PROJECT REPORTS FOR THE ACADEMIC YEAR 2022-23

OVERVIEW

Fourth semester students execute a industry/company project where they study aspects relevant to their specialization and prepare project reports which are evaluated and a viva is conducted by the university. The following are the list of projects executed by 2021-23 batch in August 2023. They have been evaluated and results are awaited. Indicate samples of company letters with reference to the projects below are included. They are included separately as the originals are included in the hard copy of the report , copies of which are at the Library for examination. The first 3 pages of the report- the title page, bonafide letter and the certificate of completion by the company is uploaded at the college website; The link is https://lead.ac.in/naac/reports/ . The syllabus of the MBA program issued by University of Calicut is enclosed and attention is drawn to page 7 and 11-projects

1	ABHIRAMI NARAYANAN	LCAVMBA001	A Study On Impact Of Social Media On Consumer Buying Behaviour Of Furniture
2	ABHIRAMI O P	LCAVMBA002	A Study On The Effectiveness Of Visual Merchandising In Branding Affecting The Customer Buying Behaviour In Decathlon Chennai.
3	ABHIRAMI P	LCAVMBA003	A Study On Impact Of Emotional Intelligence On Productivity Among The Employees Of Forest Industries Travancore Ltd Aluva
4	ABILA B	LCAVMBA004	Patient Journey Mapping And Analysis: A Case Of Optimization Of Patient Experience In Vijaya Hospital
5	AISWARYA K LALSON	LCAVMBA005	Study On The Impact Of Consumer Preferences On Ice-Cream Consumption Pattern In Thrissur City With Reference To Amul
6	AISWARYA M	LCAVMBA006	A Study On Customer Perception Towards Service Quality Provided By Chemmanur Credits And Investment Ltd.
7	AISWARYA SIMSON	LCAVMBA007	A Study On Cost Volume And Profit Analysis With Special Reference To Kerala Feeds Ltd. Kallettumkara
8	AKHILAMOL JOSE	LCAVMBA008	Market Feasibility Study On Value Added Products Of Jack Fruit
9	ALBIN SHINE	LCAVMBA009	A Study On Assets And Liabilities Management With Special Reference To Eastern Condiments Pvt Ltd, Adimaly
10	AMRUTHA V R	LCAVMBA011	A Study On Investment Analysis With Reference Of Capital Budgeting At The Ulccs Ltd
11	ANANDALEKSHMI	LCAVMBA012	A Study On The Financial Distress And Bankruptcy Of Kerala Minerals And Metals Limited, Chavara
12	ANARGHA SANTHOSH	LCAVMBA013	A Study Of The Impact Of Brand Image On Organisational Buying Behaviour With Respect To Wildcraft
13	ANJALI. A. B	LCAVMBA014	To Study The Impact Of Psychological Well-Being On Employee Absenteeism In The Manufacturing Sector With Special Reference To Apollo Tyres Ltd, Kalamassery
14	ANJU MANOJ	LCAVMBA015	A Study On Risk And Return Analysis Of Hdfc And Icici Bank Stock With Reference To Nirmal Bang Securities Private Limited
15	AN MARY GEORGE	LCAVMBA016	A Study On Effectiveness Of Customer Retention Strategies With Reference To Apollo Tyres, Kalamassery

16	ANNET JOSEPH	LCAVMBA017	A Study On Effect Of Promotional Activities On Creating Brand Awareness Among Dealers Of Pavizham Rice At Pavizham Healthier Diet Pvt Ltd
17	ANN MARIA M A	LCAVMBA018	A Study On Effectiveness Of Distribution Channel With Reference To Rank Agencies, Ernakulam.
18	ANN MARIYA PHILIP	LCAVMBA019	A Study On Capital Structure Of Gateway Interiors Llc Dubai
19	ANU BABU	LCAVMBA020	A Study On Inventory Management With Special Reference To Forest Industries Travancore Limited, Aluva
20	ARATHI	LCAVMBA021	A Study On Consumer Behaviour In Max Fashion
21	ARDRA A A	LCAVMBA022	A Comparative Study On The Work Life Balance Between Male And Female Employees With Reference To Wonderla Amusement Park
22	ARPITHA ELIZABETH JOSEPH	LCAVMBA023	A Study On The Effectiveness Of Visual Merchandising In Retail Sector With Reference To Max Fashions, Chennai
23	ASWANI V S	LCAVMBA025	A Study On Brand Loyalty Among Customers Of Milma Cattle Feed, Pattanakkar
24	ASWATHY GOPAL	LCAVMBA026	A Study On Quality Of Work Life And It's Impact On Occupational Stress Among Employees At Traco Cables Company, Ernakulam
25	ASWATHY P	LCAVMBA027	A Study On Orientation Of Customer Shopping Towards Online And Offline With Reference To Bluestone Jewellery And Lifestyle Pvt Ltd
26	ATHEENA B GEORGE	LCAVMBA028	A Study On Customer Satisfaction Towards The Products Of Limar Enterprises
27	ATHIRA G	LCAVMBA029	A Study On Impact Of Covid 19 Pandemic On Health Care Sector In India: Case Of Top 5 Nifty Pharma
28	ATHIRA.S.BABU	LCAVMBA030	The Factors That Influence Tio2 Market With Reference To Kmml
29	ATHULYA RAMESH	LCAVMBA031	A Study On Impact Of Visual Merchandising On Consumer Buying Behaviour With Special Reference To Tp Tiles Centre
30	BIMI JOSE C	LCAVMBA032	A Study On The Capital Structure Of Rubfila International Limited
31	CHANDANA G.	LCAVMBA033	A Study On The Impact Of Social Media Marketing On Creating Brand Awareness With Special Reference To Way Wedesign.
32	DEVIKA U K	LCAVMBA034	A Study On Online Products Reviews That Influence Consumer Attitudes Towards Buying Behavior In Pantaloons
33	DEVU REJI	LCAVMBA035	A Study On Brand Association Of Kanan Devan Brand Among Homemakers In Kerala
34	DONA VIJU	LCAVMBA036	A Study On Employee Engagement And Its Impact On Organisational Effectiveness With Special Reference To Chemmanur Credits And Investments Limited, Thrissur

35	EBYNO JILSON C	LCAVMBA037	Study On Cost Volume Profit Analysis With Special Reference To Pilotsmith India (Pvt) Ltd. Kallettumkara
36	EDNA SUNNY	LCAVMBA038	Analysis Of Website Seo Status And Impact Of Social Media With Reference To Lulu Mall, Trivandrum
37	FARHAD S	LCAVMBA039	An Empirical Study On The Usage Of Non-Fare Revenues To Increase Revenue Generation Of The Kochi Metro Rail Ltd,
38	GLINTA V S	LCAVMBA040	A Study On The Impact Of Employee Morale On Organizational Success With Reference To Kse Limited
39	GOPIKA G	LCAVMBA041	Analysing The Competitive Landscape: The Impact Of Cadbury's Silk Ganache On Existing Competitors In The Confectionery Market"
40	GOPIKA G.	LCAVMBA042	A Study On Tha After Sales Services Of Yamaha Motor India
41	GOPIKA RAMESH	LCAVMBA043	The Impact Of Quality Of Work Life Of Organizational Commitment With Special Reference Of Instrumentation Ltd, Palakkad.
42	GOPIKA S	LCAVMBA044	A Study Of Customer Satisfaction With Royal Enfield Motorcycles: Insights From Roverz Motors Karunagappally
43	GOURIPRIYA D	LCAVMBA045	A Study On Examining Youth's Preference For Ayurvedic Medicines And Formulations With Regards To Nagarjuna Herbal Concentrates Limited, Thodupuzha
44	GOWRI.H.PILLAI	LCAVMBA046	A Study On The Effectiveness And Impact Of Advertising On The Sale Of Products Of Agrisoft Dairy & Agro Producer Company Limited
45	GOWRI J.	LCAVMBA047	A Study On The Price Sensitivity Of Indian Customers : A Case Of American Eagle
46	HALA ABID	LCAVMBA048	Various Factors That Influencing Brand Loyalty
47	HARITHA BENNY	LCAVMBA049	Study On Job Satisfaction Of Employees In Intellipat Software Solutions
48	HARSHA HARIKUMAR	LCAVMBA050	A Study On The Effect Of Advertisement On Consumer Brand Preference In Reference To Camerry Icecream Chelamattom, Ernakulam
49	IRIN JOSEPH C	LCAVMBA051	A Study On Intrinsic Reward System And Its Impact On Employee Motivation In Brd Car World Limited ,Thrissur
50	JERIN PAULOSE SHINY	LCAVMBA052	A Study On Performance Analysis Of Selective Equity Mutual Funds Of Selective Amc's In India With Special Reference To Geojit Financial Services Limited, Kochi
51	KAVYA SUDHEER	LCAVMBA053	A Study On Customer Satisfaction With Special Reference To Royal Enfield C B Auto Motives, Koyilandy
52	LEKSHMI B.S.	LCAVMBA054	A Study On Employee Morale And Its Influence On Employee Performance With Reference To Milma Cattle Feed Plant
53	LIYA SUSAN SAM	LCAVMBA055	A Study On Effectiveness Of Inventory Management In Milma With Special Reference To Kottayam Dairy

54	MEENU SARA MATHEW	LCAVMBA056	A Study On Labour Welfare Measure And Its Impact On Employee Commitment
55	MEGHA LAKSHMI S T	LCAVMBA057	A Study On The Impact Of Brand Image On Consumer Preference With Refrence To Nexo Footwears Pvt Ltd. , Calicut
56	MERIN VARGHESE	LCAVMBA058	A Study On Effectiveness Of Advertising Strategies With Reference To Tierra Food India Pvt Ltd
57	MILY JOSHILAL	LCAVMBA059	A Study On The Effectiveness Of Green Marketing In Consumer Purchase Behaviour With Special Reference To Decathlon Sports India, Hyderabad.
58	MUHSINA C K	LCAVMBA060	A Study On Market Analysis And Competitive Strategies In The Motorbike Industry With Special Reference To Mangattil Motors, Tirur
59	NAYANA K.N.	LCAVMBA061	A Study Of Consumer Brand Preference On Mother's Agro Foods Pvt Ltd
60	NEETHU NARAYANAN	LCAVMBA062	A Study On Competition In South India For The Fertilizers And Chemicals Travancore Limited Cochin
61	NIMISHA SHAJU	LCAVMBA063	A Study On Brand Perception Of Kirtilals Jewellers Among Different Customer Segments
62	NIRANJANA BOBBY	LCAVMBA064	A Study On Influential Motivational Factors With Reference To Kitex Ltd, Kizhakkambalam
63	RANJANA JAYAKUMAR	LCAVMBA066	A Study On Effectiveness Of Sales Promotion Strategies On Dealer/ Distributers With Reference To Kamco
64	RASHMI P	LCAVMBA067	A Study On Effectiveness Of Distribution Channel Of Mannarkkad Steels Pvt, Palakkad
65	RAVEENA RAJAN	LCAVMBA068	A Study On Training Programs And Their Impact On Employee Performance With Reference To Malabar Cements Limited, Walayar
66	RESHMARAJ. E. R	LCAVMBA069	A Study On Customer Perception Towards The Financial Products Of Hedge Equities
67	RESHMI BENZIGAR PETER	LCAVMBA070	Enhancing Online Presence: Leveraging Marketing Strategies For Arrow Head(United Arab Emirates)
68	RESHNA.K.R	LCAVMBA071	A Study On Effectiveness Of Sales Promotional Activities In Influencing Consumer Behaviour With Special Reference To Kpl Oil Mills (P)Ltd, Irinjalakuda
69	RIYA BABU E	LCAVMBA072	A Study On Manpower Training And Development For Improving Productivity At Usha International Limited, Ernakulam.
70	RIYA P R	LCAVMBA073	A Study On The Factors Affecting Categories And Its Prospects In Modern Trade With Reference To Itc Products
71	ROSE MARIA SANTHOSH	LCAVMBA074	A Study On Factors Affecting Employee Motivation With Reference To Naukri Bangalore
72	SALU KURIAKOSE	LCAVMBA075	A Study On Technical Analysis Of Selected Stock Of Oil And Gas Industry With Special Reference To Angel One Ltd, Perumbavoor

73	SANAHU SALMIYA	LCAVMBA076	A Study On Gratification Of Customers Toward Yamaha Motorcycle With Special Reference To Pinnacle Motors Kozhikode
74	SANDRA DAVIS	LCAVMBA077	A Study On Customers Buying Attitude Towards Kitex Limited, Kizhakkambalam
75	SANDRA K S	LCAVMBA078	Influence Of Packaging On Buying Behaviour Of Customers Of Happy Feeds From Pddp (People's Diary Development Project)
76	SANDRA N S	LCAVMBA079	Study On Service Quality Of Loans Provide By L&T Finance Limited
77	SANDRA S	LCAVMBA080	A Study On The Influence Of Customer Service On Customer Satisfaction At Max Fashions
78	SANDRA SHANOJ	LCAVMBA081	A Study On Consumer Brand Preference And Awareness Of Olio Food Products, Kochi
79	SANDRA SOMAN	LCAVMBA082	Factors Affecting The Buying Motives Of Consumers In Tea Industry In Reference With Haileyburiya Tea Estate Limited
80	SANGEETHA FRANCIS	LCAVMBA083	A Study On Brand Promotion Strategies Followed By Reliance General Insurance
81	SEJA NAJEEB	LCAVMBA084	A Study On Effectiveness On Marketing Strategy With Reference To Rubco Pamapady Kottayam
82	SEJA NAJEEB	LCAVMBA084	A Study On Effectiveness Of Marketing Strategy With Reference To Rubco, Pampady, Kottayam
83	SELMA JOSEPH	LCAVMBA085	A Study On Marketing And Distribution Strategy With Special Reference To Traco Cables Company Ltd, Irumpanam Ernakulam
84	SHILPA K	LCAVMBA087	Credit Risk Management By Using Camels Framework In Kerala State Financial Enterprises Ltd Thrissur
85	SILPA SIVAN	LCAVMBA088	A Study On Transformation Of Employee Learnability Skills During Covid-19 Pandemic With Reference To Icici Prudential Life Insurance Company Ltd, Palakkad
86	SNEHA V	LCAVMBA090	A Study On Consumer Buying Behaviour Of Hyundai Cars With Special Reference To Grand Hyundai Ltd Palakkad
87	SONA P RAGHAVAN	LCAVMBA091	A Study On The Employee Perception About Work Place Safety Measures And It's Impact On Employee Well Being At Ulccs Ltd
88	SREEJA T S	LCAVMBA092	A Study On The Effect Of Sustainable Human Resource Management Practices On Employee Performance With Special Reference To Brocade India Polytex Limited, Kanjikode.
89	SREELAKSHMI M	LCAVMBA093	A Study On The Role Of Smart Visual Merchandising On The Increase In Sales Of Decathlon Sports With Special Reference To Coimbatore
90	SRUTHI A	LCAVMBA096	A Study On Increase In Attrition Rate Among Gen 'z' And Infusion Of Organizational Citizenship Behaviour In Paysquare Consultancy Limited
91	SUJISHA K	LCAVMBA097	Study On Inventory Management With Special Reference To Instrumentation Ltd
92	SUNITHA K	LCAVMBA098	A Study On Capital Structure With Reference To Precot Limited 'a' Kanjikode

93	SURYA RAJESH	LCAVMBA099	A Study On Fairness Of Performance Appraisal System With Special Reference To Tvs Mobility Pvt Ltd Alangad'
94	SURYA SAJAN	LCAVMBA100	A Study On Impact Of Online Reviews On Customer Purchasing Decision In The Retail Sector With The Reference Of Jos Electricals
95	SWATHI R NAMBIAR	LCAVMBA101	A Study On Impact Of Job Embeddedness On Work Engagement Of Employees At Rubfila International Ltd. , Kanjikode
96	SWATHY V S	LCAVMBA102	A Study On Employee Engagement And It's Effect On Employee Retention
97	THAIBATHUL MUNAVARA N R	LCAVMBA103	A Study On The Brand Awareness Of Decathlon Sports India Among Its Customers
98	VARSHA C	LCAVMBA104	A Study On The Effectiveness Of Sales Promotion Techniques Of Kairali Steels And Alloy Pvt Ltd Palakkad
99	ABHIJITH.K.G	LCAVMBA105	A Study On Customer Perception Towards Ayurvedic Medicine In Post Pandemic With Reference To Labinduss Ltd
100	ABHIJITH V	LCAVMBA106	A Study On The Impact Of Social Media Marketing Campaign On Nbfc With Special Reference To Indel Money
101	ABHIJITH V.S.	LCAVMBA107	A Study On The Advertisement Effectiveness Of Consumer Behaviour With Reference To Milco Dairy
102	ABHISHEK A. NAIR	LCAVMBA108	A Report On Impact Of Augmented Reality On Consumer Purchase Intention And Brand Loyalty In Fashion Retail Shopping In Bluestone Jewellers Pvt Ltd, Chennai , Tamil Nadu
103	ABHISHEK SHINE	LCAVMBA109	Assessing The Viability And Market Potential Of Two-Wheeler Loans For Electric Bikes And Scooters At L&T Financial Services Bangalore
104	ABIN THOMAS	LCAVMBA110	A Study On Community Engagement For The Collection Of Raw Materials For The Production Of Activated Carbon
105	ADARSH R.S.	LCAVMBA111	A Study On Disparities Between Targeted & Actual Brand Awareness & Brand Positioning Of Steelmax Rolling Mills Ltd.
106	ADARSH V	LCAVMBA112	A Study On Consumer Buying Behaviour Towards Mmark Footwear
107	ADITHYAN UDAYAN	LCAVMBA113	A Study On Investors Resilience And Response During Covid-19 In The State Of Kerala With Reference To Nirmal Bang Securities Private Limited, Cochin ,Kerala
108	AGHIL K AZAD	LCAVMBA114	A Study On Customer Purchase Decision Making In Home Appliance Retail Industry
109	AGOSH.M.C	LCAVMBA115	A Study On The Factors Affecting Brand Loyalty With Special Reference To Peoples' Dairy Development Project (Pddp)
110	AJITHAN N VINOD	LCAVMBA116	A Study On Awareness About Smart Home Automation Technology And Impacts On Sales Of Spin-Tech Fittings India Pvt.Ltd
111	AJITH P.	LCAVMBA117	A Study On The Effective Quality Management Process On Hindustan Pencils Pvt.Ltd., By Implementing The Dmaic Methodology

