



Ready for
Every Good Work

SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

M.COM RESERCH 2018-2019

SL.NO	REG.NO	NAME	RESERCH TITLE	GUIDENAME	YEAR OF VIVA- VOCE EXAMINATION
1	BP170101	ARCHANA M	Decision Making Styles of Consumer in the Purchase of Fashion Apparal in Sacred College Tirupattur	Dr. A. Sankar	May-19
2	BP170102	ANITHA CLARA ROSE MARY S	SAVINGS AND INVESTMENT PATTERN OF COLLEGE TEACHERS IN TIRUPATTUR TALUK	Mr. S. Karthik	May-19
3	BP170104	PAVITHRA R	STRESS COPING BEHAVIOUR AMONG WORKING WOMEN	Dr. G. Devi	May-19
4	BP170105	KOWSALYA M	WOMENS ATTITUDED TOWARDS CONSUMPTION OF GOLD IN TIRUPATTUR	Mr. J. Berkman	May-19
5	BP170106	GIRISH B	EFFECTS OF MARKETING MIX ON CONSUMERS' PURCHASE DECISION OF	Dr. G. Devi	May-19
6	BP170108	SIVAPERUMAL G	A STUDY ON IMPACT OF ADVERTISEMENT ON PURCHASE OF TWO Wheelers	Dr. A. Sankar	May-19
7	BP170109	THOMSON S	CUSTOMERS ATTITUDE TOWARDS CHANGE IN PETROL PRICE	Dr. G. Devi	May-19
8	BP170110	SETHUPATHI M	WEBSITES DESINGING CHARACTER AND STUDENT BEHAVIOUR IN	Mr. J. Berkman	May-19

9	BP170111	SWATHI N	SACRED HEART COLLEGE	Mr. S. Karthik	May-19
10	BP170112	PAUL INFANT ANTONY R	E-CUSTOMER AWARENESS ON E-GOVERNANCE	Dr. A. Sankar	May-19
11	BP170113	MOHANA P	CUSTOMER SATISFACTION OF BANKING SERVICE IN KANDILI	Dr. K. Anbalagan	May-19
12	BP170114	VIGNESH J	CONSUMER PERCEPTION AND SATISFACTION TOWARDS GST ON FMCG SECTOR IN TIRUPATTUR TOWN	Mr. S. Karthik	May-19
13	BP170115	KALAIYARASID	CUSTOMER SATISFACTION OF AROKYA PRODUCTS	Dr. K. Anbalagan	May-19
14	BP170116	SASI KUMAR S	CUSTOMER ATTITUDE TOWARDS INDIAN POSTAL SERVICE (WITH SPECIAL REFERENCE TO TIRUPATTUR HEAD POST OFFICE)	Dr. K. Anbalagan	May-19
15	BP170117	YEASTHER R	A CULTURAL INFLUENCE OF GOLD CONSUMPTION AMONG HINDU MARRIED WOMEN'S	Mr. J. Berkman	May-19
16	BP170118	KAUSALYA J	BRAND LOYALTY OF CUSTOMERS IN ONLINE BRAND PURCHASING	Dr. G. Devi	May-19
17	BP170119	PAVITHRA C	PROMOTING AND DISTRIBUTION OF HAND LOOM WEAVERS WITH SPECIAL REFERENCE TO UTHANGARAI TOWN	Dr. A. Sankar	May-19


SACRED HEART COLLEGE (Autonomous),

Tirupattur – 635 601, Vellore District

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Affiliated to Thiruvalluvar University*

BONAFIDE CERTIFICATE

This is to certify that the project entitle “CUSTOMERS ATTITUDE TOWARDS CHANGE IN PETROL PRICE” submitted by THOMSON S (BP170109) to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of MASTER OF COMMERCE is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.


36/3/19

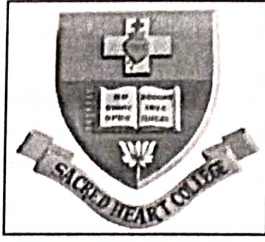
Supervisor and Guide
Dr. G. DEVI, M.Com., M.Phil., MBA., Ph.D.,
Assistant Professor &
Head of the Department of Commerce (UG)
Sacred Heart College (Autonomous)
Tirupattur, Vellore Dt. 635 601.



