

**“A STUDY OF CUSTOMER SATISFACTION IN ONLINE
BANKING”**

PROJECT REPORT

SUBMITTED BY

HARSHA KK

Reg. No: PZASBBAR16

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Submitted in partial fulfillment of the requirement

for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

“CHALLENGES FACED BY WOMAN TO START AN ENTERPRISE IN SULTHAN BATHERY TALUK”

PROJECT REPORT

SUBMITTED BY

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UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**CUSTOMER SATISFACTION TOWARDS FLIPKART
E-COMMERCE COMPANY**

PROJECT REPORT

*Submitted in partial fulfilment of the requirement for the award of the degree of
Bachelor of Business Administration (BBA) of
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**DEPARTMENT OF COMMERCE
PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD
March 2021**

THE ROLE OF DIGITAL MARKETING IN TOURISM INDUSTRY

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the degree of
Bachelor of Business Administration (BBA) of
University of Calicut

Submitted By

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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

March 2021

**“ A STUDY ON IMPACT OF SALES PROMOTION ACTIVITIES
ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL
REFERENCE TO KAMBALAKKAD SUPERMARKET”**

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**“A STUDY ON JOB SATISFACTION AMONG EMPLOYEES WORK
FROM HOME BASIS”**

PROJECT REPORT

Submitted to university of Calicut in partial
fulfilment of the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

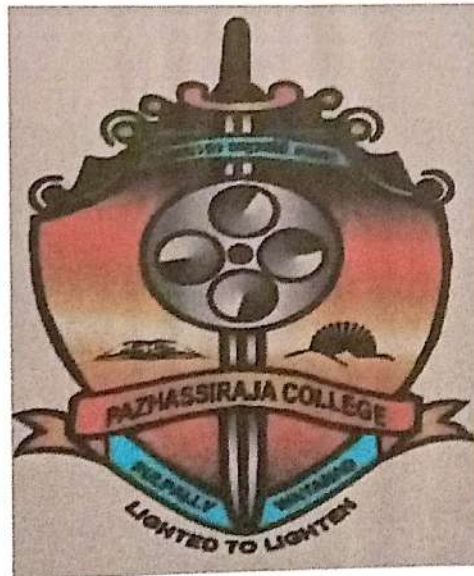
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2018-2021

**DEPARTMENT OF COMMERCE
PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD
(NAAC RE- Accredited with 'B' Grade)**

TRENDS IN TOURISM IN THE WAKE OF COVID 19

PROJECT REPORT

*Submitted in partial fulfillment of the requirement for the award of the degree of
Bachelor of Business Administration (BBA) of University of Calicut*

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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE, PULPALLY, WAYANAD

MARCH 2021

**THE IMPACT OF COVID 19 ON SMALL TRADERS IN SULTHAN
BATHERI MUNICIPALITY**

PROJECT REPORT

*Submitted in Partial fulfillment of the requirement for the award of the degree of
Bachelor of Business Administration (BBA) University of Calicut*

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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE, PULPALLY WAYANAD

March 2021

**“A STUDY ON FINANCIAL LITERACY AMONG TRIBAL
PEOPLE WITH SPECIAL REFERENCE TO MANATHAVADY
THALUK”**

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

“A STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE”

PROJECT REPORT

Submitted to university of Calicut in partial fulfilment of the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**“A STUDY IN CUSTOMER PREFERENCE TOWARDS
PRODUCTS OFFERED THROUGH DIRECT MARKETING”**

PROJECT REPORT

Submitted to university of Calicut in partial
Fulfillment of the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION

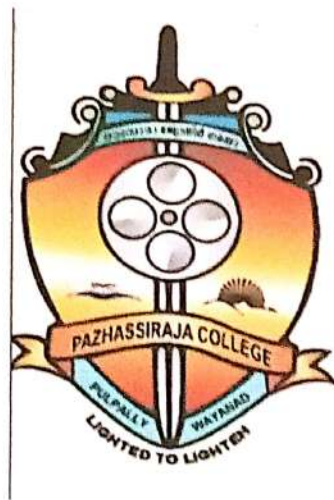
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2018-2021