112	AJMAL K I	LCAVMBA118	A Study On The Effectiveness Of The Distribution Channel Of Minar Alloys And Forgings Pvt. Ltd Kanjikode With Special Reference To, Palakkad District
113	AKHIL CHANDRAN	LCAVMBA119	A Study On Recent Trends In Customer Buying Behaviour And Preferences In The Mobile Retail Industry With Special Reference To The Chennai Mobiles
114	AKHILESH T	LCAVMBA120	A Study On Customer Relationship Marketing And Organisational Performance With Special Reference To Eram Motors Kozhikode
115	AKHIL PAUL	LCAVMBA121	A Study On Effectiveness Of Neuromarketing Strategies With Respect To Nirapara
116	AKHIL RAJ. K	LCAVMBA122	A Study On Market Potential Of Jamjoom Hypermarket Perinthalmanna (Malappuram) And Competitor Analysis
117	AKHIL SHAJI	LCAVMBA124	A Study On Effectiveness Of Client Acquisition Strategy With Reference To Argos Plastics
118	AKHIL T K	LCAVMBA125	A Study On Of Relationship Between Emotional Intelligence And Occupational Stress With Respect Of Mathrubhumi Printing&Publishing Co.Ltd
119	AKSHAY C R	LCAVMBA126	Artificial Intelligence For Portfolio Management, A Study With Special Reference To Cse Holdings Ltd.
120	AKSHAY JAYANANDHAN	LCAVMBA127	A Study On Contrarian Investment And Behavioral Finance With Special Reference To Stokpoint Share Services Pvt Ltd, Palakkad.
121	AKSHAY S P	LCAVMBA128	A Study On Brand Loyalty For The Detergent Commodity With Respect To Shinex
122	ALAN ANTONY	LCAVMBA129	A Study On Effectiveness Of Advertisement With Special Reference To Kkr Groups (Nirapara) Okkal, Ernakulam
123	ALBIN BIJU	LCAVMBA130	Analyzing The Impact Of Social Media On Marketing Strategies In The Indian Context With Reference To John Real Estate
124	ALBIN GEORGE	LCAVMBA131	A Study On Customer Preference In Choosing Online And Offline Method For Footwear Purchase In Reference With Lunar Rubbers Pvt. Ltd
125	ALEX SUNNY	LCAVMBA132	A Study On Service Quality Of Berger Express Painting And Customer Satisfaction In Berger Paints India Ltd
126	ALVIN JACOB MATHEW	LCAVMBA133	A Study On The Impacts Of Organisational Climate On Job Satisfaction Of Employees, Branding Pandit
127	AMAL C V	LCAVMBA134	An Empirical Study Of E-Logistics Management System With Special Reference To Fidelis Global Packers And Movers Pvt Ltd Bangalore, Karnataka, India
128	AMAL K NELSON	LCAVMBA136	A Study On Customer Relationship Management Practices To Enhance Customer Satisfaction With Reference To Hero Motocorp Palakkad
129	AMAL K P	LCAVMBA137	A Study On Consumer Brand Awareness Of Vesta Ice Cream With Special Reference To Kse Limited Irinjalakkuda

130	AMAL MURALI	LCAVMBA138	A Study On Marketing Strategies And Its Effect On Sales Of Industrial Products With Reference To The Metel Industries Limited , Shoranur
131	AMEEN MUHAMMED MUSHAHID	LCAVMBA139	A Study On Digital Marketing Strategies Of Prestige With Special Reference To Saudi Arabia
132	AMITH A	LCAVMBA140	A Study On The Customer Perception In Traco Cables, Thiruvalla
133	ANANDHAKRISHNAN C.	LCAVMBA141	Sales Trend Analysis Through Sales Invoices: A Case Of Middle East Auto Parts Private Ltd ,Trivandrum
134	ANANDHU K	LCAVMBA142	A Study On Financial Distress And Bankruptcy With Special Reference To Palakkad Surgical Industries Private Limited, Palakkad
135	ANANDHU MANOJ	LCAVMBA143	A Study On Brand Awareness Of Brahmins Foods Private Limited Among The Consumers In Thodupuzha
136	ANANDHU T R	LCAVMBA144	A Study On Brand Awareness Of Kera
137	ANASWAR OUSEPH	LCAVMBA145	A Study On The Relationship Between After Sales Service Quality And Brand Perception In Usha Internationals
138	ANUGANTI AJITH JOSE	LCAVMBA146	A Study On Capital Structure Of Fertilisers And Chemicals Travancore Ltd Kochi
139	ANUMOD K.P.	LCAVMBA147	Post Performance Evaluation Of Ipos And Listing Day Gains Based On Total Subscription In Indian Financial Market With Reference To Fundfolio Fintech Private Limited
140	ARAVIND J B	LCAVMBA148	A Study On Fixed Asset Management In Anabond Ltd
141	ARJUN U	LCAVMBA149	A Study On The Impact Of Visual Merchandising On Consumer Buying Behaviour With Special Reference To Louis Philippe (Abfrl)
142	ARUN MOHAN	LCAVMBA150	A Study On Customer Preference Of Bos Natural Flavors
143	ASHWIN PAUL	LCAVMBA151	An Effective Study On The Involvement Of Advertisement And Its Impact In The Consumer Buying Behaviour.
144	ASHWIN RAVIENDRAN	LCAVMBA152	A Holistic Study On The Perception Of Customers With Adoption Of Electric Vehicle With Respect To Tata Vehicles
145	ASWIN SAJI PHILIP	LCAVMBA154	The Study On Role Of Marketing In Customer Engagement And Behaviour With Zeal It Trading And Contracting.
146	ATHUL KRISHNA K V	LCAVMBA155	A Study On Promotional Convincingness Of Oushadi Trissur
147	A VYSHAG VIBIN	LCAVMBA157	Study On Customer Attitude Towards Khadi Brand At Gandhi Smaraka Grama Seva Kendram
148	BAVISH ANTONY	LCAVMBA159	A Study On Customer Perception And Satisfaction
149	BIJIL BIJU	LCAVMBA160	“ A Study On Retailer's Satisfaction Of Vkc Brand In Palakkad District”

150	BIJO C JOHN	LCAVMBA161	A Study On Consumer Satisfaction Of Home Care Category Of Jyothy Laboratories Ltd With Reference To, Thrissur District
151	BINIL DAS V	LCAVMBA162	A Study On Impact Of Product Packages On Consumers Buying Behaviour Of Food Products At Parisons Pvt Ltd Calicut
152	CHANDRAKANTH K P	LCAVMBA163	A Study On Cash Management And Financial Performance Using Dupont Analysis With Reference To Parisons Food Private Limited
153	CHRISTY THOMAS	LCAVMBA164	An Analytical Investigation Of Digital Marketing Strategies And Their Implementation As Potent Marketing Tools For Travancore Cements
154	CHRISTY MATHEW JOHN	LCAVMBA165	A Study On Asset Liability Management Of L&T Financial Services With Special Reference To Calicut Branch
155	CIBI PAUL	LCAVMBA166	A Study On Budget And Budgetary Control Of Kamco Ltd.
156	DHEERAJ R.S.	LCAVMBA167	A Study On The Effectiveness Of Various Marketing Mix Elements: A Case Of Sidco
157	EBY JOSEPH	LCAVMBA168	A Study On Consumer Perception And Purchase Decision Factors With Reference To Adnox
158	EMJO GEORGE	LCAVMBA169	A Study On The Effectiveness Of Advertising Special Reference To Property Pistol Pvt.Ltd
159	FAZIL B GAFFOOR	LCAVMBA170	A Study On Capital Structure With Reference To Metrolite Roofing Private Limited, Kanjikode
160	FIROZ.N	LCAVMBA171	A Study On Developing Digital Marketing Strategies For A New Product Launch
161	GAUTHAM SATHEESH	LCAVMBA172	“A Study On Capital Structure Of Rubco Huat Woods Pvt Limited”
162	GEORGE DOMINIC	LCAVMBA173	A Study On The Brand Awareness Towards Cocofino With Special Reference To Kkr Extractions Pvt Ltd
163	GEORGE THOMAS	LCAVMBA174	A Study On Capital Structure Of Mahindra Finance
164	GEORGE YELDHO	LCAVMBA175	"A Study On Brand Positioning Strategies Adopted By Geo Printpacks India Pvt Ltd For Packaging Products”
165	GOKULDAS V R	LCAVMBA176	The Study Of The Effectiveness Of The Distribution Channel Of Logiwiz Logistics India Pvt. Ltd
166	GOKUL K S	LCAVMBA177	A Study On The Brand Image Of Mahindra & Mahindra Tractors With Special Reference To Unique Mahindra, Thrissur
167	GOKUL .O	LCAVMBA178	Effectiveness Of The Reward System On The Employee Motivation
168	GOPIKRISHNAN. K	LCAVMBA179	A Study And Analysis Of Service Quality Management In Tcm Solar,Kochi
169	HARIKRISHNAN S	LCAVMBA180	The Study On Dealer Satisfaction Level Of Malabar Cements

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171	JACOB J KANJIRAKKA	LCAVMBA182	A Study On Awareness On Investments And Personal Finance With Special Reference To Fundfolio Fintech Private Limited (
172	JAYAKRISHNAN S	LCAVMBA184	A Study On The Impact Of Branding On Consumer Buying Behavior Towards Sabari Soap With Special Reference To Gramodhaya Vanitha Kendram
173	JERIN SABU	LCAVMBA185	A Study On Consumer Orientation Towards Exclusive Brand Outlets And Multi Brand Outlet With Reference To Ttk Prestige
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178	JOSEPH FIRMIN N F	LCAVMBA190	The Study Of Intellectual Capital And Performance Of Automobile Showrooms In Kerala
179	JOSEPH JAMES	LCAVMBA192	A Study To Understand The Market Presence And Competitors Of Amul Dairy Products In Kottayam District
180	JOYAL.N.JOSE	LCAVMBA193	A Study On Brand Awareness And Brand Preference Of Fact Ltd Products Among Farmers, Ernakulam
181	JUGAL DEV K J	LCAVMBA194	A Study On Impact Of Life Insurance After Covid-19 Pandemic With Reference To Icici Prudential Life Insurance Company Ltd, Palakkad
182	KEVIN EMMANUEL	LCAVMBA198	A Study On The Technical Analysis Of Selected Stocks Of Automobile Sector With Special Reference To Middle East Auto Parts Private Limited
183	KIRAN K JOSHY	LCAVMBA199	A Study On The Analysis Of Consumers Level Of Interest And Satisfaction On The Attributes The Honda Dio With Special Reference To Trichur Honda, Classic Omega Auto Pvt Ltd, Thrissur
184	KIRAN J PILLAI	LCAVMBA200	Transforming Film Theatres: Strategies For Enhancing Customer Experience With Reference To Bala Cinemas
185	KIRAN NARAYANAN A N	LCAVMBA201	A Study On The Role Of Marketing In Product Development And Management With Reference To Sona Exporters
186	KUSAN S	LCAVMBA203	A Study On External Influencer Recommendation On Domestic Customer Of Plasto-Board With Special Reference To Alappuzha
187	LEO RENNY	LCAVMBA204	A Study On Performance Analysis Of Selected Mutual Funds In India With Reference To Ahalia Finforex
188	LIMS K L	LCAVMBA205	A Study On The Influence Of Digital Marketing Activities Of Lenskart In Thrissur Region

189	MANU EMIL	LCAVMBA206	A Study On The Effectiveness Of E-Crm With Reference To Safe Software
190	MICHAEL L	LCAVMBA208	A Study On Measuring Financial Distress Using Machine Learning Approach With Reference To Berger Paint India Ltd
191	MIDHUN S KUMAR	LCAVMBA210	A Study On Brand Consciousness Of Customers Towards Rubco Matresses In Kannur
192	MOBY MONSY SAM	LCAVMBA212	Revenue Reconciliation Between Income Gl And Gstr-1
193	MOHAMMED HIDAYATHULLA C P	LCAVMBA213	A Study On Analysis Of Capital Structure Of Steel Manufacturing Companies With The Special Reference To Steel Industrials Kerala Limited (Silk) Foundry Unit Ottapalam, Palakkad
194	MOHAMMED NISAMUDHEEN K N	LCAVMBA214	The Effect Of Emotional Intelligence On Personal Efficacy In The Context Of Koso India Pvt Ltd
195	MONUPRASAD.R	LCAVMBA216	A Study On Consumer Attitude Towards In-House Brands In Reliance India
196	MRIDUL K SURESH	LCAVMBA217	A Study On Brand Preference Towards Klf Nirmal Industries
197	MUBASHIR	LCAVMBA218	A Study On Awareness Of Financial Inclusion Initiatives By The Private Sector Banks With Special Reference To South Indian Bank (Sib), Kottakkal Branch, Malappuram, Kerala
198	MUHAMMED ADHAM T	LCAVMBA220	A Study On Advertising And Sales Promotion Techniques Used By Retail Businesses With Special Reference To Wagonmart
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LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Oct 10.2023

File Ref.No.60935/GA - IV - E3/2016/Admn

UNIVERSITY OF CALICUT

Abstract

Faculty of Commerce and Management Studies-Regulation and Syllabi of MBA programme under CSS CUCSS with effect from 2016-17 admission-implemented-Orders issued.

G & A - IV - E

U.O.No. 6014/2016/Admn Dated, Calicut University.P.O, 10.05.2016

Read:-1.Minutes of the meeting of the Board of Studies in Management (PG) held on 01.04.2016.

2.Minutes of the meeting of the Faculty of Commerce and Management Studies held on 02.04.2016.

3.Orders of the Hon'ble Vice Chancellor in File No.65884/GA IV E3/2016/Admn on 10.04.2016.

ORDER

As per paper read as (1) above, the Board of Studies in Management (PG) approved the Regulation, scheme and Syllabus of MBA programme under CSS-CUCSS with effect from 2016-17 admission.

As per paper read as (2) above, the Faculty of Commerce and Management studies resolved to approve the Minutes of the meeting of the Board of Studies read as (1) above as such. As per paper read as (3) above, the Hon'ble Vice Chancellor has accorded sanction to implement the Minutes of the meeting of the Faculty of Commerce and Management Studies read as (2) above, subject to ratification by the Academic Council.

The following orders are therefore issued.

1.The regulation, Scheme and Syllabus of MBA programme under CSS-CUCSS mode is implemented with effect from 2016-17 admission. (Regulation, scheme and Syllabus attached)

Anuja Balakrishnan
Deputy Registrar

To

The Principals/Co-ordinators of the Colleges/Centers concerned.
Copy to: PS to VC/PA to PVC/PA to Registrar/PA to CE/EX & EG Sns/Digital wing/SF/DF/FC

Forwarded / By Order

Section Officer

University of Calicut
Regulations of Master of Business Administration (MBA) Programme under CUCSS Mode implemented With Effect from 2016-17 Admissions in Affiliated MBA Colleges and MBA Self Financing Centres

1.0 **Title of the programme**

This degree shall be called MASTER OF BUSINESS ADMINISTRATION (MBA).

2.0 Eligibility for admission

Any student who has passed any degree of the University of Calicut (including degree programmes of SDE/ Open degree programme of SDE, University of Calicut) or that of any other University or institute or institution recognized by the UGC or AICTE. Programmes of other Universities or institutions shall be in 10+ 2+ 3 pattern (or 10+ 2+ 4) under regular stream. In all the cases, the student should have passed the bachelor degree examination with not less than **50 % marks** in aggregate including the marks of languages if any (without approximation, that is, 49.9999 % is not eligible since it is less than 50%), is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

3.0 Admission Procedure

3.1 For University Department or its Full time and Part time centres

The admission to the programme shall be made on the basis of the score in the entrance test called CMAT conducted by the All India Council for Technical Education (AICTE) or KMAT conducted by Admission Supervisory Committee, Govt of Kerala or CAT conducted by consortium of IIMs. For the academic year 2016-17 MAT examination conducted by All India Management Association will also be considered for admission to private self financing management institutes affiliated to University of Calicut and the marks of the Group Discussion, Personal Interview obtained by the candidates in the Plus Two /Pre degree examination put together in the following proportion:

3.2 The rank score shall be arrived at as follows:

Entrance test score	out of	**120**
Plus Two / PDC marks	out of	**30**
Group discussion	out of	**25**

Personal Interview	out of	**25**
Total	out of	**200**

The minimum required test score to be eligible for admission to MBA programme of this University is 10 % of the maximum of the respective entrance examinations for all candidates and 7.5% for SC/ST candidates. All entrance tests shall be considered at par and will be converted to a common denominator of 120 for the purpose of preparing rank list.

3.3 The weightage for Plus Two / PDC shall be based on total marks obtained by the students in all parts, (that is, languages and subjects or Part I, Part II and Part III).Up to 50% aggregate marks obtained in the plus two examination: No Weightage. Every one per cent of over and above 50 percent, one mark will be given subject to a maximum of 30 marks for Higher Secondary or equivalent thereof. For calculating this academic weightage, marks obtained in the Plus two/ Higher Secondary / PDC up to 0.49% will be rounded to lower full digit marks and 0.5 and above will be rounded to next full digit marks.

3.4 A rank list shall be prepared by the University based on the final rank score computed as above and a counseling session shall be conducted for admission to the MBA Programme. While preparing the rank list, if there is same index mark for more than one candidate, they will be ranked on the basis of the score of the test. Even after this, there is a tie they will be ranked on the basis of actual marks obtained for Plus Two examination. If tie exists even after with this, the date of birth is to be considered and the elder person is to be given preference in the admission.

The candidates admitted to the MBA programme must produce the qualifying degree mark list/ provisional certificate/ confidential mark list, latest at the last date of closing MBA Admission by the University. If he/she fails to produce the same, his or her admission will be cancelled on the next working day. The University will not be liable for the loss caused to the student. Reservation of seats shall be followed strictly for admission both in the Department and also at its centres as per the Kerala Government Rules applicable for the professional colleges.

3.5 For Affiliated Management Institutes

For admission to MBA Programme in private management institutes affiliated to Calicut University Clause 3.1 of the regulation is applicable. Candidates while appearing for the selection must produce valid test score before the selection committee both for merit

seats and management quota seats. During the month of **March/April** the University shall invite applications for admission to MBA programme under merit seats. Before the last date of receipt of applications for admissions, the candidate shall have obtained his/her Test Score and the score card shall be submitted along with the application on or before the last date of receipt of filled up application form each year. Based on the Test Score, the candidate shall be shortlisted for Group Discussion and Personal Interview at least thrice the number of seats or the actual number of applicants whichever is lesser shall be the number of candidates invited for Group Discussion and Personal Interview.

