Report Submitted to the*

*University of Calicut*

*Inpartial fulfillment of the requirements for the award of the Degree of*

*Bachelor of Commerce*



By

**AFNAN BASHEER T**

**REG No: KVAVBCM049**

Under the Guidance of

**ABDUL LATHEEF**

**Asst. Professor**

**Research and PG Department of Commerce**

*Valued  
Babu  
Abdul Basid P.K*



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**RE ACCREDITED WITH A GRADE (3.44)**

**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**



**Head, PG Department of Commerce**

## **MES KEVEEYAM COLLEGE**

(Affiliated to the University of Calicut) Valanchery – 676552,  
Mulappuram Dt., Kerala State.

Phone: 0494 – 2644380, 2642670,  
2641347(Fax), [www.meskeveeyamcollege.org](http://www.meskeveeyamcollege.org), Email:  
[principal@meskeveeyamcollege.org](mailto:principal@meskeveeyamcollege.org)

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PLACE: Valanchery  
DATE: 20/8/24

**DR.P.C SANTHOSH BABU**  
(HEAD OF THE DEPARTMENT)

**"A STUDY ON SUBSCRIBERS' RESPONSE TO MOBILE NUMBER  
PORTABILITY WITH SPECIAL REFERENCE TO MALAPPURAM  
DISTRICT"**

Project Report Submitted to the

*University of Calicut*

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

*Bachelor of Commerce*



Submitted by

ADAM ANEEMU DHEEN P.M (KVAYBCM047)

*Under the Guidance of*

Dr. PC SANTHOSH BABU

Assistant professor&Head

Research & PG Department of Commerce



MES KEEVEYAM COLLEGE VALANCHERY

NACC ACCREDITED WITH A+ GRADE (3.44)

VALANCHERY-676552 PIN-MALAPPURAM

2021 - 2024

*Valued  
Abdul Basit, P.K.*

Head, Research and PG Department of Commerce



## MES KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery - 676552, Malappuram Dt., Kerala State  
Phone 0494 - 2644380, 2642670, 2641347 (Fax),

[www.meskeveeyamcollege.org](http://www.meskeveeyamcollege.org) Email: [meskeveeyamcollege.org](mailto:meskeveeyamcollege.org)

### Certificate

This is to certify that the project report entitled "A STUDY ON SUBSCRIBERS' RESPONSE TO MOBILE NUMBER PORTABILITY WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT" is the record of bonafide work done by ADAM ANEEL DHEEN P M has done under my supervision and guidance. The project has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title or recognition from this or any other Institute or University.

Valanchery

Date 20/3/2019

Dr. PC SANTHOSH BABU

Assistant Professor & Head

**Figure 2**

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# WALLACE STEVENS



Submitted by

SUBJECT: RUNNING T K  
(KVAVERCM062)

**Under the guidance of**

Mrs. RAMKUNAKA

Assistant Professor

RESEARCH AND PG DEPARTMENT OF COMMERCE



MESKEMEYAM COLLEGE, VALANCHERY

NAAC ACCREDITED WITH A+ GRADE (3.44)

VALANCIERY, PIN-676552

MALAPPURAM

2021-2024

✓ 9/1000  
Abdullah  
Baid. P.K





**MES KEVEEYEM COLLEGE VALANCHERY  
VALANCHERY(P.O), MALAPPURAM (Dist.) Kerala-676552**

**CERTIFICATE**

This is to certify that dissertation report entitled “**Consumer Satisfaction of Maveli Stores in Tirur Municipality**” is an authentic record of the work carried out by **SHEBEE REHNEEM T K** (KVAVBCM062) in the research and PG Department of commerce, **MES Keveeyem College Valanchery** under my supervision and guidance and no part thereof has been presented earlier for the award of any degree, diploma, Fellowship or Associateship etc.

Place :Valanchery

Date: 20/8/24

**Mrs. Rameena K A**

Supervisor and Guide

Assistant Professor

Research and PG

Department of Commerce

**"APPLICATION OF ARTIFICIAL INTELLIGENCE ON MARKETING  
WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT"**

Project Report Submitted to the

*University of Calicut*

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

*Bachelor of Commerce*



Submitted by

**ADARSH P (KVAYBC/M048)**

*Under the Guidance of*

**NISAB T**

Assistant Professor

Research & PG Department of Commerce



MES KEVEEYAM COLLEGE VALANCHERY

NAAC ACCREDITED WITH A+ GRADE (3.44)

VALANCHERY, PIN - 676552, MALAPPURAM

2021 - 2024

*Value Education  
Adarsh P  
18/05/2024*



Research and PG Department of Commerce

## MES KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery – 676552, Malappuram Dt., Kerala State

Phone: 0494 – 2644380, 2642670, 2641347 (Fax),

[www.meskvmcollege.org](http://www.meskvmcollege.org) Email: [principal@meskvmcollege.org](mailto:principal@meskvmcollege.org)

Date: .....

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Valanchery

Date:



NISAB T

NISAB T

Assistant Professor

Research and PG Department of Commerce  
M.E.S. Keveeyam College  
Valanchery- 676 552

PRINCIPAL  
M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

**"ARTIFICIAL INTELLIGENCE BASED E-LEARNING SYSTEM  
A STUDY AMONG COLLEGE STUDENTS OF VALANCHERY  
REGION"**

Project Report Submitted to the

***University of Calicut***

In partial fulfillment of the requirements for the award of the Degree of  
***Bachelor of Commerce***



By

**MOHAMMED ANAS C**

**KVAVBCM059**

*Under the Guidance of*

**Dr. PC SANTHOSH BABU**

Assistant professor & Head

Research & PG Department of Commerce



**MES KEVEEYAM COLLEGE VALANCHERY**

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**VALANCHERY-676552 PIN-MALAPPURAM**

**2021-2024**

*Valuel*  
*Abdul Basid. P K*

## Head, Research and PG Department of Commerce



### MES KEVEEYAM COLLEGE

(Affiliated to the University of Calicut)

Valanchery - 676552, Malappuram Dt., Kerala State

Phone: 0494 - 2644380, 2642670, 2641347(Fax),

[www.meskvimcollege.org](http://www.meskvimcollege.org) Email: [principal@meskvimcollege.org](mailto:principal@meskvimcollege.org)

Date: ... 29/3/24 ...

### Certificate

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*Kevineed*

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M.E.S KEVEEYAM COLLEGE  
VALANCHERY, PIN 676552  
MALAPPURAM

Valanchery:

Date: 21/3/24

Dr. PC SANTHOSH BABU

Assistant professor & Head