COMMERCE DEPARTMENT

PAZHASSIRAJA COLLEGE

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PULPALLY, WAYANAD

**“A COMPARATIVE STUDY ON HOUSING LOAN OF
PUBLIC SECTOR AND SECTOR BANKS, WITH
SPECIAL REFERENCE TO SULTHAN BATHERY”**

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the

degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT

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2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**“A STUDY ON THE IMPACT OF ONLINE SHOPPING ON
CONSUMER BUYING BEHAVIOUR, WITH SPECIAL
REFERENCE TO PULPALLY PANCHAYATH”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award of degree

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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2018-2021

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PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**“A STUDY ON CUSTOMER EXPECTATION AND SATISFACTION
TOWARDS ONLINE FOOD DELIVERY SERVICE”**

PROJECT REPORT

Submitted to university of Calicut in partial
Fulfilment of the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION

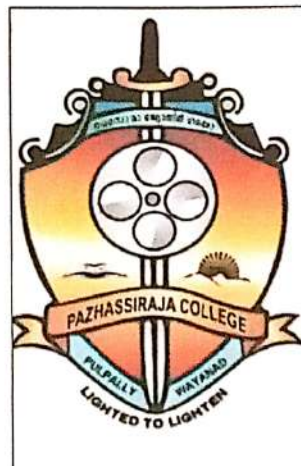
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2018-2021

COMMERCE DEPARTMENT

PAZHASSIRAJA COLLEGE

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PULPALLY, WAYANAD

**“IMPACTS OF ADVERTISEMENT ON CONSUMER BUYING
BEHAVIOUR OF COSMETICS PRODUCTS”**

PROJECT REPORT

Submitted to university of Calicut in partial
Fulfillment of the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION

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2018-2021

COMMERCE DEPARTMENT
PAZHASSIRAJA COLLEGE
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PULPALLY, WAYANAD

**THE IMPACT OF COVID 19 PANDEMIC ON UNORGANISED
LABOURERS IN WAYANAD**

PROJECT REPORT

Submitted in Partial Fulfilment of the requirement for the award of degree

Bachelor of Business Administration (BBA) of University of Calicut

Submitted by

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Principal, Pazhassiraja College, Pulpally, Wayanad



DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

March 2021

**EFFECTIVENESS OF ONLINE ADVERTISEMENT WITH
SPECIAL REFERENCE TO MANANTHAVADY TALUK**

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**“A STUDY ON TRADITIONAL MARKETING AND
DIGITAL MARKETING”**

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLAGE

PULPALLY, WAYANAD

“STUDY ON CUSTOMER ATTITUDES TOWARDS BROKERAGE APPS”

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**“A STUDY ON EFFECTIVENESS OF THE DISTRIBUTION
NETWORK AMONG PRODUCTS OFFERED BY
E-COMMERCE COMPANIES IN INDIA”**

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**“A STUDY ON THE INFLUENCE OF CARTOON
CHARACTERS IN THE BUYING BEHAVIOUR OF
KIDS”**

PROJECT REPORT

SUBMITTED BY

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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
UNIVERSITY OF CALICUT**



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**“A STUDY ON THE INFLUENCE OF
ADVERTISEMENT ON ONLINE BUYING BEHAVIOR
OF YOUTH WITH SPECIAL REFERENCE TO
PULPALLY PANCHAYATH”**

PROJECT REPORT

Submitted by,

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*Submitted in partial fulfillment of the requirement for the award of the degree of
Bachelor of Business Administration, University of Calicut*



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSI RAJA COLLEGE

(NAAC Accredited with 'B' Grade)

PULPALLY

"A STUDY ON SATISFACTION LEVEL OF STUDENTS IN ED-TECH PLATFORMS DURING COVID 19"

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**‘A STUDY ON THE SATISFACTION LEVEL OF ONLINE
SHOPPING WITH SPECIAL REFERENCE TO
FLIPKART.COM’**

PROJECT REPORT

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Partial fulfillment of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE, PULPALLY WAYANAD

" A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPING COMPARED TO TRADITIONAL SHOPING IN COVID SCENARIO"

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**“A STUDY ON INVESTORS PREFERENCE TOWARDS
VARIOUS TYPES OF MUTUAL FUNDS.”**

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

PROJECT REPORT ON
"A STUDY ON INFLUENCE OF ADVERTISEMENT ON BUYING BEHAVIOR
OF YOUTH WITH SPECIAL REFERENCE TO 8TH WARD OF PULPALLY
GRAMAPANCHAYATH"

Submitted by

LIBIN JOSEPH

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BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