3.6 Out of the total seats, 50% shall be Merit Quota (Government Quota) and 50% shall be Management Quota. University shall conduct the Group Discussion and Personal Interview for merit quota seats in self-financing institutes and a common rank list shall be prepared, for all the self financing institutes. Options will be collected by the university from the candidates during the counseling and will make allotment of candidates to different institutes on the basis of merit and according to the choice of the candidates, keeping all community reservation rules applicable as per rules of Government of Kerala rules. Based on this, allotment letter will be given by the University to the candidates and the college shall give admission to the candidates in the merit quota seats based on the allotment letter. Fees for these seats are fixed by the University from time to time.

3.7 If sufficient candidates are not joining in the merit quota seats as per the University allotment letter, the college/institute shall report the matter to the University and with the written permission of the University, the college/institute may fill the seats from the rank list prepared by the University based on the Entrance and GD/PI conducted by the University. However, the management can collect only the fees fixed for the self financing centres run directly by the University. The management quota seats shall be filled up after preparing a rank list based on the CMAT/CUMAT score. The private management institutes shall inform the Registrar, University of Calicut and also the Dean, Faculty of Commerce and Management Studies about the entrance test that the institute shall use for ranking candidates for Management Quota seats.

3.8 Admission shall be strictly based on the rank list or lists that the institutes prepare and publish based on the above. The institute shall send one copy each of such rank list

or lists of the candidates admitted to the Registrar, University and the Dean, Faculty of Commerce and Management Studies within two weeks of its closing admission each year.

3.9 The University may prepare a calendar of MBA events for admission, class commencement and ending, end-semester university exam, etc. The date of publication of notification inviting applications, last date of receipt of filled up applications, date of admission and commencement of classes shall be based on the calendar of events for MBA issued by the University. If the University does not publish the calendar for MBA events the institutes shall admit students and start classes only after getting a letter of approval of the schedule for the above from the University.

3.10 Those candidate seeking admission under Merit and Management Quota through tests mentioned in clause 3.1 willing to obtain combined score card from the University shall produce the original test score card to the University.

4.0 **Medium of Instruction and examination**

The medium of instruction and examination shall be English.

5.0 Schedule and Hours of Lecture

5.1 Duration of the programme

The programme shall have four semesters. Each semester shall consist of16 weeks. Instruction and University examinations in each course in a semester shall be completed within 90 days in a semester.

Semester	**Beginning Month***	**Closing month***	**Duration**
1st Semester	1st August every year	31st January every year	6 months
2nd Semester	1st February every year	31st July every year	6 months
3rd Semester	1st August every year	31st January every year	6 months
4th Semester	1st February every year	31st July every year	6 months

* **However, the University has the right to change these schedules according to circumstances.**

5.2 Lecture Hours

Each full course (4 Credit) shall have four hours and each half course (2 Credit) shall have two hours of lecture classes per semester. Each courses having a maximum of 4/2 credits will be considered as full course and all courses having a maximum of 2 credits shall be considered as half courses. Each full course shall have a minimum of 60 hours of lecture and each half course 30 hours of lecture in a semester.

6.0 Attendance

A student shall attend at least a minimum of 75 % of the number of classes actually held for each of the courses in a semester to be eligible for appearing for university examination of that semester. If the student has shortage of attendance in a semester, he or she shall not be allowed to appear for examination of that semester. However, the University may condone shortage up to 10 % of the maximum number of contact hours per semester. If the candidate has shortage more than this limit he/she has to compensate the shortage of attendance of that semester along with the next batch and appear for the university examination of that semester.

7.0 Internal Assessment

All courses shall have internal assessment.

7.1Internal assessment components

The internal assessment will be based on the following components. Each faculty shall have the freedom to decide the appropriate weight of individual components except for tests, which shall be minimum of 50% of the total internal assessment. But the following components may be followed:

Periodic tests (Marks of best 2 out of a minimum of 3 tests)	50%
Seminar paper and presentation	20%
Classroom participation and attendance	10%
Case analysis/ other assignment	20%

7.2 A student should have obtained a minimum of D grade(50 % of the maximum marks) in internal assessment in each course to be passed successfully in that course.

7.3 In case a student fails to get D grade in any course, he or she shall take retest(s)/ submit assignments to the concerned faculty to get the required minimum in that course. Internal assessment has to be completed before the university examination for each semester.

7.4 If the student fails in getting the required minimum marks in internal assessment in spite of taking retests or resubmission etc. he or she shall not be allowed to write the University examination in that semester for that particular course.

7.5 Such students shall repeat the course along with the successive batch of MBA students for getting pass marks in internal assessment and then appear for University examination in such course.

8.0 Transparency about Internal Assessment

8.1 Each faculty shall maintain record of performance and attendance of each student in his or her class course-wise.

8.2 Each faculty shall submit the internal assessment marks of the students to the Head of the department or institution on conclusion of lecture class in each semester.

8.3 Such internal assessment mark lists shall show all the components separately and the total of internal assessment marks awarded to each student.

Format of Internal Assessment Mark list

Sl.No.	**Name**	**Test 1**	**Test 2**	**Test 3**	**Sum of Best 2 tests**	**Seminar paper**	**Seminar presentation**	**Attendance**	**Assignment**	**Total**

8.4 The Department or Centre or Institute shall publish the list of internal assessment marks of all the students within a week of conclusion of the lecture classes in each semester before sending it to the Controller of Examinations.

8.5 The internal marks of the student shall be communicated to Controller of Examinations along with Attendance and Progress Certificate (APC) within two weeks from the last day of class in each semester.

8.6 The faculty shall make available details of the internal assessment marks, with explanations wherever required, to the Head of the Department or Institution in case of grievance regarding internal assessment.

9.0 Procedure for grievance handling of internal assessment

9.1 If the students have any grievance against any member of faculty, such grievance shall be dealt with at three levels for a solution. First the concerned student may present the grievance and discuss it with the concerned faculty.

9.2 If the grievance is not solved at the faculty level, the student shall submit a written complaint with all the relevant details to the Head of the Department, centre, or institute.

9.3 The complaint shall be dealt with by a Committee of Teachers with the Head of the institute, one senior teacher and the teacher whose assessment is a matter of dissatisfaction for the student or students.

9.4 If it is not solved at the Department or centre or institute level the head of the institution shall forward the written complaint of the student along with the reply of the concerned faculty member to the Controller of Examinations, University of Calicut.

9.5 The student and the faculty member may be invited to present the facts of the dispute in writing before a Committee consisting of the Controller of Examinations, Head, Department of Commerce and Management Studies, University of Calicut and the Dean, Faculty of Commerce and Management Studies of the University. This Committee may take a final decision based on the facts presented by the student(s) and the concerned teacher and the answers they get from them.

10 External Examination

10. 1 The University shall conduct semester end examinations, carrying 2.4 credits for full course and 1.2 credits for half course, for each of the courses in the first, second, third and fourth semesters.

11.0 The duration of examination shall be three hours for full courses and 1½ hours for half courses.

11.1 A student shall register for all the courses in a semester to appear for examination in the respective semester for the first time. Part appearance shall not be allowed for first appearance.

12.0 Major Project

12.1 The students shall do a major project during their final semester of MBA under a faculty guide, preferably in their area of specialization.

12.2 The faculty guide must have either (a) M. Phil or Ph.D. in Management or Commerce or Economics or (b) two years' MBA teaching experience.

12.3 The duration of fieldwork for major project is eight weeks.

12.4 This project work is to be done individually by the students.

12.5 The student shall prepare and submit a project report, printed and bound (preferably spiral bound) with a minimum of 100 A4 pages of text, to the Head of the Department or Centre or Institute before the last working day of the final semester.

12.6 The head of the institute shall send the projects of all the students together to the Controller of Examinations well in time so that they are received in the Pareeksha Bhavan within two weeks from the last date for project submission to the institute.

12.7 Projects received late shall be forwarded to the Controller of Examinations along with a request for late submission supported by necessary fee for late submission as fixed by the University.

12.8 However, such late submission shall be done within one month of the last date for final semester project submission.

12.9 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report.

13. Structure of the report (Common for minor and major projects)

Title page

Certificate of the Head of the Dept. /Institution

Certificate from faculty guide

Certificate, in original, from the organization (for having done the project work)

Declaration

Acknowledgements

Contents

Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature / Theoretical profile

Chapters III and IV: Data Analysis (Can be 3 or more chapters)

Chapter V: Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

14.0 Evaluation of Major Project Report

14.1 The major project report during the fourth semester shall be evaluated in two stages.

14.2 Internal assessment by the faculty guide out of 3.2 credit for the project.

14.3 External evaluation by the final semester Board of Examiners appointed by the University for a maximum of 4.8 credits for the major project in the final semester.

While evaluating the project report 72 weights may be distributed in the following order.

No	Compulsory Criteria	Major Project (Weights)
A	Problem Formulation	12
B	Methodology Adopted	12
C	Analysis of the data	24
D	Clarity of Findings	12
E	Report Writing	12
	Total	72

14.4 Head of the Department or centre or institute shall send all the projects of final semester students to the controller of Examinations after internal evaluation.

14.5 Sum of the marks awarded to each student in the internal evaluation out of 3.2 credit and the external evaluation out of 4.8 credits together shall be the to be awarded to the student for the major project.

15.0 Minimum credits for Project Report

15.1 The student should get a minimum of D grade for project report for a pass in major projects.

15.2 If the student fails to get D grade for project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

16.0 Viva Voce Examination

16.1 At the end of fourth semester, each student shall attend a comprehensive viva voce examination. Viva Voce examination shall be for 2 credits with 18 weights.

16.2 The Viva Board shall have at least two members. The University shall appoint the examiners.

16.3 The viva voce will be about all the courses of the four- semester programme, including project reports.

16.4 The student should get D grade for a pass in viva voce. Weightage for viva voce examination shall be split in the following order

a. Knowledge in the subject- 6 Weights

b. Knowledge in the Project Report-6 Weights

c. Communication skills, presentation skills etc- 6 weights

17.0 Scheme of Instruction and Examination

17.1 Semester One

Course Code	Course Title	Internal credit	External credit	Total Credit	Type
BUS IC 01	Business Communication	0.8	1.2	2	Core
BUS IC 02	Management Theory and Business Ethics	1.6	2.4	4	Core
BUS IC 03	Business Laws	1.6	2.4	4	Core
BUS IC 04	Organizational Behaviour	1.6	2.4	4	Core
BUS IC 05	Environment and Business	1.6	2.4	4	Core
BUS IC 06	Managerial Economics	1.6	2.4	4	Core
BUS IC 07	Quantitative Techniques	1.6	2.4	4	Core
BUS IC 08	Accounting for Managers	1.6	2.4	4	Core
	Total in semester	12.0	18.0	30	

17.2 Semester Two

Course Code	Course Title	Internal credit	External credit	Total Credit	Type
BUS 2C 09	Soft Skill Development	0.8	1.2	2	Core
BUS 2C 10	Marketing Management	1.6	2.4	4	Core
BUS 2C 11	Financial Management	1.6	2.4	4	Core
BUS 2C 12	Operations Management	1.6	2.4	4	Core
BUS 2C 13	Human Resources Management	1.6	2.4	4	Core
BUS 2C 14	Management Science	1.6	2.4	4	Core
BUS 2C 15	Management Information Systems	1.6	2.4	4	Core
BUS 2C 16	Business Research Methods for Management	1.6	2.4	4	Core
	Total in semester	12.0	18.0	30	

17.3 Semester Three

Course Code	Course Title	Internal credit	External credit	Total Credit	Type
BUS 3C 17	Advanced Strategic Management	1.6	2.4	4	Core

BUS 3C 18	Strategic Cost Management	1.6	2.4	4	Core
BUS 3C 19	Entrepreneurship Development & Project Management	1.6	2.4	4	Core
BUS 3C 20	Supply Chain Management	0.8	1.2	2	Core
BUS 3C 21	Investment Management	1.6	2.4	4	Core
	Functional Elective 1	1.6	2.4	4	Elective
	Functional Elective 2	1.6	2.4	4	Elective
	Functional Elective 3	1.6	2.4	4	Elective
	Total in semester	12.0	18.0	30	

17.4 Semester Four

Course Code	Course Title	Internal credit	External credit	Total Credit	Type
BUS 4C 22	Corporate Governance	1.6	2.4	4	Core
BUS 4C 23	International Business	1.6	2.4	4	Core
BUS 4C 24	Management Control System	1.6	2.4	4	Core
	Functional Elective 4	1.6	2.4	4	Elective
	Functional Elective 5	1.6	2.4	4	Elective
BUS 4C 25	Major Project	3.2	4.8	8	Dissertation
BUS 4C 26	Comprehensive Viva Voce		2.0	2	
	Total in semester	11.2	18.8	30	
	Grand Total	**47.2**	**72.8**	**120**	

18.0 Time Limit for Completion and Validity of Registration

The registration for MBA shall be valid for five academic years including the academic year of registration. A student is expected to complete all the MBA courses within these five years.

19.0 Failed students

19.1 If a student fails in any course or courses, he or she shall reappear in that course or courses in the regular examinations of the respective semester of any of the successive batches of MBA students.

19.2 If they fail to pass in any course or courses within the five years, then they shall be required to reregister for the course they did not complete by paying the fees fixed by the university and appear for the university examination.

20.0 Change in curriculum and Chances to students

20.1 If MBA curriculum change is implemented in any year, the students who registered under the old scheme shall be allowed to appear in those courses in which they failed, subject to a total of three chances and a time limit of five academic years including the academic year of registration for MBA.

21.0 Discontinuation and Readmission

21.1 If a student wants to discontinue from MBA programme, he or she can do it provided the student pays the fee as is required by the general regulations of the University. But readmission may be allowed only if the student has completed at least the first semester with a minimum of 75% attendance and has registered for University examinations in the first semester courses, provided the Department, Centre or Institute agrees to readmit him or her to the next semester of the MBA programme.

22.0 Pass minimum

22.1 Each student shall secure a minimum of 2 GPA for 4 credit courses and 1 GPA for 2 credit courses in the university examination for each course for a pass in that course. The classification of results may be as follows:

Letter grade	Range of Grade Point Average	Performance level
A	3.5 to 4.0	Excellent
B	2.5 to 3.49	Very good
C	2.2 to 2.49	Good
D	2.0 to 2.19	Average
E	0.5 to 1.99	Poor
F	Below 0.5	Very poor

22.2 A candidate who passed the courses in the first two semesters in regular sitting or supplementary sittings before the completion of the course and any of the third and fourth semester papers by taking one supplementary chance after the completion of the course (one chance for third semester papers and one for fourth semester papers) shall also be given class/grade, based on the percentage of marks obtained by him or her.

23.0 Specialization

23.1 There shall be two categories of specialization: full specialization (five courses) and dual specialization with three courses from one area and two courses from another area).

23.2 If the student opts for and passes in a minimum of five courses in any elective area, he or she may be issued mark lists showing full specialization as Marketing Management, Financial Management etc.

23.3 If the student chooses three courses in one specialization area and two courses from another specialization area, he or she may be issued mark lists with dual specialization as Marketing Management and Financial Management etc

24.0 Specialization Electives:

24.1 Marketing

In Third Semester

BUS 3EM 01 Consumer Behavior and Marketing Research

BUS 3EM 02/ IB 02 Global Marketing Management

BUS 3EM 03 Marketing Communication Management

BUS 3EM 04 Brand Management

In Fourth Semester

BUS 4EM05 Sales Management

BUS 4EM06 Retail Management

BUS 4EM07 Services Marketing

24.2 Finance

In Third Semester

BUS 3E F01/IB 01 International Finance

BUS 3E F02 Corporate Taxation

BUS 3E F03/IB 03 Strategic Financial Management

BUS 3E F04 Indian Financial System

In Fourth Semester

BUS 4E F05/IB 05 Forex Management

BUS 4E F06/IB 06 **Risk Management**

BUS 4E F07/IB 07 **Financial Derivatives**

24.3 Human Resource Management

In Third Semester

BUS 3E H01 Managing Self and Others

BUS 3E H02 Performance Management

BUS 3E H03 Human Resource Planning and Development

In Fourth Semester

BUS 4E H04/ IB 04 Global Human Resource Management

BUS 4E H05Management of Training and Development

24.4 International Business

In Third Semester

BUS 3E F01/IB01International Finance

BUS 3E M02/IB02 Global Marketing Management

BUS 3E F03/IB03 Strategic Financial Management

BUS 3E H04/IB04 Global Human Resource Management

In Fourth Semester

BUS 4E F05/IB05 Forex Management

BUS 4EF06/IB06 Risk Management

BUS 4E F07/IB07 Financial Derivatives

24.5 Systems Elective

In Third Semester

BUS 3ES 01 Systems Analysis and Design

BUS 3ES 02 Data Base Management Systems

BUS 3ES 03 Electronic Commerce

In Fourth Semester

BUS 4ES 04 Enterprise Resource Planning

BUS 4ES 05 Business Process Re engineering

24.6 Tourism and Hospitality Management

BUS 3ET 01 Tourism Products of India

BUS 3ET 02 Tourism Marketing

BUS 3ET 03 Tourism Policy Planning and Development

BUS 3ET 04 Sustainable Eco Tourism

In Fourth Semester

BUS 4ET 05 Travel Agency and Tour Operations Management

BUS 4ET 06 Front Office and Housekeeping Management

BUS 4ET 07 Hotel Operations

25.0 For all other matters which are not specified in this regulation the common regulation for PG Programme under CUCSS for affiliated colleges will be applicable.

26.0 MBA Part Time Programme

26.1 All the above provisions are applicable to MBA Part Time Programme. In addition, to be eligible for admission to MBA Part Time Programme, a candidate should have a minimum of three years' work experience with any organization. In the absence of employed candidates, such seats can be filled by candidates other than employees.

26.2 The duration of the programme shall be **four** semesters spanning over **two** years with a minimum of three hours of lecture on every working day and six hours' lectures on Sundays and Public Holidays. In all semesters the total number of contact hours of MBA Part-time programme must be equal to total number of contact hours of regular MBA Programme.

27.0 Scheme of Instruction and Examination of Part Time MBA Programme:

It is same as that of full time MBA programme mentioned in the regulation

28.0 Detailed Syllabus

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 1C 01 BUSINESS COMMUNICATION

Time: 30 hrs 2 credits

Course objectives:

- To understand the process of business communication, and
- To acquire required skills to manage business communication
- To give awareness about and to help develop the personality of the students.