Head of the Department
Dr. K. ANBALAGAN,
M.Com., M.Phil., MSW., M.Phil., M.Com(CA), Ph.D.,
Asst. Prof & HOD
PG Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date 30/03/2019



SACRED HEART COLLEGE (Autonomous)

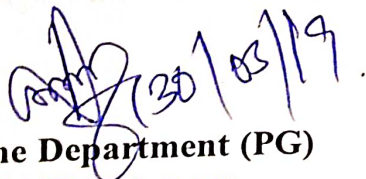
Tirupattur (Vellore District)

Tamilnadu - 635601

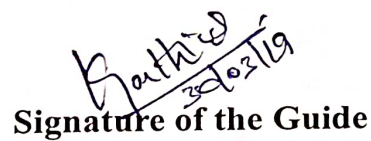
Accredited by NAAC (4th Cycle) with "A+" Grade (3.31)

BONAFIDE CERTIFICATE

This is to certify that the project entitled as "POLICY HOLDERS' SATISFACTION TOWARDS THE SERVICES OF L.I.C IN TIRUPATTUR TOWN" submitted by Ms. N. SWATHI (Reg. No. BP170111) to partial fulfillment of the requirement for the award of the degree of Master of Commerce is a record of the bonafide research work done by the candidate during the period from **November 2018 to March 2019** under my guidance and the project has not formed the basis for the award of any degree, diploma, associated ship, fellowship or other similar title to any other candidate and the project represents independent work on the part of the candidate.


30/03/19

Head of the Department (PG)
Dr. K. ANBALAGAN,
M.Com.,M.Phil.,MSW.,M.Phil.,M.Com(CA),Ph.D.,
Asst. Prof & HOD
PG Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.


30/03/19
Signature of the Guide

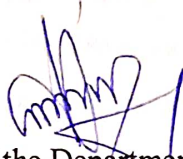
S. KARTHIK. M. Com., M. Phil., SET.
Assistant Professor,
PG Department of Commerce,
Sacred Heart College (Autonomous),
Tirupattur, Vellore District

BONAFIDE CERTIFICATE

This is to certify that the project entitle "E-CUSTOMER AWARENESS ON E-GOVERNANCE WITH SPECIAL REFERENCE TO E- SERVICE CENTER IN TIRUPATTUR TOWN" submitted by PAUL INFANT ANTONY R (BP170112) to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of MASTER OF COMMERCE is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the protect has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.


Supervisor and Guide

Dr. A. Sankar, M.Com.,M.Phil.,MBA.,
D.Co-op.,NET.,B.Ed.,Ph.D.,
Assistant Professor,
Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.


Head of the Department
Dr. K. ANBALAGAN,
M.Com.,M.Phil.,MSW.,M.Phil.,M.Com(CA),,Ph.D.,
Asst. Prof & HOD
PG Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date 01.04.19

BONAFIDE CERTIFICATE

This is to certify that the project entitle “CUSTOMER SATISFACTION TOWARDS BANKING SERVICE IN KANDILI” submitted by P. MOHANA to Sacred Heart College (Autonomous) Tirupattur in partial fulfillment of the requirement for award of the degree of MASTER OF COMMERCE is a record of bona-fide research work done by the candidate during the period from November 2018 – March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title to any other candidate and the project represents independent work on the part of the candidate.



Dr. K. ANBALAGAN
Head of the Department,
PG Department of Commerce,
Sacred Heart College (Autonomous)
Kandili, Vellore Dt.



Dr. K. ANBALAGAN
Supervisor & Guide
PG Department of commerce,
Sacred Heart College (Autonomous)
Kandili, Vellore Dt.

P. MOHANA
Sacred Heart College,
Kandili.



SACRED HEART COLLEGE (Autonomous)

Tirupattur (Vellore District)

Tamilnadu - 635601

Accredited by NAAC (4th Cycle) with "A+" Grade (3.31)

BONAFIDE CERTIFICATE

This is to certify that the project entitled as "CONSUMER PERCEPTION AND SATISFACTION TOWARDS GST ON FMCG SECTOR IN TIRUPATTUR TOWN" submitted by Ms. J. VIGNESH (Reg. No. BP170114) to partial fulfillment of the requirement for the award of the degree of Master of Commerce is a record of the bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and the project has not formed the basis for the award of any degree, diploma, associated ship, fellowship or other similar title to any other candidate and the project represents independent work on the part of the candidate.

[Handwritten Signature]
30/03/2019

Head of the Department (PG)

Dr. K. ANBALAGAN,
M.Com., M.Phil., MSW., M.Phil., M.Com(CA), Ph.D.,
Asst. Prof & HOD
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30/03/2019

Signature of the Guide

S. KARTHIK. M. Com., M. Phil., SET.
Assistant Professor,
PG Department of Commerce,
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Tirupattur, Vellore District

Sacred Heart College (Autonomous)

Accredited by NAAC (4th Cycle) with “A+” Grade (3.31)

Tirupattur, Vellore District - 635601

BONAFIDE CERTIFICATE

This is to certify that the project entitle” “**CUSTOMER SATISFACTION OF AROKYA PRODUCTS**” submitted by **D. KALAIYARASI** to Sacred Heart College (Autonomous) Tirupattur in partial fulfillment of the requirement for award of the degree of **MASTER OF COMMERCE** is a record of bona-fide research work done by the candidate during the period from November 2018 – March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title to any other candidate and the project represents independent work on the part of the candidate.