**A STUDY ON ROLE OF KUDUMBASHREE IN PROMOTING
WOMEN EMPOWERMENT WITH SPECIAL REFERENCE
TO PULPALLYPANCHAYATH**

PROJECT REPORT

Submitted to university of Calicut in partial
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BACHELOR OF BUSINESS ADMINISTRATION

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2018-2021

COMMERCE DEPARTMENT PAZHASSIRAJA COLLEGE
(NAAC RE-accredited with 'B' Grade) PULPALLY, WAYANAD

**“A COMPARATIVE STUDY ON WELFARE MEASURES OF
EMPLOYEES IN PUBLIC SECTOR BANKS AND PRIVATE SECTOR
BANKS”**

PROJECT REPORT

SUBMITTED BY

ANURAG K A

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

**Department of commerce
PAZHASSIRAJA COLLEGE
PULPALLY, WAYANAD**

“A STUDY ON BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE STUDENTS”

PROJECT REPORT

SUBMITTED BY

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**“A STUDY ON MARKETERS USING SOCIAL MEDIA MARKETING TO GROW
THEIR BUSINESS”**

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE PULPALLY, WAYANAD

"A comparative study on the customer preference on mobile communication with reference to the service provided by the BSNL and AIRTEL."

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of degree of
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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UNIVERSITY OF CALICUT



2018-2021

**DEPARTMENT OF COMMERCE
PAZHASSIRAJA COLLEGE
(Affiliated to University of Calicut)
PULPALLY, WAYANAD**

” A STUDY ON THE IMPACT OF COVID-19 PANDEMIC AMONG RETAILERS”

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

**A STUDY ON INVESTORS EXPECTATION AND PERCEPTION
TOWARDS STOCK MARKET**

PROJECT REPORT

Submitted by

REHAN BENNY

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BACHELOR OF BUSINESS ADMINISTRATION

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

(Affiliated to University of Calicut)

PULPALLY, WAYANAD

**"A STUDY ON THE EFFECTIVENESS OF
ADJUSTMENT OF SUPPLY VEHICLES WITH
SPECIAL REFERENCE TO SULTHAN BATTERY"**

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the

degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT

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2018-2021

DEPARTMENT OF COMMERCE

PATESSIRAJA COLLEGE PULPALLY, WAYANAD

**A STUDY ON CUSTOMER EXPECTATIONS TOWARDS
ELECTRIC VEHICLES**

PROJECT REPORT

Submitted by

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BACHELOR OF BUSINESS ADMINISTRATION

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

(Affiliated to University of Calicut)

PULPALLY, WAYANAD

**A STUDY ON THE AWARENESS AND ACCEPTANCE OF
DIGITAL PAYMENT SYSTEM AMONG RETAILERS IN
SULTHAN BATHERY**

PROJECT REPORT

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Partial fulfillment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY WAYANAD

**"A STUDY ON EFFECT OF INTERNET ADVERTISING ON
CONSUMERS PURCHASE DECISION"**

PROJECT REPORT

SUBMITTED BY

SHAMNA K U

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY OF CALICUT



2018-2021

Department of commerce

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

ONLINE SHOPPING TRENDS DURING COVID-19 PANDEMIC

PROJECT REPORT

*Submitted in partial fulfilment of the requirement for the award of degree of
Bachelor of Business Administration (BBA) of Calicut University.*

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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE, PULPALLY, WAYANAD

MARCH 2021

**PERCEPTION OF EMPLOYEES AND CUSTOMERS
TOWARDS
BANK MERGERS (A CASE STUDY OF SYNDICATE AND
CANARA BANK)**

PROJECT REPORT

*Submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of
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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE, PULPALLY, WAYANAD.

MARCH 2021

**THE PROBLEMS OF FARMERS IN AVAILING AGRICULTURE LOANS
FROM BANKS WITH SPECIAL REFERENCE TO WAYANAD DISTRICT**

PROJECT REPORT

Submitted in partial Fulfillment of the requirements for the award of degree of
Bachelor of Business Administration (BBA) University of Calicut

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DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE,

PULPALLY, WAYANAD

March 2021

“IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR”

PROJECT REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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2018-2021

DEPARTMENT OF COMMERCE

PAZHASSIRAJA COLLEGE

PULPALLY, WAYANAD

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE APPAREL SHOPPING SITES

PROJECT REPORT

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2018-2021

DEPARTMENT OF COMMERCE

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PULPALLY, WAYANAD