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Module I

Business Communication – meaning - need – process – methods – written, verbal, non-verbal, visual, telecommunications; - internal and external , upward and downward, lateral; barriers to communication – physical, psychological, linguistic, mechanical.

Module II

Communication through letters, business letters, layout of letters, kinds of business letters, characteristics of a good letter; application for appointment - resume – references; appointment orders; Business enquiries – offers and quotations; orders-execution of orders – cancellation of orders. Letters of complaint, letters of agency – status enquiries; circulars and circular letters; notices; reports by individuals; reports by committees; annual report; writing of reports. Non-verbal communication - Body language – kinesics - proxemics, Para language. Effective listening: Principles of

effective listening; factors affecting listening. Interviewing skills: appearing in interviews; conducting interviews.

Module 111
Group Communication-Meetings; Need, Importance and planning of meetings, Meeting notice, Agenda, Minutes, Press release, Press conference, Meeting Presentation, Elements of Presentation, Designing Presentation, Visual Support.
Corporate Communication, Scope and Importance-Components, Role of social media in communication. Annual Reports

Books:
1. Dan O'Hair et al. Strategic Communications in Business and the Professions, Pearson.
2. Dalmar Fisher, Communication in Organizations, Jaico Publishing House, Mumbai.
3. Thill Bovee and Schatzman, Business Communication Today, Pearson.
4. Chaturvedi P.D. and Mukesh Chaturvedi: Business Communication, Pearson Education New Delhi
5. Nithin Bhatnagar & Mamta Bhatnagar: Effective Communication and Soft Skills, Pearson Education New Delhi
6. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
7. Kaul: Effective Business Communications, Prentice Hall, New Delhi.
8. Sangheetha Magan: Business Communication, International Book House, New Delhi

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 1C 02 MANAGEMENT THEORY AND BUSINESS ETHICS

Time: 60 hours Credits 4

Course objectives:

- To understand the process of business management and its functions, and
- To familiarize the students with current management practices.

Module I
Nature and scope of Management; evolution of management- Schools of management thought; F.W. Taylor and Henry Fayol; Behavioral approach to Management. Management as a Science and an Art; management process.

Module II
Functions of management- planning: planning premises; types of plan; planning process; Organization – Theories, types, importance, organization structure- Line and Staff functions - Conflicts; centralization and decentralization; delegation; types, principles, elements, Coordination, Directing – Supervision, Communication.

Module III
Directing – motivation, leadership – Theories; importance – Controlling principles – Dynamics of Groups at work, work group behaviour and productivity; work and motivation Manager vs. leader; leadership and motivation; leadership styles; theories of

motivation. MBO: - team creation and Management; Management of Change – importance, objectives and methods.

Module IV

Ethics, Culture and values; importance of culture in organizations; Indian Ethos and value systems; Concepts of Dharma; Nishkama karma and purusharthas; Model of Management in the Indian socio-political environment; Work ethos; Indian Heritage in production and consumption. Corporate social responsibility and Corporate Governance; Transparency; International and other Ethical bodies.

Module V

Business Ethics; relevance of values in Management; Holistic approach for managers in decision-making; secular Vs. spiritual values in Management; Ethical relativism; whistle blowing; stress in corporate management. Ethics Management; Role of organizational culture in ethics; structure of ethics management; Ethics Committee; Ethics Officers and the CEO; Communicating Ethics; Ethical Audit;

Books:

1. Koontz, H and Weihrich, H: Management, McGraw Hill Inc, New York.
2. Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
3. Dipak Kumar Bhattacharyya, Principles of Management: Text and Cases, Pearson, 2012
4. Biswanath Ghosh, Ethics in Management and Indian Ethos, Vikas, New Delhi, 2009.
5. B.L. Bajpai, Indian Ethos and Modern Management, New Royal Book Co., Lucknow, 2011.
6. Chakrabortty, S.K., Ethics in Management: Vedantic Perspectives, Oxford University Press,New Delhi, 1995.

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION - SYLLABUS
BUS IC -03: BUSINESS LAW

60Hours 4 credits

Objectives:

To develop knowledge and skills in the understanding of the general legal framework, and of specific legal areas relating to business, recognising the need to seek further specialist legal advice where necessary.

Module I

Law of contract—Indian Contract Act 1872-essentials of a valid contract-offer, acceptance, competence, consent, consideration, legality of objects-performance of Contracts — breach of contract and remedies—quasi contracts.

Module II

Special contracts—bailment- agency- Sale of Goods Act 1930 – definitions - essentials of a contract of sale and hire purchase- Sale and agreement to sell – goods, types – Conditions and warranties - transfer of property in goods – delivery - rights of an unpaid seller—auction sale.

Module III

Indian Partnership Act 1932—definition –formation-registration-partnership deed, minor in partnership-rights, duties and liabilities of partners—dissolution. Consumer Protection Act 1986— consumer – complaints, grounds, time - unfair and restrictive trade practices—consumer grievance redressal machinery, district, state, and national level, jurisdiction.

Module IV

Indian Companies Act 1956—Nature and types of companies - incorporation, commencement of business - documents associated with formation - issue and allotment of shares-dematerialization of shares - transfer and transmission of shares — management and directors — meetings and resolutions—postal ballot- buy back of shares - prevention of oppression of mismanagement — merger and acquisitions.

Module V

Negotiable Instrument Act 1881 —Types and characteristics of negotiable instruments - Promissory notes, bills of exchange, cheques — parties- holder and holder in due course - negotiation—crossing, endorsement, dishonor and discharge-banker and customer. Right to information Act 2005—salient features - information-request-fee—response- social issues

References:

1. Gulshan: Business law

2. M.C. Kuchhal, Business Laws, Vikas

3. M.C. Shukla: Mercantile Law, S. Chand New Delhi, 2010

4. B. N. Tandon: Indian Company Law

5 Negotiable Instrument Act.

6. Right to Information Act.

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION - SYLLABUS

BUS 1C 04 ORGANIZATIONAL BEHAVIOUR

60Hours

4. Credits

Course objectives;

1. To understand the dynamics of interpersonal, intra group and inter group behavior at workplace and
2. To gain practical knowledge in change management and organization development.

Module I

Introduction to Organisational Behaviour- Meaning and Definition of OB- Environment and OB-Approaches to OB-Scientific-Behavioral and Contingency approaches-OB in historical perspective.

Module II

Individuals and organisation-Foundations of Individual behaviour-Motivation and Behaviour- Theories of Motivation-Motivation at work-MBO-Motivation and Job performance- Perception Process- Barriers to Perception-Perceptual selectivity-Learning;Theories of Learning- Learning reinforcemnt-Attitude and Behaviour-Personality-Stress and Behaviour

Module III

Group Dynamism-Group meaning and Definition-Reason for group formation-Types of groups-Successful group behaviour-Group Decision making-Intergroup relations and conflicts.

Module IV

Group communication-Leadership in group-Creativity and group decision making

Module V

Characteristics of organisation-Organisational structure and design-Meaning and importance-Type and determinants of organisation structure-Organisational change and development-Resistance to change-Managing change-OB and OD- OD Interventions

Books:

1. Stephen Robinson, Management, Prentice Hall
2. F. Luthans, Organisational Behavior, Tata McGraw Hill, New Delhi, 1995.
3. Stephen P. Robbins, Organisational Behaviour, Pearson, New Delhi, 2005.
4. McShane et al, Organisational Behaviuor, Tata McGraw Hill, New Delhi,
5. Anderson and Barker, Effective Enterprise and Change Management, Blackwell Publishers Ltd, Oxford, 1996
6. French and Bell, Organisational development, Prentice Hall of India, New Delhi, 1995.
7. SR Kao et al. Effective Organisation and Social Values, Sage Publications, New Delhi, 1994.
8. Jit S Chandan, Organisational Behaviour-Vikas Publishing House Private Ltd

BUS 1C 05 ENVIRONMENT AND BUSINESS

60 Hours 4 credits

Course objectives:

• To acquaint the students to the emerging trends in business environment which will help the students to develop the ability to analyze the competitive business environment to appraise the environmental pressures on business and

- To understand the government policies and current issues in Indian perspective

Module I

Business Environment –Meaning and definition, characteristics, objectives, classification of Business environment: Nature, concept and significance of Micro environment and Macro environment – environmental analysis. Globalization – strategies, World Trade Organization – implications, Public Sector in India- role in economic development, Privatisation, Intellectual Property Rights (IPR) and related issues.

Module II

Nature and progress of economic reforms, Monetary and fiscal policies, Export Import Policies, Competition Act 2002, Foreign Exchange Management Act. Industrial policy of India. Make in India- Startups-Mudra Bank- Digital India-Skill India.

Module III

Domestic Vs Foreign Investment-FDI and Indian Economy- Natural and scope of FDI-FDI policy in general and FDI in various sectors of the Economy-Role of FII in Economic Development-

Module IV

Sustainable Development-Implication of demography in growth and economic development-Energy Management- Green Energy-Energy and Eco system-Climate change and sustainable development- Sustainable consumption- Alternative technology-Environment Management Systems and Standards- ISO 14000

Module V

Environmental Accounting- Environmental Ethics- Envrionmental Loss-Pollution and waste management – Water resource management-Social Cost benefit analysis-CSR- Bio Diversity and Corporate Ethics. -impact of technology on business.

Books:

1. Sundaram & Black, International Business Environment, PHI, New Delhi.
2. Francis Cherunilam: “Business Environment”, Himalaya Publishing House, Mumbai.
3. K. Aswathappa: “Legal Environment of Business”, Himalaya Publishing House, Delhi.
3. Adhikary, M.: “Economic Environment of Business”, Sultan Chand & Sons, New Delhi.
4. Panday.G.N-Environmental Management-Vikas Publishing House
5. Uberoi.N.K-Environmental Management- Excel Books- New Delhi
6. Gupta and Das: Environmental Accounting-Wheeler Publishing

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 1C 06 MANAGERIAL ECONOMICS

Time: 60 Hours 4 credits

Course Objectives

1. To acquaint the student with the concepts and techniques of micro and macro economics and
2. To enable them to apply this knowledge to business decision-making.

Module-1

Managerial Economics – definition, scope and importance, business decisions and concepts of managerial economics – incremental concept, marginalism, equi-marginal concept, the time perspective, discounting principle, opportunity cost principle.

Module II

Utility and Demand Analysis – concept and types of utility; Laws of demand; elasticity of demand; demand forecasting – techniques.

Module III

Production function – production with one variable input, law of variable proportion; production with two variable inputs; production isoquant; isocost lines; Estimating production functions; cost concepts and break even analysis

Module IV

Market structure – perfect and imperfect competition; monopoly, duopoly, oligopoly; monopolistic competition, pricing methods under these competitive environments.

Module V

National income concepts and measurement; Business cycles and contra cyclical policies; Economic planning and development models; Mahalnobis model; Harod-Kaldore model.

Books:

1. Paul .G. Keat, Philip.K.Y.Young, Sreejatha Banerjee, Managerial economics-
Economic tools for today's Decision makers, Pearson education.
2. H.L.Ahuja. Managerial economics- Analysis of managerial decision making, S.Chand, New Delhi
3. Adhikary,M: Business Economics, Excel Books, New Delhi 2000
4. DD Chaturvedi & SL Guptha, Managerial Economics, International Book House, 2012
5. DN Dwivedi, Managerial Economics, Vikas Publishing House, New Delhi, 2012

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 1C 07 QUANTITATIVE TECHNIQUES

60 Hours 4 credits

Course objectives:

• To understand statistical tools for quantitative analysis

• To understand the process of using statistical tools for validating findings and interpreting statistical results.

Module I

Probability: basic concepts; approaches; theorems- addition, multiplication, conditional and Bayes; business applications of probability.

Model II

Probability distributions: random variable; expected value of random variable; Binomial distribution; Poisson distribution, Normal distribution and Exponential distribution.

Module III

Correlation and regression: Simple, partial and multiple correlation; regression analysis; business application of correlation and regression.

Module IV

Statistical inference: Basic concepts; standard error; central limit theorem; Sampling and types of sampling; large sample tests, small sample tests; tests for means; tests for proportions; tests for paired observations; Non-parametric tests- Chi-square test, sign test, Wilcoxon, Krushkal Wallis test, Waid – Wolfowitz test; analysis of variance.

Module V

SPSS for data analysis: data entry in SPSS; Data analysis tools in SPSS; Calculation of Descriptive statistics, Correlation and Regression; Regression model for forecasting with SPSS

Books:

1. Tulsian, P.C. and Vishal Pandey,: Quantitative Techniques, Pearson Education, New Delhi 2004.
2. Aczel: Complete Business Statistics, Tata Mc McGraw Hill, New Delhi.
3. Levine, David M, Timothy C. Krehbiel and Mark L.Berenson: Business Statistics, Pearson Education, New Delhi 2004.
4. Richard L.Levin and David S. Rubin; "Statistics for Management", Prentice Hall of India, New Delhi.
5. N.D. Vora: "Quantitative Techniques in Management", Tata McGraw Hill, New Delhi.
6. S.P. Gupta: Statistical Methods, Sultan Chand & Sons, New Delhi.
7. Hooda, R.P.: "Statistics For Business and Economics", Macmillan, New Delhi.
8. GC Beri, Business Statistics, Tata McGraw Hill Co, New Delhi
9. SPSS Manual

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 1C 08 ACCOUNTING FOR MANAGERS

60 Hours 4 credits

Objectives: To develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparation of basic financial statements. To enable students to familiarize with the basic concepts in accounting and finance. Focus must be laid on fundamental principles rather than doing complicated problems.

Module I

Accounting an introduction – meaning – concept of accounting –functions of accounting - accounting conventions accounting concepts – International Accounting Standards - Documentation and recording of business transactions - classifying and summarization of business transactions – journal — subsidiary books – ledger - cash book - trial balance – problems.

Module II

Final accounts of sole trader — Trading and profit and loss accounts—Adjustment of different items – Corporate financial statements - specimen forms – preparation of accounts.

Module III

Analysis of financial statements – tools and techniques —Ratio analysis—meaning and Significance — classification of ratios — liquidity ratios, solvency ratios, profitability ratios, turnover ratios – computation of ratios.

Module IV

Fund flow analysis – meaning of fund – fund flow analysis – importance of fund flow statement – difference between fund flow statement and income statement — preparation of the fund flow statements – statement of changes in working capital – computation of fund from operation – sources and application of funds.

Module V

Cash flow analysis — meaning – importance – difference between cash flow and fund flow statements – cash from operating activities - cash flow from investing activities – cash flow from financing activities – preparation of cash flow statement - Utility and limitations.

Books:

1. Financial accounting—Ashoka Banerjee – Excel publications, New Delhi,
2. Accounting principles—Anthony—Irwin Publishers
3. Financial Accounting of Management—Ambariosh Gupta—Pearsons Education
4. Fundamentals of Financial Accounting—Narayanaswamy
5. Corporate Accounting—Dr. V.K.Goyal—Excel books
6. Introduction to Accounting—Pru Marriott & J R Edwards –Sage Publications
7. Accounting for Managers, NK Guptha & Vidhu Bansal, International Book House

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 09 SOFT SKILLS DEVELOPMENT

Time: 30 hrs 2 credit

Course objectives:
To foster an all round development of students by focusing on soft skills and also to make student aware about the importance, the role and the content of soft skills through instruction, knowledge acquisition, and practice.

Module I
Introduction to Soft Skill Development. Right personality for the job-Softskills and Personality Traits at different stages of the career growth-Values and Ethics-Personality Analysis-Differnt concepts of Personality Development-Personality and Leadership Qualities- Personality Assessment-Communication Skills-Spoken-Written and Body Language

Module II
Soft skills Demanded by Employer-Soft skill as a competitive weapon-Classification of softskills-Time Management-Attitude-Responsibility-Integrity and Trust-Consistency and Predictability-Teamwork and Interpersonal skills-Empathy and Listening Skills-Communication and Networking

Module III
Body Language-Innerself and personality-Introduction-Emotions displayed by bodylanguage-Body language exhibited during different professional interaction-Group Discussion-Video conferencing-Job interview-Nonverbal communications-Reasoning-Flexibility-Culture and Personality

Methodology

(There should be adequate exposure to demonstrations with audio video mehods, games, case studies, role plays, field works, presentations, debates and discussions, simulation of real life situations, stress exercises, team exercises, planning exercises, personality testing and feedback etc.Yoga demonstrations should also a part of this course delivery system)

References:
1. Barun K Mitra: Personality Development and Soft Skill Development-OUP
2. Personal Development for life and work by Wallace & Masters
3. Bovee Business Communication Pearson Education
4.Pernrose John et al: Business Communication fro Managers-Cengage Learning

60 Hours 4 credits

Module I

Introduction to marketing management--Concept, nature and importance of marketing; Evolution of marketing concept; Marketing environment—Micro environment of marketing and macro environment of marketing –Domestic marketing and international marketing.

Module II

Consumer behaviour- buying roles and behaviour; Individual consumer behaviour and institutional consumer behaviour-- models of buying decision; factors influencing buying decision—cultural ,social, personal and psychological factors—buying process—consumer adaptation process—changing patter of consumer behaviour.

Module III

Market segmentation, targeting and positioning – levels and patterns of segmentation; effective segmentation; market targeting; positioning methods and strategies. Marketing research - Scope and types of marketing research.

Module IV

Product and pricing decisions- Concept of product; product line and product mix; new product development; packaging and branding; brand extensions; Pricing decisions-factors influencing price decisions; pricing strategies; Product life cycle stages and strategic marketing decisions; Promotion and Distribution-Promotion mix; Promotion mix; advertisement budget; media planning; measuring advertisement effectiveness. Sales promotion - objectives, tools and techniques. Distribution channels- physical distribution decisions; channel intermediaries; channel management. Wholesaling and retailing- retail marketing, retail formats.

Module V

Marketing organization and control systems- organizing marketing department; marketing control techniques- annual plan control, profitability control, strategic control. Product Marketing Vs Services Marketing-Green Marketing-Gender based marketing-Marketing for nonbusiness organisation.

A minimum of five cases are compulsorily discussed in class room.

Books:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Pearson Education, New Delhi 2004.
2. Stanton, W.J., Fundamentals of Marketing, McGraw Hill, New York 1994.
3. Saxena, Rajan: Marketing Management, Tata McGraw Hill, New Delhi 2004.
4. Kotler, Philip: Marketing Management, Pearson Education, New Delhi 2005.
5. Ramaswamy, V.S. and Namakumari S: Marketing Management, Macmillan, New Delhi, 2003.
6. Rajendra P. Maheswari, Marketing Management, International Book House, 2012
7. Neelamegham, S, Marketing in India; Cases and Readings, Vikas New Delhi, 1988

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 11 FINANCIAL MANAGEMENT

60 HOURS 4 credits

Objectives:
1. To understand the different financial functions to be discharged by a finance manager.
2. To analyze the impact of financial decisions on business enterprise.