Dr. K. ANBALAGAN
Head of the Department,
PG Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur, Vellore Dt.

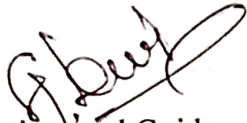
Dr. K. ANBALAGAN
Supervisor & Guide
PG Department of commerce,
Sacred Heart College (Autonomous)
Tirupattur, Vellore Dt.

Date:

Date:

BONAFIDE CERTIFICATE

This is to certify that the project entitle "BRAND LOYALTY OF CUSTOMERS IN ONLINE BRAND PURCHASING" submitted by KAUSALYA.J (BP170118) to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of MASTER OF COMMERCE is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.



Supervisor and Guide
Dr. G. DEVI, M.Com., M.Phil., MBA., Ph.D.,
Assistant Professor &
Head of the Department of Commerce (UG)
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Head of the Department
Dr. K. ANBALAGAN,
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PG Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date 01/04/2019

BONAFIDE CERTIFICATE

This is to certify that the project entitle” **DECISION MAKING STYLES OF CONSUMER IN THE PURCHASE OF FASION APPARAL IN SACRED HEART COLLEGE, TIRUPATTUR** “submitted by **ARCHANA M (BP170101)** to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of **MASTER OF COMMERCE** is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the protect has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.



Supervisor and Guide

Dr. A. Sankar, M.Com.,M.Phil.,MBA,
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Head of the Department
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Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date 01.04.2019



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Tirupattur (Vellore District)

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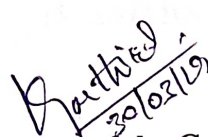
Accredited by NAAC (4th Cycle) with "A+" Grade (3.31)

BONAFIDE CERTIFICATE

This is to certify that the project entitled as "SAVINGS AND INVESTMENT PATTERN OF COLLEGE TEACHERS IN TIRUPATTUR TALUK" submitted by Ms. S. ANITHA CLARA ROSE MARY (Reg. No. BP170102) to partial fulfillment of the requirement for the award of the degree of Master of Commerce is a record of the bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and the project has not formed the basis for the award of any degree, diploma, associated ship, fellowship or other similar title to any other candidate and the project represents independent work on the part of the candidate.


Head of the Department (PG)

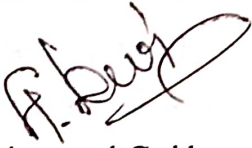
Dr. K. ANBALAGAN,
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Signature of the Guide

S. KARTHIK. M. Com., M. Phil., SET.
Assistant Professor,
PG Department of Commerce,
Sacred Heart College (Autonomous),
Tirupattur, Vellore District

BONAFIDE CERTIFICATE

This is to certify that the project entitle "STRESS COPING BEHAVIOUR AMONG WORKING WOMEN" submitted by PAVITHRA R (BP170104) to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of MASTER OF COMMERCE is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.



Supervisor and Guide
Dr. G. DEVI, M.Com.,M.Phil.,MBA.,Ph.D.,
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Head of the Department
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Place: Tirupattur

Date 01.04.2019

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Affiliated to Tiruvalluvar University

BONAFIDE CERTIFICATE

This is to certify that the project entitle “EFFECTS OF MARKETING MIX ON CONSUMERS’ PURCHASE DECISION OF DAIRY PRODUCTS” submitted by GIRISH B (BP170106) to Sacred Heart College (Autonomous), Tirupattur, Vellore District, in partial fulfillment of the requirement for the award of the Degree of MASTER OF COMMERCE is a record of bonafide research work done by the candidate during the period from November 2018 to March 2019 under my guidance and that the project has not formed the basis for the award of any degree, diploma or other similar title of any other candidate and the project represents independent work on the part of the candidate.


30/3/19

Supervisor and Guide

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30/03/19

Head of the Department

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Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date 30/03/2019

SACRED HEART COLLEGE (Autonomous)

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Tirupattur, Vellore District - 635660

BONAFIDE CERTIFICATE

This is to certify that this research dissertation work entitled “A Study on Impact of Advertisement on Purchases of Two Wheelers in Student of Sacred Heart college” submitted by **G. SIVAPERUMAL** to the Sacred Heart College (Autonomous) affiliated to Thiruvalluvar university, Vellore in partial fulfillment of the requirement for the award of the degree of “**Master of Commerce**” is a research work done by the candidate during the period from **November 2018 March 2019** under my supervision and guidance.



Head, PG Department of Commerce

Dr. K. ANBALAGAN,
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Supervisor & Guide

Dr. A. Sankar, M.Com.,M.Phil.,MBA.,
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Department of Commerce,
Sacred Heart College (Autonomous)
Tirupattur-635 601. Vellore Dt.

Place: Tirupattur

Date: 30-3-2019