Module I
Financial Management—objectives—profit maximization, wealth maximization—finance function—role of finance manager—strategic financial management—economic value added—time value of money.

Module II
Investment decision—capital budgeting techniques—pay back method—accounting rate of return—NPV—IRR—discounted pay back method—capital rationing—risk adjusted techniques of capital budgeting.—capital budgeting practices.

Module III
Capital structure decisions—cost of capital—computation of cost of debt, preference shares, equity and retained earnings—weighted average cost of capital—Theories of capital structure—NI approach NOI approach-traditional—MM theory—indifference point— fair capitalization—over and under capitalization.

Module IV
Working capital management—factors determining working capital—estimation of working capital—inventory management techniques—receivables management—management of cash and marketable securities—techniques of cash management—committees on working capital and their findings and recommendations.

Module V
A. Sources of long term finance—conventional and innovative sources—Leasing — Factoring — securitization—dividend theories—Walter's model—Gordens model—MM approach—legal aspects of dividend—formulation of dividend policy. B. Corporate governance C. Financial engineering

Coverage of the questions: 60% Problems and 40 percent theory

Reference Books:
1. Van Horne James.C: Financial management and policy (Prentice Hall of India)
2. Jim Mc Menamin : Financial management- An Introduction (Oxford)
3. Pandey. I.M: Financial Management (Vikas Publishing House)
4. Ravi M Kishore: Financial Management (Taxmann)

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 12 OPERATIONS MANAGEMENT

60 Hours 4 credits

Course objectives:
• To gain an in-depth knowledge of production and operations management, and
• To understand the ways of improving productivity and operational efficiency.

Module I
Nature and scope of production and operations management; historical development; operations strategy; different production systems- product, process, flexible and computer integrated; layout; layout planning. Operation Strategy in global environment.

Module II
Material management- Materials planning and inventory control; JIT; Material Planning Budgeting and Material Requirement Planning; Purchase management; stores management; Material handling principles and equipments; quality assurance; acceptance sampling; Statistical Quality Control; Total Quality Management; ISO 9000. Line balancing.

Module III
Operations decisions: production planning and control in mass production systems, batch/job order manufacturing. Facility location; capacity planning- models; Process planning- aggregate planning- scheduling- Maintenance management concepts; Industrial safety.

Module IV
Work study, method study, work measurement, work sampling, work environment. Capacity Planning and Break Even Analysis. Outsourcing and supply chain strategy.

Module V
Production planning and control in different production systems; aggregate planning; short-term scheduling; maintenance management. ERP solutions and its functionalities in operations Management.

Books:
1. Russell, Roberta S, and Bernard W.Taylor III, Operations Management, Pearson Education, New Delhi 2004.
2. Chase, Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
5. Chary, S,.N., Production and Operations Management', Tata McGraw Hill, New Delhi 1989

6. Jayheizer/Barry Render et al Operations Management: Pearson Education

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 13 HUMAN RESOURCES MANAGEMENT

Time: 60 hours 4 credits

Module I
Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personnel management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management— HRM and HRD-- Growth of HRM in India.

Module II
Human resource planning, Recruitment and selection—Job analysis—uses of job analysis-process of job analysis-job discretion- job specification methods of job analysis- methods of human resource planning- Conventional Vs strategic planning—job evaluation—Recruitment--constraints and challenges of recruitment-source of recruitment-methods-Indian experience in recruitment.

Module III
Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-philosophy of training-training environment- areas of training- Training evaluation- Executive development- Concepts- methods and program- promotion and transfer.

Module IV
Performance appraisal and career planning. Need and importance- objectives- process-methods and problems of performance appraisal- performance appraisal practices in India. Concept of career planning –features- methods –uses career development-succession management in Indian context.

Module V
Compensation management and grievance redressel. Compensation planning-objectives-Principles of wage administration-wage systems-state regulations in wage administration-factors influencing wage system-Indian practice in wage administration. Grievance redressel procedure- discipline- approaches- punishment-essentials of a good discipline system. Labour participation in management and workers empowerment.

Books:
Human Resource Management- Text and Cases-- VSP Rao

Human Resource Management- Garry Dessler & Biju Varkkey, Pearson, 2012
Human Resource Management—Snell, Bohlander
Amstrong's Hand book of Human Resource Management, Kogan Page, 2012
Human Resource Management- Pravin Durai, Pearson, 2010

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 14 MANAGEMENT SCIENCE

60 Hours 4 credits

Module I
Management Science: Scope and importance; Linear Programming- Applications, advantages and disadvantages – formulation of problem - assumptions - Graphic and simplex methods - Duality and shadow pricing; sensitivity analysis- simple problems.

Module II
Transportation and Assignment Problem - Transportation model and its applications in business problems - without degeneracy. Assignment Model and its applications to solution of business problems.

Module III
Decision theory: framework; payoff tables; regret tables; Decision under certainty, uncertainty and risk; methods of incorporating risk; value of perfect information; Decision tree and its uses.

Module IV
Network Analysis: Construction of network diagramme – CPM and PERT – Time Analysis, Cost Analysis – Time cost trade off - crashing

Module V
Queuing Theory: Structure, assumptions, uses and characteristics. Single channel with infinite population – multiple channel with infinite population – Simulation: concepts and applications. Monte Carlo Simulation – limitations of simulation – simulation through computer software

Books:
1. Hillier ,Frederick S and Hillier, Mark S: Introduction to Management Science, Tata McGraw Hill, New Delhi 2004.
2. Mathur , K and Solow, D, Management Science, Eaglewood Cliffs, New Jersey Prentice Hall Inc, 1994.
3. Theirouf, R.J. and Klekamp, R.C.: Decision Making Through Operations Research, John Wiley, New York 1989.
4. Hillier, Frederick S and Lieberman, Gerald J: Introduction to Operations Research, Tata McGraw Hill, New Delhi 2003.

5. Narang A.S., Linear Programming and Decision making, Sultan Chand, New Delhi 1995.
6. Hamdy A. Taha, Operations Research, Pearson, 2012.

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 15 MANAGEMENT INFORMATION SYSTEMS

60 Hours 4 credits

Course objectives:

- To understand the process of information generation and communication in organisations
- To understand the process of IT application development and use in organisations
- To provide a basic understanding about security issues of information resources.

Module I

Evolution of MIS: Concepts; framework for understanding and designing MIS in an organisation; MIS and other related disciplines: MIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organisational Behaviour, MIS and Management. Concept of information; definition, features, types, process of generation and communication; quality and value of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concept; definition, types and characteristics of system-control in systems: feedback: positive and negative; negative feedback control system, input, process and output control; law of requisite variety.

Module II

Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; multiple approaches to the structure of MIS: Operational elements (physical components, process, and outputs for users), activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.

Module III

Information systems: Transaction Processing Systems, Office Automation Systems, Information Reporting Systems, Decision Support Systems, Executive Support Systems, expert systems and Enterprise Resource Planning Systems.

Module IV

Systems Development and Implementation: System development methodologies; SDLC approach; prototyping approach and user development approach- Systems Analysis; systems Design; Concepts of database and database design; system implementation; management of information system projects; system documentation – information system audit.

Module V

Computer Networks: LAN, WAN; topologies; distributed data processing and client/server computing. Security of information resources; threats to information

resources; security systems for risk management – social and ethical issues of information technology.

Books:

1. O'Brien, James A: Management Information Systems, Tata McGraw Hill, New Delhi, 2004.
2. George M.Scott: Management Information Systems, McGraw Hill Book Company, New Delhi.
3. Schultheis, Robert and Summer, Mary: Management Information Systems, Tata McGraw Hill, New Delhi, 2005.
4. Gordon B Davis, et. El: Management Information Systems, Prentice Hall of India, New Delhi.
5. Kenneth C. Laudon and Jane P. Laudon: Management Information Systems – Managing the Digital Firm, Pearson Education, New Delhi 2011 .
6. Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi.
7. Haag, Cummings and Mccubbrey: Management Information Systems for the Information Age, Tata McGraw Hill, New Delhi, 2004
8. Post, Gerald V and Anderson, David L: Management Information Systems, Tata McGraw Hill, New Delhi, 2004.
9. Nirmalya Bagchi, Management Information System, Vikas Publishing House, New Delhi 2010
10. Hitesh Guptha, Management Information System, International Book House, New Delhi, 2011

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 2C 16 BUSINESS RESEARCH METHODS FOR MANAGEMENT

60 HOURS 4 credits

Objectives:

- To understand the process of doing research in business and other social sciences
- To acquire required skills to undertake research projects as part of the curriculum
- To enable to acquire required skills to undertake research projects for the business and commerce

Module I

Research— concepts – research methodology – approaches to business and social research – scientific methods – types of research – research designs.

Module II

Formulation and planning of research - selection of problem – setting of objectives - formulation – hypotheses – measurement of variables – research plan – literature review – conducting the research

Module III

Data collection— primary data – methods and techniques of primary data – secondary data – methods and techniques — interviews – surveys – census and sample surveys – Editing, classification and codification of data – using computer packages.

Module IV

Data Analysis – qualitative data analysis – descriptive quantitative data analysis – tests of measurement and quality – using computer packages

Module V

Writing and presenting the report—planning report writing —report format – footnotes and bibliography - presentation – report generation and presentation using computer packages

Books:

1. Mathew David & Carole D. Sutton, Social Research: The Basics, Sage Publications, New Delhi
2. O.R. Krishnaswami, Methodology of Reseach in Social Sciences, Himalaya Publishing House, Mumbai.
3. Ajai S. Gaur and Sanjaya S. Gaur: Statistical methods for practice and Research, Sage Publishers.
4. Deepak Chawla & Neena Sondhi, Research Methodology, Vikas Publishers, 2011
5. Naval Bajpai, Business Research Methods, Pearson, 2013
6. CR Kothari, Research Methods and Techniques, New Age International, New Delhi

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 3C 17ADVANCED STRATEGIC MANAGEMENT

Time: 60 hrs 4 credits

Objectives:

1. To understand the fundamentals of strategic management, and
2. To develop the capability to formulate and implement strategies

Module I

Strategic Management – Military origin of strategy, Evolution- Concepts and Characteristics of Strategic Management- types of strategy: functional strategy, business strategy, global strategy and corporate strategy – role of vision and mission statements- strategic management process; role, functions and skills of board and top management in strategic management. Stake holders in business and their role in strategic management. CSR, Ethical and Social Consideration in Strategic Management-Case Studies

Module II

Strategy Analysis and Formulation-Company's resources and copetitive position analysis- organisational capability analysis-Strategic advantage analysis-Core competence- Distinctive competitiveness. Analysis of External Environment-SWOT Analysis-Industry Analysis-Porters five forces model of competition-Corporate portfolio analysis-BCG-GE Models.

Module III

Generic competitive strategies- Low cost-differentiation-focused differentiation. Stability Growth strategies-vertical integration strategies-mergers, acquisition and takeover strategies-Strategic alliance-Global strategic partnership- Tailoring strategies to specific industries- GEC Model; 7S Framework; stakeholders' expectations analysis; competitive analysis; Scenario planning.

Module IV
Strategy Implementation - project implementation - procedural implementation - behavioral implementation; managing resistance to change. New Business model and strategies for virtual business.

Module V
Strategy Evaluation and Control – tools and techniques of evaluation - control techniques and process - DuPont Control model, Balanced Score Card-etc.

Books:
1. William Glueck : Business policy – Strategy formulation and management action
2. Rue : Strategic Management
3. Donal F Harvey : Business policy and Strategic Management.
4. R.M Srivasthava: Management policy and Strategic Management.
5. Ravi M. Kishore: Strategic Management- Text & Cases, Taxmann
6. Francis Cherunilam: Business Policy and Strategic Management.
7. Azhar Kasmi : Business Policy
8. Bhattacharya : Strategic Management.
9. Gary Hamel and CK Prahlad -Competing for the future HBS Press

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3C18 STRATEGIC COST MANAGEMENT

Time: 60 hrs 4 credits

Objectives:

To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context

Module I
Cost Concept-Classification of Cost-Elementwise classification-Functional wise classification-Classification for exercising control over costs-Classification based on cost behaviour-Techniques for separation of costs
Module II
Marginal Costing-Definition and Meaning-Featurs of marginal costing-Formulae used in Marginal costing-Marginal Costing and Absorption Costing-Application of Marginal Costing in Decision Making. Break Even and CVP Analysis.

Module III
Costing in Service Sector-Service Cost Units-Service Cost Analysis-Operating Cost Statement-Transport-Hotel and Hospitals.Process Costing- Joint Product and Bye Product-Equivalent Production.
Modue IV
Activity based costing- Need and Importance-Relavance-Cost Drivers-Steps in Activity based costing-
Module V
Cost control and Cost reduction-Need and Importance-Cost control process-Cost reduction process-Methods and techniques of cost control and reduction- Value analysis and engineering-Impact of Value analysis of on profit volume and value.Target costing-Kaizen costing-ERP-JIT.

Books:
1.Cost Management- Ravi M Kishore, Taxman Publication
2. Cornerstones of Cost Management- Hansen Mowen- Cengage Learning

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3C 19 ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT
Time: 60 hours 4 credits

Course objectives:
1. To provide a basic understanding to the students about the role of small business in
an economy and to set up manage business firms.
2. To provide them with necessary knowledge and skills for project formulation and project management relevant for business.

Module I
Entrepreneur: definition and functions; characteristics of entrepreneur; innovation and
entrepreneur; role of entrepreneur in economic development; floating of small business:
features of small business; advantages of small business; setting up small scale industrial unit; government regulatory framework for small business.
Module II
Identification of business opportunities for small business: project ideas, screening of project ideas; environment scanning and opportunity analysis; Market demand analysis;
demand forecasting; technical analysis: materials and inputs; production technology; product mix; plant location and layout; selection of plant and equipment;
Module III
Concept of Project : Generation and screening of project idea-- Project formulation--

market demand and situation analysis-- technical analysis; financial analysis, analysis
of project risk, firm risk and market risk, cost benefit analysis, social cost benefit analysis—Environmental appraisal of projects – stress on environment--a project report
preparation.

Module IV

Project planning-- Developing project teams-- setting goals and getting commitment-- project scheduling;-- resource management-- project implementation-- Using micro soft
project for project management: Major features of MS project and their application in project management.

Module V

Project Implementation---project management organization--importance of project management organization---monitoring and control of projects--parameters for monitoring and control--process of monitoring-PERT/CPM and network techniques in project monitoring and control- computer based project management.

Reference:.

1. Bhavesh M Patel : Project Management
2. Prasanna Chandra: Projects-planning, analysis selection-implementation and Review
3. Vasant Desai : Project Management and entrepreneurship
4. Harvey Maylor : Project Managemt.
5. Jack R Meridith : Project Management- A managerial approach
6. Ghattas, R.G. and Sandra L McKee: Practical project management.

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3C 20 SUPPLY CHAIN MANAGEMENT

Time: 30 2 credits

Course objectives:

• To understand the concepts, practices and importance of logistics management and supply chain management and
• To develop skills and competence to design and operate logistics facilities.

Module I

Introduction to Logistics and its interface with Production and Marketing; Measures of logistics; Physical distribution and logistics.- Logistics Systems Analysis and Design; Warehousing and Distributing Centres; Location. Transportation Systems: Facilities and Services; Dispatch and Routing Decisions and Models; Inventory Management Decisions.

Module II

Logistics Audit and Control; Packaging and Material Handling; International Logistics Management; Logistics Future Directions. Warehousing and Storage-- Transportation-land, water and air.

Module III

Introduction of supply chain-logistics and supply chain—functional coordination—supply chain relationship—cooperation and collaboration with supply chain partners—supply chain synergy. Supply chain value strategy—supply chain flow cycle- demand management.-- supply chain information system—intercompany and intra company information- relationship marketing and supply chain management.

Books:

1. Bowersox, D.J. and Closs, D.J.: Logistics Management: A System Integration of Physical Distribution, Tata McGraw Hill, New Delhi 1996.
2. Ballau, Renald H.: Business Logistics Management' Prentice Hall Inc, Englewood Cliffs, New York 1992.
3. Beal K.,:A Management Guide to Logistics Engineering, Institute of Production Engineering, USA 1990.
4. Martin Christopher: Logistics and Supply Chain Management, Pearson, 2011.
5. Shapiro, R: Logistics Strategy: Cases and Concepts, West, St. Paul, 1995.
6. John T. Mentzer: Fundamentals of supply chain management—Response books.
7. Chopra, Sunil and Peter Meindle: Supply Chain Management, Pearson Education, New Delhi 2005.
8. Mentzer, John T., et el: Ed., Supply Chain Management, Response Books, New Delhi 2001.
9. Ballou, Ronald H: Business Logistics / Supply Chain Management,
Pearson Education, New Delhi 2004.

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3C 21 INVESTMENT MANAGEMENT

60 Hours 4 Credits

Objectives:

To understand the characteristics of securities markets and the instruments traded therein

To be able to analyze risk and return of securities and manage portfolios of investments.

Module I

Investment –meaning and definition-Objectives of Investment - types of investment—Security markets; Primary market/new issue market; functions of primary market; right issue, book building, private placement; organised stock exchanges; functions of stock exchanges; listing of securities; trading and operational mechanism of stock exchanges; settlement and clearing; Dematerialisation.

Module II

Valuation of securities – bond and equity valuation –Concepts of risk and return – systematic and unsystematic risk; risk and return of securities; risk and return of a portfolio; Numerical problems in bond and equity valuation, return and risk of securities and portfolio and calculation of security and portfolio beta to be covered.

Module III

Security analysis – fundamental analysis: economic, industry and company analyses-technical analysis : meaning of technical analysis; basic principles of technical analysis; Dow Theory; chart patterns; Elliot wave theory; mathematical and technical indicators: EMA, ROC, RSI and MACD (theory only); Market Indicators: Breadth of the market and Odd-lot index; Efficient Market Hypothesis: weak form, semi-strong form and strong form of efficient market hypothesis.

Module IV

Portfolio management – Portfolio analysis: risk and return of a portfolio; diversification of risk - Portfolio selection: Markowitz's Efficient frontier theorem; Sharpe's single index model; Capital Asset Pricing Model (CAPM)- Portfolio evaluation –methods of evaluation- portfolio revision (theory only) - Numerical problems in portfolio risk and return, Sharpe's single index model, Capital Asset Pricing Model (CAPM) and Portfolio Evaluation to be covered.

Module V

Institutional arrangement for security investments-SEBI and its functions- Mutual funds: meaning; concepts; types of mutual funds-merchant bankers: concept of merchant banking; services provided by merchant bankers - Depositories and Depository participants; functions of depository; Dematerialization; NSDL and CSDL - Credit rating services.

(50 % theory and 50% problems)

Books:

1 . Zvi Bodie, Alex Kane, Alan J Marcus and Pitabas Mohanty: "Investments" Tata McGraw Hill Education Private Limited, New Delhi

2 . Gordon J Alexander, William F Sharpe, and Jeffery V Bailey: "Fundamentals of Investments, Prentice-Hall of India Private Limited, New Delhi

3. S. Kevin: "Security analysis and portfolio Management", Prentice-Hall of India Private Limited, New Delhi.

4. Prasanna Chandra: "Investment Analysis and Portfolio Management", Tata McGraw Hill Education Private Limited, New Delhi

5. Punithavathy Pandian, "Security Analysis and Portfolio Management ", Vikas Publishing House Pvt Ltd, New Delhi.

6. Thummuluri Siddaiah: "Financial Services" Pearson Education, Delhi

7. K. Sasidharan & Alex K. Mathews, Security Analysis & Portfolio Management, Tata McGraw Hill, 2011

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 4 C 22 CORPORATE GOVERNANCE

Time: 60 hrs Credit:4

Objectives:

1. **To give a braod understanding of the corporate governance framework for corporate management.**
2. **To give specific ideas about the recommendations of various committees in different parts of the world for improving corporate governance .**

Module I

Corporate governance an overview: Public governance system- different views- different systems-Public governance structure. Menaing and definition of corporate governance- Historical perspective- CG in various countries such as Canada, US, UK, Italy, France Germany, Japan, China and India.Corporate G overnance machanism an overview- 4 p's of CG, people, purpose, power and performance .

Theoretical base of Corporate governance Models- Anglo saxon model, German model, Japanese model, control model, Indian model. Principle s of corporate governance. OECD principles- Stake holders obligations- essentioals of a good Corporate gov ernance system. Growth of Corporate governance in India. Mc Kinsey surver on corporate governance. Agent –principle relationship- share holders and CG- investors problem and protection- Legal frame work of Cg- Indian companies act. Accounting standards, SEBI act. Securities contract act- Clause 49 of the listing rules. Other stakeholders and CG, employees, institutional investors, customers, govt. community. Administrateve frame work of CG.-issues in managing dominant shareholders.

Module II

Various committees on corporate governance: Sarbanes Oxley Act. World bank and corporate governance- Blue Ribabd committee- Cadbury committee- Green bury committee- Kings committee- Security exchange commission- Kumaramangalam committee- Narayana Moorthy committee- Naresh Chandra committee- and JJ Irani committee on corporate governance.

Module IV

Corporate governance framework- BOD, Board committees – audit committee- remuneration committee- Auditors and CG. Bankers and corporate governance-CG and business ethisc. Corporate governance and CSR- Corporate governance and media- role of public policy and CG- Role of government- role of regulators. Financial reporting-details to be reported to external parties- whicile blowing machanism in CG.

Module V;

Corporate governance in Indian scenario- emergance of CG issues in India- Implementation of Birla committee recommendations- Need for standardisation of CG rating system- Pioneers in CG practices. Land mark cases in corporate frauds in recent years, enron fraud, world com fraud, AIG insurance case, baring bank case, lehman Brother case, Sathyam case, Tata finance case, Sahara case.

1. **References: A. C. Fernando, Corporate governance- Prinicples , policies and practices, Person education.**
2. **Kesho Prasad, Corporate Governance, PHI.**
3. **Joshi Vasudha, Corporate Governance.**
4. **Swami Parthasarathi, Corporate Governance- Machanism and practices .**

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 4 C 23 INTERNATIONAL BUSINESS

Time: 60 hrs 4 credits

Module I

Introduction to international business-Local, regional, national, international and global business—management orientation of overseas business-Theories of International Trade-ethno centric, poly centric, region centric and geocentric orientation--reasons for internationalization of business-factors restricting internationalization of business—major global companies in the world.

Module II

Theories of International Trade: Classical theory of comparative cost advantage-Absolute-Relative-Haberler's theory of opportunity cost-Mills theory of reciprocal demand-Factor endowment theory-Country similarity theory-New trade theory-Theory of mercantilism-International product lifecycle theory-Implications of trade theories-Gains from International trade-Terms of trade-Balance of Payment-India's foreign trade- an overview, Trade Barriers-Tariff and Non tariff barriers.

Module III

International business environment: Cultural, social, political and legal, technological ,economic and trade environment- Free trade area, Customs Union, Common Market-Economic Union-Bilateral and Multilateral Trade Agreement and WTO,IMF, WORLD BANK, BRICS BANK etc—natural and demographic environment. Opportunities and threats of Indian companies in international market. Problems and prospects of foreign companies in Indian market.

Module IV

Strategy development in international business—the firm as a value chain—global expansion plan- : International business locations- factors influencing locations-factors restricting location .Value chain analysis, risk analysis, cost benefit analysis. Business entry strategy-exporting, licensing, investment, joint ventures, green field investment, strategic alliance, global strategic partnerships.
International business functional strategies: International production strategy—international financing strategy—international human resources strategy and international marketing strategy.

Module V

Organizational structure and control system for international business: Centralized Vs decentralized structure-functional, divisional, product based and matrix structure. Global business planning system-global business organizing system--

information system-global business control system Integration of international business.

References:

1. Anant K Sundaran& J. Stewart Black: The international Business environment.
2. Porter's : Competitive strategy
3. Friedmann &J.Kim: Political risk and international Business
4. Rakesh Mohan Joshi-International Business OUP
5. M.L. Jhingan: International Economics, Vrinda Publications

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 4 C 24 MANAGEMENT CONTROL SYSTEM

Time: 60 hrs 4 credits

Objective

The course is designed to allow student to gain knowledge, insights and analytical skills related to how the finance managers go about designing, implementing and using planning and control systems to implement corporate strategies.

Module I

Conceptual framework of management control: Nature of Management Control Systems, Understanding Strategies, Behaviour in Organizations, Responsibility Centers, Revenue and Expense Centers, Profit Centers, Responsibility Accounting, Inter-divisional Transfer Pricing, Measurement of Divisional Performance including Performance Evaluation - Qualitative and Quantitative, Investment Centre and Measuring and Controlling Assets Employed.

Module II

Techniques of management control process: Strategic Planning, Steps in Management control process Budget Preparation, Planning and Procedures, Budgetary Control, Analysis of Variance, Performance Budgeting, Accounting Aspects of Control including Internal Audit and Control and Value for Money, Analysis and Reporting, Variance Reporting.

Module III

Analyzing Financial Performance Reports, Performance Measurement, Management Compensation, Behavioural
aspects of management control such as motivation and morale, Goal Congruency, Participative and Responsive Management.

Module IV

Variation in managerial control system: Controls for Differentiated Strategies, Service Organizations, Multinational Organizations and Management Control of Projects

Module V

Strategic Cost Control: Pricing decision including pricing strategies, Pareto Analysis, Just-in-time Approach, Material Requirement Planning, Enterprise Resource Planning, Total Quality Management, Balance Score Card, Bench Marking, Theory of Constraint, Uniform Costing and Inter firm comparison, Profitability analysis - Product wise / segment wise / customer wise.

References

1. Allen, B. R., Brownlee, E. R. II, Haskins, M. E., & Lynch, L. J. (2005). *Cases in management accounting and control system* (4th ed.). New Delhi: Pearson Education.
2. Anthony, R. N., & Govindrajan, V. (2007). *Management control systems* (12th ed.). New Delhi: Tata McGraw-Hill.
3. Cooper, R., & Kaplan, R. S. (2004). *Design of cost management systems* (2nd ed.). New Jersey: Prentice Hall.
4. Kaplan, R. S., & Anderson, S. R. (2007). *Time-driven activity-based costing: A simpler and more powerful path to higher profits*. USA: Harvard Business School Press.
5. Kaplan, R. S., & Cooper, R. (2009). *Cost & effect: Using integrated cost systems to drive profitability and performance*. USA: Harvard College.
6. Kaplan, R. S., & Norton, D. P. (2008). *Execution premium: Linking strategy to operations for competitive advantage*. USA: Harvard Business School Press.
7. Shank, J. K. (2006). *Cases in cost management: A strategic emphasis* (3rd ed.). USA: Cengage Learning.
8. Shank, J. K., & Govindarajan, V. (2008). *Strategic cost management: The new tool for competitive advantage*. New York: Free Press.

Marketing elective

MASTER OF BUSINESS ADMINISTRATION
BUS 3EM 01 CONSUMER BEHAVIOUR& MARKETING RESEARCH

60 Hours 4 credits

Course objectives:

1. To understand the basics of consumer decision-making processes, and,
2. To understand the information needs for helping the consumer in decision- making.

Module I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and life-style; Consumer behaviour audit. Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

Module II

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement. The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behaviour. Models of consumer decision-making- early models, Howard Sheth model. Recent developments in modelling consumer behaviour.

Module III

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India; Public policy and consumer behaviour.

Module: IV

Marketing research an overview- Need and importance- Marketing information system and marketing research- Components of MIS-Steps in Marketing Research- Problem formulation- Research design-Secondary and primary data-Research instruments-scales techniques-Data acquisition methods.

Module V:

Statistical summarization – Data analysis- Tools of analysis- parametric and non parametric tests- Report writing.

Books:

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Pearson, New Delhi, 2011.
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.

4. Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
5. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.
6. David Luck and Ronald Rubin: marketing Research PHI

Marketing Elective/ IB Elective -common
MASTER OF BUSINESS ADMINISTRATION
BUS 3EM 02/IB 02 GLOBAL MARKETING MANAGEMENT

60 Hours 4 credits

Course objectives:
• To understand the international environment for marketing, and,
• To gain an in-depth understanding of global marketing practices.

Module I
International Marketing: Meaning and Definition; Scope and Importance of International marketing; International, multinational and global marketing. Reasons for international marketing; Forces restricting international marketing; Management orientation to international marketing; Challenges of international marketing.

Module II
International economic environment: Different economic systems; Big emerging nations; Low income, middle income and high income countries. International trade environment; Preferential trade agreements; Specific trading groups; International social and cultural environment; Understanding culture. Political, legal and regulatory environment. Concept of sovereignty; Political risk; International legal system; Business issues in legal systems; Approaches to dispute settlement. International regulatory environment; WTO.

Module III
International market entry strategy: Factors influencing entry strategy; Modes of entry; Exporting; Problems in exporting; Measures of import restriction and export promotion; International payment system. Licensing; Foreign Direct Investment; Strategic Alliances; Global strategic partnership and relationship enterprise.

Module IV
International marketing mix strategy: International product strategy; Factors affecting product strategy; International promotion strategy; Integrated marketing communications; Global advertising; Global personal selling; Global sales promotion and publicity; International distribution strategy.

Module V
International marketing information system and marketing research; Steps in international marketing research; Special issues in international marketing research. International marketing organisation system; International marketing control system. Foreign trade policy of India; Exim Policy; Analysis of foreign trade of India.

Books:
1. Keegen, Warren and Mark Green: Global Marketing, Prentice Hall of India, New Delhi.

2. Cateora, Philip R, and John L Graham: International Marketing. Tata McGraw Hill, New Delhi 2005.
3. Kripalani, V.H.: International Marketing, Prentice Hall of India, New Delhi.
4. Ministry of Commerce, Government of India: Export Import Policy 1992-97.
5. U.C Mathur: International Marketing- Text and cases : Sage publications

Marketing Elective

MASTER OF BUSINESS ADMINISTRATION
BUS 3EM 03MARKETING COMMUNICATION MANAGEMENT

60 Hours 4 credits

Course objectives:

- To understand the process of marketing communication and,
- To gain an in-depth understanding about sales promotion.

Module I

Marketing communications: Introduction to integrated marketing communications; Advertising, personal selling, sales promotion, publicity and public relations. Need and importance of integrated marketing communications. Legal and regulatory aspects of integrated marketing communications; Advantages and disadvantages of marketing communications to the producer, consumer, advertising agencies and society.

Module II

Consumer behaviour and marketing communications; Communication process; Wilber Schramam's model, Two step Flow of Communication, Theory of cognitive dissonance and clues for advertising strategists.

Module III

Advertising: Meaning; Definitions; importance and scope; Advertising agencies; functions of advertising agencies; Building of advertising programme- Message, headlines, Copy, Logo, illustration, Appeals, Layout; Creativity in advertising; Copy preparation and testing; Campaign planning; Media planning; Budgeting; Evaluation; Timing of advertising; Selection, Compensating and appraisal of advertising agency; Television advertising; News paper advertising; Magazine and periodical advertising; Ethics in advertising; Regulatory framework for advertising.

Module IV

Sales promotion: Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting.

Module V

Publicity and public relations: Relevance, scope and importance. Methods of publicity. ifferent types of publics and their role in marketing; Managing publics; Methods of publicity; Publicity materials; Public relations officer- role and functions; Personal selling strategy- importance and role; Scope of personal selling.

Books:

1. Aaker, David A et. el.: Advertising Management, Prentice Hall of India, New Delhi 1985.

2. Belch, Geroge E. and Belch, Michael A: Advertising and Sales Promotion, Tata McGraw Hill, New Delhi 2004.
3. Jones, John Philip: Behind Powerful Brands, Tata McGraw Hill, New Delhi 2000.
4. Hard, Norman: The Practice of Advertising, Butterworth Heinemann, Oxford 1995.
5. Kenneth E Clow & Donald Baack, Integrated Advertising, Promotion and Marketing Communications, Pearson, 2012

Marketing elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3EM 04 BRAND MANAGEMENT

60 Hours 4 credits

Course objectives:

- To understand the strategic significance of brand building, and,
- To understand the formulation and implementation of brand building strategies.

Module I
Concepts of Brand: Importance of branding; types of branding; Brand awareness; Brand essence; Brand personality; Brand identity; Brand associations, brand image and; Brand loyalty; Brand equity; Product vs corporate branding. New band development.

Module II
Branding strategies: Brand name selection; Brand building tools; Brand extension decisions; Related extension and unrelated extension; family vs individual brand names; Multiple branding; Private vs national branding.

Module III
Brand positioning and re-launch: Brand building and communication. Brand repositioning. Indian cases on brand positioning and repositioning.

Module IV
Evaluation of brand equity: Models for evaluation of brand equity.

Module V
Branding for international markets. Protection of brand assets. Brand audit;

Books:
1. Aaker, David A: Managing Brand Equity, Free Press, New York.
2. Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi 2004.
3. Chaturvedi, M: New Product Development, Wheeler Publications, New Delhi.
4. Kapferer, J.N.: Strategic Brand Management, Kogan Page, New Delhi, 2012.
5. Kuller, K.L.: Strategic Brand Management, Prentice Hall, New Delhi.
6. Moorthy, Y.L.R.: Brand Management, Vikas Publication House, New Delhi. 2012
7. Aaker, David A: Building Strong Brands, Free Press, New York 1996.

Marketing elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 4EM 05 SALES MANAGEMENT

60 Hours 4 credits

Course objectives:

• To acquaint the students with the concepts and practices of sales management, and,

• To enable them to develop capabilities to design and implement sales programmes.

Module I

Sales management- Concepts, scope and importance; Objectives of sales management. Sales function and the sales organisation; Types of sales organisation. Nature of selling;

Module II

Sales force management- selection and training; Sales job analysis; Sales job description; Recruiting; Sales person selection; Screening, interviewing/testing, induction and placement. Designing sales training programmes; Deciding training content, selection of training methods; Execution and evaluation of training programmes.

Module III

Salesmanship; Theories of salesmanship- AIDA theory; Right set of circumstances theory; Buying formula theory and Behavioural equation theory. Qualities of salesman; Motivating salesmen; Compensating salesmen; Requirements of a good sales compensation plan; Types of compensation plans; steps in designing a salesman compensation plan.

Module IV

Sales territories – Concept of sales territory; Procedures for setting up sales territories; Assignment of sales personnel to territories; Sales budget and sales quota; Purpose, form and content of sales budget; Sales quota- Concept and types of sales quota; Quota setting procedures; Administering sales quota.

Module V

Performance evaluation for salesmen: standards of performance; Relation of performance Standard to personal selling objectives. Sales meetings; Planning and staging sales meetings, sales contests; Sales control; Sales audit; Sales analysis; Marketing cost analysis.

Books:

1. Anderson, R: Professional Sales Management, Prentice Hall of Inc., New Jersey 1992.
2. Spiro, Rosann L, Stanton, William J and Rich, Gregory A: Management of Sales Force, Tata McGraw Hill, New Delhi 2005.
3. Dalrymple, D.J.: Sales Management: Concepts and Cases, John Wiley, New York 1989.
4. Stilt, Cundiff and Govoni: Sales Management- Decisions, Strategies and Cases, Prentice Hall of India, New Delhi.
5. Donaldson, Bill: Sales Management, McMillan,

MASTER OF BUSINESS ADMINISTRATION
BUS 4EM 06 RETAIL MANAGEMENT

60 Hours 4 credits

Course objectives:

1. To understand the importance or retail and its strategic dimensions, and
2. To enable them to design and operate retailing facilities

Module I

Retailing: Nature and scope; Retailing scenario in India, Wheel of retailing: Types of retailing – Ownership-based, store based, and non-store based retailing – Vertical marketing system

Module II

Strategic planning in retailing—Retailing environment and customers; Designing retailing information system and research Location and Organisational decisions – Trading area analysis; Site selection; Organisational patterns in retailing.

Module III

Operations Management: Budgeting and resource allocation, Store format and size decisions, Store layout and space allocation; Store security aspects; Credit Management.

Module IV

Product Assortment decisions – merchandise forecasting: Buying and handling merchandise; -inventory management—merchandise pricing: merchandise labeling and packaging.

Module V

Retail promotion; building retail store image; role of atmosphere; Layout planning: Retail promotion mix strategy — retail store sales promotion schemes, retail control; controlling retail operations.

Books:

1. Barry Berman and Joel. R Evans: Retail management – A strategic approach:— Pearson education
2. Pradhan: Retail Management, Tat McGraw Hill, New Delhi.
3. Berman, Barry and Joel Evans: Retail Management, Prentice Hall, New Jersey.
4. Levy, Michael and Barton A Weitz: Retail Management, Tata McGraw Hill, New Delhi 2003
5. Cooper, J: Strategy Planning in Logistics and Transportation, Hogan page, London.
6. Cox, Roger and Paul Britain: Retail Management, Prentice Hall, Harlow.
7. Guptha, Ramesh Mittal & Ruchi Nayya, Retailing and E-tailing, International Book House, 2011.

MASTER OF BUSINESS ADMINISTRATION
BUS 4EM 07 SERVICES MARKETING

60 Hours 4 credits

Course objectives:

- To develop insights into emerging trends in service sector of the economy, and,
- To gain practical knowledge in marketing service products.

Module I

Emergence of Service economy: Nature of services; Unique characteristics of services; Goods and services marketing; Classification of services; Origin and growth of Service marketing. Service marketing mix;

Module II

Service product development: The service encounters; Service consumer behaviour; Service management trinity; Service experience; Service quality. Service failure and recovery; Service blue printing.

Module III

Service vision and service strategy; Quality issues and quality models of service management;

Quality function deployment; Customer defined service standards; servicescape; Customer satisfaction; Customer satisfaction surveys; integrated marketing of services.

Module IV

Demand and supply management for services; Advertising, branding and packaging of services;

Employees' roles in service delivery. Customers' role in service delivery.

Module V

Marketing of Various Services: Marketing of financial services; Marketing of Healthcare services; Marketing of Tourism services; Marketing of educational services; Marketing of legal and professional services.

Books:

1. Zeithaml, Valarie A and Bitner, Mary Jo: Services Marketing, Tata McGraw Hill, New Delhi 2004.
2. Woodruffe, Helen : Services Marketing, Macmillan India, New Delhi.
3. Lovelock, Christopher H.: Managing Services: Marketing Operations and Human Resources, Prentice Hall Inc, New Jersey 1995.
4. McDonald, Malcom and Payne: A Marketing Planning for Services, Heinemann, Butterworth 1996.

Finance Elective/ IB Elective Common

MASTER OF BUSINESS ADMINISTRATION
BUS 3E F01/IB01 INTERNATIONAL FINANCE

60 hours 4 Credits

Module I

Balance of payments – Structure of BOP: Current Account; Capital Account; – Disequilibrium – Adjustment mechanism – Relation between balance of payments and foreign exchange rates – Theories of exchange rates – Purchasing Power Parity theory; Interest rate Parity Theory; Arbitrage in forward market: Covered Interest Arbitrage; International Fisher Effect - Factors influencing exchange rates. Numerical problems in covered interest arbitrage to be covered.

Module II

International Monetary System – Exchange Rate Mechanism – The Gold Standard – The Bretton woods system – the present system of floating rates – Alternative Exchange Rate Regimes: Fixed Exchange Rate systems; Floating Exchange Rate Systems - convertibility of currency.

Module III

IMF- its functions- special schemes of lending – conditionalities of IMF loans – IMF's role in providing international liquidity SDR's – International financial markets and instruments

Module IV

Foreign exchange markets – Structure of Foreign Exchange Market- Features of foreign exchange market; market participants – spot market – forward market - foreign exchange rates – exchange rate quotations – Direct quotes and indirect quotes – spot and forward transactions – spot rate and forward rate – forward premium and forward discount – forward rate quotations : outright forward quote and swap quote – factors affecting forward rates - Cross rates – Arbitrage in spot market: two currency arbitrage; Triangular arbitrage – TT rates and Bill rates.

Numerical problems in direct and indirect quotes, cross rates and two currency and three currency arbitrage to be covered.

Module V

Foreign currency derivatives (Theory only) – currency forwards, currency futures, currency options and swaps - Foreign exchange risk and exposure – operating exposure, transaction exposure and translation exposure – Management of foreign exchange exposure with hedging – Internal hedging (theory only): leading and lagging, exposure netting, currency risk sharing, hedging through sourcing and hedging by choosing the currency of invoice – external hedging: hedging with forward and futures(theory only); money market hedging (theory and problem).

Numerical problems in money market hedging to be covered.

Books :

1 . Maurice Levi : International finance, Routledge
2. Bruce G Resnick and Cheol S Eun: International Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3 . S. Kevin: Fundamentals of International Financial Management, PHI Learning Private Limited, New Delhi.
4 . Thummuluri Siddaiah: International financial Management, Pearson Education, Delhi
5 .Vyuptakesh Sharan: International Financial Management, PHI Learning Private Limited, New Delhi

Finance Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3E F02 CORPORATE TAXATION

60 Hours 4 credits

Course objectives:

- To acquaint the students with the corporate taxation laws in the country, and,
- To gain enough knowledge to manage corporate taxes.

Module I

Income Tax Act- basic concepts and definitions; Income; Agricultural income; Assessee; Person; Average rate of tax; Assessment year; Previous year; Residential status; Residence and incidence of tax. Heads of Income.

Module II

Computation of income under the head Profits and Gains from Business or Profession; Chargeability; Deductions expressly allowed; Expenses allowable under certain restrictions; Expenses expressly disallowed; Maintenance of accounts; Compulsory audit of accounts; Computation of profits and gains; Problems on computation of income from business or profession.

Module III

Computation of total income; Set off and carry forward of losses; Deductions from total income applicable to corporate assesses. Assessment of companies: Definition of company; Indian company; Domestic company; Foreign company; Obligation of companies; Computation of taxable income; Determination of tax liability; Problems on computation of tax liability of companies.

Module IV

Tax planning: Tax avoidance; Tax evasion; Tax management; Tax planning with reference to financial management decisions such as Capital structure, inter-corporate dividend and transfers, dividend policy and bonus shares. Tax planning with reference to specific managerial decisions like make or buy decisions, own or lease decisions, repair or replace decisions and shut down or continue decisions.

Module V

Tax planning with respect to managerial remuneration, mergers and acquisitions, foreign collaborations and joint ventures, Implications of avoidance of double taxation agreements.

Books:

1. Ahuja, G.K. and Gupta, Ravi: Systematic Approach to Income Tax, Bharat Law House, Allahabad 1999.
2. Singania, Vinod K.: Direct Taxes :Law and Practice, Taxman, Delhi 1991..
3. Prasad, Bhagavati: Direct Taxes: Law and Practice.

4. Sreenivas, E.A.: Handbook of Corporate Tax Planning, Tata McGraw Hill, New Delhi 1986.

Finance Elective/IB Elective common

MASTER OF BUSINESS ADMINISTRATION

BUS 3E F03/IB 03 STRATEGIC FINANCIAL MANAGEMENT

60 Hours 4 credits

Module I

Strategic financial management an overview—Agency theory-Conflict of interest. Business valuation methods – dividend yield method – earnings yield method- earnings ratio method – ROI valuation method. Capital asset pricing model – dividend growth valuation model.

Module II

Valuation of securities: approaches to corporate valuation, valuation of equities including cash flow, dividends and earnings approach- valuation of debt – valuation of convertibles and derivatives. Black- Scholes model -valuation for mergers and acquisitions.

Module III

Corporate restructuring – Broad areas of restructuring – rationale for diversification – techniques for corporate restructuring – expansion techniques - joint ventures, business alliances, foreign franchises, intellectual property rights – Disinvestment techniques – sell off – de merger (spin off) management buyout – liquidation- leveraging buyout- other techniques – going private – share repurchase – buy-in reverse merger.

Module III

Mergers and acquisitions – types of amalgamations- methods of take-over – motives and strategies influencing M&A- Motives of cross boarder M&A- Categories of M&A- methods of payment in M&A – steps in merger transactions – tax benefits of merger transactions – reverse mergers – steps in reverse mergers – defensive strategies in hostile takeovers.

Module IV

Corporate restructuring – Broad areas of restructuring – rationale for diversification – techniques for corporate restructuring – expansion techniques – M&A , takeovers , joint ventures, business alliances, foreign franchises, intellectual property rights – Disinvestment techniques – sell off – de merger (spin off) management buy-out – liquidation- leveraging buyout- other techniques – going private – share repurchase – buy-in reverse merger.

Module V

Financial reorganization – leverage buy-out- concept of LBOs – stages of LBO operation - sources of value generation through LBO . International sources of finance – GDR,ADR,ADS.

References

1. Robert Allen Hill, Strategic Financial Management
2. Rajni Sofat and Preethi Hiro, Strategic Financial Management
3. Samuel C. Weaver and John Fred Weston, Strategic Financial Management
4. Ravi. M. Kishore : Financial management

5. Prasanna Chandra : Financial management
6. I.M.Pandey: Financial management

Finance Elective

MASTER OF BUSINESS ADMINISTRATION

BUS 4EF 04 INDIAN FINANCIAL SYSTEM

60 Contact hours 4 credits

Module I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview - capital market instruments - capital market reforms –primary markets – methods of raising funds from primary market- public issue global markets – issue of American depository receipts and global depository receipts – guide lines on their issue – emerging trends.

Module II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

Module III

Merchant banking – historical perceptive – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

Module IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing – lease evaluation (lessor's and lessee's point of view)- tax aspects of leasing. Hire purchase: introduction – concepts and characteristics – legal aspects and tax implications – financial evaluation.

Module V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

References

1 L.M. Bhole: Financial Institutions and Market
2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors
3 N.J.Yasaswy: Personal Investment and Tax Planning
4 Julia Holyoake, William Weipers: Insurance 4th edition
5 M.Y.Khan: Financial Services
6 Sriam. K: Hand book of leasing, Hire purchase and Factoring.

7 Bhatt. R.S : Financial system for economic development
8 Pandey I.M: Venture Capital – The Indian Experience
9. Punithavathy Pandian: Financial Services and Markets, Vikas

Finance Elective/ IB Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS4E F05/IB05 FOREX MANAGEMENT

Time 60 hours **4 credits**

Module I

Meaning of the Term "Foreign Exchange", Exchange Market, Statutory basis of Foreign Exchange,
Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export
India's Forex Scenario: BOP crisis of 1990, LOERMS, Convertibility.3 Introduction to International Monetary Developments: Gold standard, Bretton Woods's system, Fixed-Flexible Exchange Rate Systems, Euro market.

Module II

Finance Function: Financial Institutions in International Trade. 5 Non resident Accounts: Repatriable and Non Repatriable, Significance for the Economy and Bank. -- Methods of IN Trade Settlement: Open Account, Clean Advance, Documentary Credit, Documentary Collection. -- Documentary Credits (Letter of Credit): Types of LC – Parties, Mechanism with illustration.

Module III

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents. 9 INCOTERMS: C.I.F., F.O.B., C.I.P.
Financing of Imports by Opening of Letter of Credit: Documents required, Trade and Exchange Control Formalities, Sanction of LC Limit. -- Export Finance: Financing of Export/ Deemed Export: Pre ship, and Post Ship Finance, Export Methods --, E.C.G.C. and other formalities. Uniform Custom Practices of Documentary Credits -- Uniform Rules Collection

Module IV

Introduction to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic. -- Deriving the Actual Exchange Rate: Forwards, Swap[s, Futures and Options. Guarantees in Trade: Performance, Bid Bond etc.

Module V

International Financial Institution--• International Monetary Fund—functions--• Special Drawing Rights• International Bank for Reconstruction and Development--• International Finance Corporation--• International Development Association

References

1. "M.VY.Phansalkar", All about Foreign Exchange & Foreign Trade, Englishedition, 2005.
2. "Walter.OCHYMSKI", Foreign Exchange Management, Book sorge Publication,2006.
3. "Julian Walmsley", Foreign Exchange & Money Markets Guide, John wiley, 2006.
4. "Bimitris and N.Shyrafos", New Technology of Financial Management, Johnwiley, 2006.
5. "Surendra.s.Yadav, P.K.Jain and Max peyrard", Foreign Exchange Markets understanding derivatives & other instrucments, Macmillan.

6. “B.P.Mathur”, Foreign Money in India, Macmillan
7. “Yarbrough”, The World Economy ,Trade & Finance, 7th edition, Cengage learning .
8. “Seethapathy.K.and Suhulakshmi.Y”, Foreign Exchange Management, ICFAI.
9. “Yadav”, Foreign Exchange Markets, Macmillan, 2007.
10. “Thomas von Ungern”, Strategic Foreign Exchange Management, Black well Publishers, 1990.

Finance Elective/ IB Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS4E F06/ IB 06 RISK MANAGEMENT
Time 60 hours **4 credits**

Objective
The basics purpose of this course is to develop an understanding of the Underlying concepts, strategies and issued involved in the management of risk. This course will provide the skills to identify and measure risks, quantify risks and create risk response strategies to deliver decisions that meet stakeholder Expectations.

Module I
An overview of risk management – Investors and risk management, the profitable side of risk management; Risk management process – risk models; Derivative **-** Hedging Currency Risk , Hedging Risk through Forward Contracts, FAS-133, Indian Derivatives Market, Types of Futures Contracts, Pricing of Stock Index Futures, Pricing of Currency Options, Using Currency Options, Speculating with Currency Options.

Module II
Interest rate Swaps – rationale, liability and asset based interest rate swaps, pricing of swaps, forwards and options on swaps, Creating value with risk management- financial distress and investment, risks in banking- credit risk, interest rate risk, off balance sheet risk, foreign exchange risk, political risk and country risk, liquidity risk Measuring and managing Interest rate risk – the maturity model, the maturity model with a portfolio of assets and liabilities, The duration model, Duration and convexity, limitations of the duration model,

Module III
Models for the evaluation and management of Credit risk and credit derivatives – default risk models, credit risk models – Altman’s model, off balance sheet risks and liquidity risks, credit risks of derivatives. A firm wide approach to risk

management.

Module IV
Measuring risks for corporations, the maturity model, Value at risk – Var models, Portfolio risk, Risk adjusted return on capital, Identifying and managing cash flow exposures. Hedging interest rate risk with futures, options and swaps.

Module V
Using options to create hedges, The Black Scholes model
Using Options on Interest Rate Futures to Control Interest Rate Risk - Options on Futures versus Options on Physicals , Complications of Hedging with Options on Futures , Protective Put Buying Hedge Strategy , Covered Call Strategy and Its Limitations, Creating Collars , Comparison of Hedging with Futures and Futures Options. Using Interest Rate Swaps, Caps and Floors to Control Interest Rate Risk.

References
1. Bessis, J. (2002). *Risk management in banking.* (*2nd* ed.). New York: John Wiley & Sons.

2. Bhalla, V. K. (2001). *Financial derivatives: Risk management*. New Delhi: S. Chand & Company.
3. Chance, D. M. (2003). *An Introduction to derivatives and risk management* (6th ed.). USA: Thomson, South Western.
4. Chorafas, D. N. (2000) *Credit derivatives & the management of risk.* USA: Prentice Hall.
5. Cuthbertson, K., & Nitzsche, D. (2001). *Financial engineering: Derivatives and risk management.* New Delhi: John Wiley & Sons.
6. Madura, J. (2008). *Financial markets and institutions.* USA: South West Publishing.
7. Saunders, A., & Cornett, M. M. (2007). *Financial markets and institutions:An Introduction to the risk management approach*

Finance Elective/ IB Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS4E F07/ IB 07: FINANCIAL DERIVATIVES

Time 60 hours **4 credits**

Objective
This course sets up study in the field of investments related to options, futures and other derivative securities. The course will acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments.

Module I
Introduction to financial markets: forwards, futures, options, bonds, swaps and other derivative instruments. *Determination of forward and future prices: Pricing of futures and forwards on investment assets, commodities, currencies and interest rate.*

Module II
Hedging strategies using futures: Short hedge and long hedge using futures, cross hedging of portfolio and commodities using futures.
Basic Option Pricing: European options, American options, forward-spot parity, put call parity, the binomial option-pricing model.
Asset price random walks: Stochastic Finance, diffusion processes, Ito's lemma, lognormal distribution, modelling option prices.

Module III
Valuation of derivatives in Continuous Time: The Black and Scholes model, volatility estimation in BS model, Extensions of Black and Scholes formula, options on stock indices, currency and futures. Sensitivity analysis (the "Greeks") and hedging of options, Delta, gamma and vega hedging using options and futures.

Module IV
Financial Engineering: Construction of option strategies in various market situations and their pay off; Betting on a large price decrease, betting on a small price increase.

Module V
Exotic options: Compound, binary, barrier and Asian options, options involving several assets. Swaps Transactions: Interest rate swaps, currency swaps, commodity swaps and equity swaps; Pricing and valuation of swaps. Credit default swaps, valuation of credit default swaps. Value at risk: Normal linear VaR, Historical simulation, value at risk for option portfolios.

References

1. Avellaneda, M., & Laurence, P. (2000). *Quantitative models of derivative securities .USA: International standard books.*
2. Bhalla, V. K. (2008)*. Investment management*. New Delhi: Sultan Chand.
3. Chance, D. M. & Brooks, R. (2009). Derivatives and risk management (8th ed.). USA: Cengage Learning.
4. Hull, J. C. (2009). *Options futures and other derivatives* (7th ed.). New Delhi: Prentice Hall of India.
5. Jarrow, R., & Stuart, T. (2000). *Derivative securities* (2nd ed.). Cincinnati: South-Western.
6. Neftci, S. N. (2000). *An introduction to the mathematics of financial Derivatives* (2nd ed.). *USA:* Academic Press.

7. Piliska, S. (2004). *Introduction to mathematical finance.* UK: Blackwell

Publishing.
8. Wimott, P. (2009). *Quantitative finance* (2nd ed.).UK: John Wiley& Sons.
The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

HRM elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3EH 01 MANAGING SELF AND OTHERS

60 Hours 4 credits

Course objectives:
• To gain an understanding of self and its various dimensions and
• understand the interpersonal dynamics and its impact on organizations.

Module I
Concepts of Self Ego and ego states – skills – introduction to Transactional Analysis – use of Psychometrics – projective / situational tests – tools and techniques.

Module II
Group as a medium for learning – Group cohesiveness – interpersonal communication – interpersonal awareness – interpersonal feedback – interpersonal trust – Johari Window – Group decision making – group synergy – team building – sensitivity training – Rational – Emotive Therapy – Assertiveness training.

Module III
Counselling – Approaches to counseling - counseling process - beginning, developing and terminating a counseling relationship and follow up – Assessing client's problems – selecting counseling strategies and interventions – Application of counseling to organizational situations with a focus on performance counseling.

Module IV
HRD Intervention – HRD approaches for coping with organizational changes.

Module V
Cross cultural differences and management implications – cross cultural leadership and decision making – Cross cultural communication and negotiation.

Books:
1. Maclennen, Nigel, Counselling for Managers, Grover, Aldshot, 1996.
2. Cormer, L.S and Hackney H, The Professional Counseller's Process Guide to Helping, Prentice Hall Inc., Englewood Cliffs, New Jersey, 1987.
3. Bennis, W,G, Essay in Interpersonal Dynamics, Dorsey Press, USA, 1979.

4. McShane, StevenI and Von Glinow, Mary Ann, Organisational Behaviour, Tata McGraw Hill, New Delhi, 2005.
5. Moore M.D et al, Inside Organizations: Understanding the Humaan Dimensions, Sage, London, 1988.
6. Adler, N.J. International Dimensions of Organisational Behaviour, Kent Publishing, Boston, 1991.
7. Hofstede, G. Culture's Consequences: International Differences in Work related Values, Sage, London, 1984.
8. Journals

HRM elective

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 3EH 02 PERFORMANCE MANAGEMENT

60 Hours 4 credits

Course objectives:

• To gain an in-depth understanding of organizational and managerial performance

• To gain practical knowledge in setting up team management, target setting and achievement.

Module I

Concepts of organizational performance: Vision and mission: Communicating and living shared view; Competencies and behaviors for effective performance; Establishing the skills, knowledge and attitude required for the organization's future; Recruiting and developing against the agreed competencies; Performance standards and targets; Clarifying, communicating and reviewing organizational goals and targets; Linking group and individual responsibilities to organizational performance.

Module II

Performance management: Meaning and importance of Managerial Performance; Critical success factors analysis for managerial performance; Business System analysis; Management styles and performance; Style of communication; Performance appraisal: Instrument for performance appraisal; Evaluation of managerial performance. Setting performance standards; measurement of performance; Time management;

Module III

Management style: Relationship orientation; Task orientation; Working in teams: Team development; coaching and training; Leadership Skills and Motivation. Setting objectives and targets; Setting smart goals; chasing targets;

Module IV

Indicators of performance for different levels of management; Criteria for evaluating performance of junior level managers, middle level managers and top level managers; Tracking performance; Feedback management for performance improvement.

Module V

Organizational culture and managerial performance: Developing appropriate culture for superior performance; Focusing individual and organizational learning on improved performance; Rewards and performance - Defining appropriate reward systems; Ensuring the link between performance and rewards; Limitations and boundaries of performance related rewards; Using effective methods of reviewing performance and development; Performance based cultures and structures.

Books:

1. White, Alasdair.: Performance Management
2. Robert Bacal, Performance Management, McGraw Hill
3. Harvard Business Essentials, Performance Management
4. Herman Aguinis, Performance Management

HRM Elective

MASTER OF BUSINESS ADMINISTRATION

BUS 3EH 03 HUMAN RESOURCE PLANNING AND DEVELOPMENT

60 Hours 4 credits

Course objectives:
1. To give the students a deep understanding of process of HR planning.
2. To familiarize them with the methods for HR development.

Module I
Introduction to HR planning—meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, Hr demand forecasting-techniques-HR supply forecasting-skill inventories-management inventories, wastage analysis. Redundancy strategies, retention strategy, retention plan, macro level man power planning and labour market analysis- work flow mapping, recruitment and succession planning. Macro level manpower planning and labor market analysis; Organizational HR Planning; Stock taking; Workforce flow mapping; Age and grade distribution mapping. Recruitment and succession planning.

Module II
Job analysis, meaning and definition, job description and job specifications, steps in job analysis, process of job analysis, method of collecting job data. Why job analysis, job design—career management and career planning- selection process.

Module III
Performance management: Performance planning; Potentials appraisal and career development; Tools for measuring performance.

Module IV
HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization

Module V
HR Information systems; HR Valuation and accounting; HR Audit; Culture Audit; Career assessment - Models.

Books:
1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff, 1991.

3. Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford, 1992.
5. Greenhaus, J.H., Career Management, Dryden, New York, 1987.
6. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford, 1995.

HRM/IB Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 4EH 04/IB04: GLOBAL HUMAN RESOURCE MANAGEMENT

60 Hours 4 credits

Course objectives: The objective of the course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.

Module I: International organization – approaches to the study of comparative employment policy –convergence theory, Marxist theory, the cultural approach – the institutionalism perspective/functions-Globalization and HRM.

Module II: International HRM models –Poles adaptation of the Harvard model- the Brewster and Bournois model of International HRM –controversy International HRM- Problems of global research – evidence of international HRM- Internationalization of business – types of global business-Impact of inter country differences on HRM.

Module III : International staffing –Policies and practices –Techniques and sources of global recruitment ,selection process-global labour market differences-global compensation –Managerial transfers-Global Management Development-techniques- management qualifications and characteristics, motivation and retention of talent, 360 degree feedback- international adjustments- repatriation.

Module IV: Comparative Labour Relations- International Pressures on National Practices- Multinational Ownership and collective bargaining- women in global business- quality circles- participative management- An overview of HRM in USA, UK, Japan, West Germany and Russia- Innovative management techniques and their influences

Module V: HRM in Global Organizations – Ethics in International business- Western and Eastern Management thoughts in the Indian context.

References:

VSP Rao: Human Resource Management—Text and Cases

HRM Elective

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 4EH 05 MANAGEMENT OF TRAINING AND DEVELOPMENT

60 Hours 4 credits

Objectives: To familiarize the students with the requirements for designing appropriate systems for management of organizational career development, roles identity and with the concepts of the Managerial competency approach and its relevance to career management.

Module I: Training process an overview—training, development and education, structure of training origination—role competencies and positions of training professionals—training as a system, training process models-evolution of training role—strategic training and development process, implications of strategies for training—training environment, models of organizing and training departments.

Module II: Learning and learning styles—David Kolb's learning style model, VAK model, principles of learning, Blooms taxonomy, andragogy and pedagogy, synergogy for team learning—learning theories, reinforcement theory, social learning theory, goal theory, need theory, expectancy theory, adult learning theory, information processing theory, learning and knowledge management- Robert Gagne's The nine events of instruction.

Module III: Training needs analysis, organization analysis, person analysis, task analysis. Need assessment techniques, training design and development—Principles, design process, Types of costs in training program, lesion plans- Training implementation, approaches, seating arrangements, selection and training of trainees, training aids, teaching and facilitation skills.

Module IV: Technical training—training for TQM, attitudinal training, training for management of change, training for productivity, training for creativity and problem solving, training for leadership. Training communication, evaluation process .Donald Kirkpatrick's evaluation model-outcomes used in evaluation training program—Methods of data collection for training evaluation—cost benefit analysis, Future of training and development.

Module V: Management development—objectives of MD—Methods of MD, models of management development. Compulsory case analysis.

Books:

1. Lyntop R. Pareek.U: Training for development.

2. Buckley R and Caple: The theory and practice of Training

3. Peppar, Allan D: Managing the training and development function.

4. John Patrick: Training Research and practice.

International Business Elective/Finance Elective

MASTER OF BUSINESS ADMINISTRATION

BUS 3EF 01/IB01 INTERNATIONAL FINANCE

60 hours 4 Credits

Module I

Balance of payments – Structure of BOP: Current Account; Capital Account; – Disequilibrium – Adjustment mechanism – Relation between balance of payments and foreign exchange rates – Theories of exchange rates – Purchasing Power Parity theory; Interest rate Parity Theory; Arbitrage in forward market: Covered Interest Arbitrage; International Fisher Effect - Factors influencing exchange rates. Numerical problems in covered interest arbitrage to be covered.

Module II

International Monetary System – Exchange Rate Mechanism – The Gold Standard – The Bretton woods system – the present system of floating rates – Alternative Exchange Rate Regimes: Fixed Exchange Rate systems; Floating Exchange Rate Systems - convertibility of currency.

Module III

IMF- its functions- special schemes of lending – conditionalities of IMF loans – IMF's role in providing international liquidity SDR's – International financial markets and instruments

Module IV

Foreign exchange markets – Structure of Foreign Exchange Market- Features of foreign exchange market; market participants – spot market – forward market - foreign exchange rates – exchange rate quotations – Direct quotes and indirect quotes – spot and forward transactions – spot rate and forward rate – forward premium and forward discount – forward rate quotations : outright forward quote and swap quote – factors affecting forward rates - Cross rates – Arbitrage in spot market: two currency arbitrage; Triangular arbitrage – TT rates and Bill rates.

Numerical problems in direct and indirect quotes, cross rates and two currency and three currency arbitrage to be covered.

Module V

Foreign currency derivatives (Theory only) – currency forwards, currency futures, currency options and swaps - Foreign exchange risk and exposure – operating exposure, transaction exposure and translation exposure – Management of foreign exchange exposure with hedging – Internal hedging (theory only): leading and lagging, exposure netting, currency risk sharing, hedging through sourcing and hedging by choosing the currency of invoice – external hedging: hedging with forward and futures(theory only); money market hedging (theory and problem).

Numerical problems in money market hedging to be covered.

Books :

1 . Maurice Levi : International finance, Routledge

2. Bruce G Resnick and Cheol S Eun: International Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3 . S. Kevin: Fundamentals of International Financial Management, PHI Learning Private Limited, New Delhi.
4 . Thummuluri Siddaiah: International financial Management, Pearson Education, Delhi
5 .Vyuptakesh Sharan: International Financial Management, PHI Learning Private Limited, New Delhi

International Business/ Marketing Elective

MASTER OF BUSINESS ADMINISTRATION

BUS 3EM 02/IB 02 GLOBAL MARKETING MANAGEMENT

60 Hours 4 credits

Course objectives:

- To understand the international environment for marketing, and,
- To gain an in-depth understanding of global marketing practices.

Module I

International Marketing: Meaning and Definition; Scope and Importance of International marketing; International, multinational and global marketing. Reasons for international marketing; Forces restricting international marketing; Management orientation to international marketing; Challenges of international marketing.

Module II

International economic environment: Different economic systems; Big emerging nations; Low income, middle income and high income countries. International trade environment; Preferential trade agreements; Specific trading groups; International social and cultural environment; Understanding culture. Political, legal and regulatory environment. Concept of sovereignty; Political risk; International legal system; Business issues in legal systems; Approaches to dispute settlement. International regulatory environment; WTO.

Module III

International market entry strategy: Factors influencing entry strategy; Modes of entry; Exporting; Problems in exporting; Measures of import restriction and export promotion; International payment system. Licensing; Foreign Direct Investment; Strategic Alliances; Global strategic partnership and relationship enterprise.

Module IV

International marketing mix strategy: International product strategy; Factors affecting product strategy; International promotion strategy; Integrated marketing communications; Global advertising; Global personal selling; Global sales promotion and publicity; International distribution strategy.

Module V

International marketing information system and marketing research; Steps in international marketing research; Special issues in international marketing research.

International marketing organisation system; International marketing control system. Foreign trade policy of India; Exim Policy; Analysis of foreign trade of India.

Books:

1. Keegen, Warren and Mark Green: Global Marketing, Prentice Hall of India, New Delhi.
2. Cateora, Philip R, and John L Graham: International Marketing. Tata McGraw Hill, New Delhi 2005.
3. Kripalani, V.H.: International Marketing, Prentice Hall of India, New Delhi.
4. Ministry of Commerce, Government of India: Export Import Policy 1992-97.
5. U.C Mathur: International Marketing- Text and cases : Sage publications

Finance/IB Elective

MASTER OF BUSINESS ADMINISTRATION

BUS3E F03/IB 03 STRATEGIC FINANCIAL MANAGEMENT

60 Contact hours **4 credits**

Module I Strategic financial management an overview—Agency theory-Conflict of interest .Business valuation methods – dividend yield method – earnings yield method- earnings ratio method – ROI valuation method. Capital asset pricing model – dividend growth valuation model.

Module II

Valuation of securities: approaches to corporate valuation, valuation of equities including cash flow, dividends and earnings approach- valuation of debt – valuation of convertibles and derivatives. Black- Scholes model -valuation for mergers and acquisitions.

Module III

Corporate restructuring – Broad areas of restructuring – rationale for diversification – techniques for corporate restructuring – expansion techniques - joint ventures, business alliances, foreign franchises, intellectual property rights – Disinvestment techniques – sell off – de merger (spin off) management buyout – liquidation- leveraging buyout- other techniques – going private – share repurchase – buy-in reverse merger.

Module III

Mergers and acquisitions – types of amalgamations- methods of takeover – motives and strategies influencing M&A- Motives of cross boarder M&A- Categories of M&A- methods of payment in M&A – steps in merger transactions – tax benefits of merger transactions – reverse mergers – steps in reverse mergers – defensive strategies in hostile takeovers.

Module IV

Corporate restructuring – Broad areas of restructuring – rationale for diversification – techniques for corporate restructuring – expansion techniques – M&A , takeovers , joint ventures, business alliances, foreign franchises, intellectual property rights – Disinvestment techniques – sell off – de merger (spin off) management buyout – liquidation- leveraging buyout- other techniques – going private – share repurchase – buy-in reverse merger.

Module V

Financial reorganization – leverage buy-out- concept of LBOs – stages of LBO operation - sources of value generation through LBO . International sources of finance – GDR,ADR,ADS.

References

1. Ravi. M. Kishore : Financial management
2. Prasanna Chandra : Financial management
3. I.M.Pandey: Financial management

HRM/IB Elective

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 4 EH 04/ IB 04: GLOBAL HUMAN RESOURCE MANAGEMENT

60 Hours 4 credits

Course objectives: The objective of the course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.

Module I: International organization – approaches to the study of comparative employment policy –convergence theory, Marxist theory, the cultural approach – the institutionalism perspective/functions-Globalization and HRM.

Module II: International HRM models –Poles adaptation of the Harvard model- the Brewster and Bournois model of International HRM –controversy International HRM- Problems of global research – evidence of international HRM- Internationalization of business – types of global business-Impact of inter country differences on HRM.

Module III : International staffing –Policies and practices –Techniques and sources of global recruitment ,selection process-global labour market differences-global compensation –Managerial transfers-Global Management Development-techniques- management qualifications and characteristics, motivation and retention of talent, 360 degree feedback- international adjustments- repatriation.

Module IV: Comparative Labour Relations- International Pressures on National Practices- Multinational Ownership and collective bargaining- women in global business- quality circles- participative management- An overview of HRM in USA, UK, Japan, West Germany and Russia- Innovative management techniques and their influences

Module V: HRM in Global Organizations – Ethics in International business- Western and Eastern Management thoughts in the Indian context.

References:

VSP Rao: Human Resource Management—Text and Cases

Finance/ IB Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS4E F05/IB 05 FOREX MANAGEMENT

Time 60 hours **4 credits**

Module I

Meaning of the Term "Foreign Exchange", Exchange Market, Statutory basis of Foreign Exchange, Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export

India's Forex Scenario: BOP crisis of 1990, LOERMS, Convertibility.3 Introduction to International Monetary Developments: Gold standard, Bretton Woods's system, Fixed-Flexible Exchange Rate Systems, Euro market.

Module II

Finance Function: Financial Institutions in International Trade. 5 Non resident Accounts: Repatriable and Non Repatriable, Significance for the Economy and Bank. -- Methods of IN Trade Settlement: Open Account, Clean Advance, Documentary Credit, Documentary Collection. -- Documentary Credits (Letter of Credit): Types of LC – Parties, Mechanism with illustration.

Module III

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents. 9 INCOTERMS: C.I.F., F.O.B., C.I.P. --

Financing of Imports by Opening of Letter of Credit: Documents required, Trade and Exchange Control Formalities, Sanction of LC Limit. -- Export Finance: Financing of Export/ Deemed Export: Pre ship, and Post Ship Finance, Export Methods --, E.C.G.C. and other formalities Uniform Custom Practices of Documentary Credits -- Uniform Rules Collection

Module IV

Introduction to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic. -- Deriving the Actual Exchange Rate: Forwards, Swap[s, Futures and Options. Guarantees in Trade: Performance, Bid Bond etc.

Module V

International Financial Institution--• International Monetary Fund—functions--• Special Drawing Rights• International Bank for Reconstruction and Development--• International Finance Corporation--• International Development Association

References

1. "M.VY.Phansalkar", All about Foreign Exchange & Foreign Trade, English edition, 2005.
2. "Walter.OCHYMSKI", Foreign Exchange Management, Book sorge Publication, 2006.
3. "Julian Walmsley", Foreign Exchange & Money Markets Guide, John wiley, 2006.
4. "Bimitris and N.Shyrafos", New Technology of Financial Management, John wiley, 2006.
5. "Surendra.s.Yadav, P.K.Jain and Max peyrard", Foreign Exchange Markets understanding derivatives & other instrucments, Macmillan.

6. “B.P.Mathur”, Foreign Money in India, Macmillan
7. “Yarbrough”, The World Economy ,Trade & Finance, 7th edition, Cengage learning .
8. “Seethapathy.K.and Suhulakshmi.Y”, Foreign Exchange Management, ICFAI.
9. “Yadav”, Foreign Exchange Markets, Macmillan, 2007.
10. “Thomas von Ungern”, Strategic Foreign Exchange Management, Black well Publishers, 1990.

Systems Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3 ES 01 SYSTEMS ANALYSIS AND DESIGN

60 Hours 4 credits

Course objectives:

- To understand the process of systems analysis and design, and,
- To gain a practical orientation to structured systems analysis and design.

Module I

Systems Development; Project Selection; Sources of Project Requests; Managing Project Review and Selection; Project Investigation; Project Planning and Estimating; Project Monitoring and Control;

Module II

Role of Systems Analyst and Designer; Approaches to Systems Analysis and Design- Traditional approaches; Structured Approaches;

Module III

Structured Systems Analysis- The PARIS model; Planning the Approach- Objectives and Constraints, Preparing for detailed analysis, Feasibility Study; Asking questions for Collection of Data- planning and conducting interviews; Questionnaires, Observation, Record searching, Document analysis; Recording Information – Data Dictionaries and Case Tools, DFDs, Entity models; Interpreting information and Specifying Requirements.

Module IV

Systems Design: Design Objectives and Constraints; Human-computer interface design; Systems Interfaces; Logical Data Design; File and Database Design; Physical Data Design; Program Design. Software Testing- Unit Testing, System Testing, Integration Testing.

Module V

Selection of Hardware and Software- Processor, memory, Peripherals, Vendor Selection, Software Selection; Operating System. Performance and Acceptance Criteria.

Books:

1. Awad Elias M: Systems Analysis and Design, Prentice Hall of India, New Delhi 1990.
2. Kendall, E.Kenneth and Julie E.Kendall: Systems Analysis and Design, Pearson Education, New Delhi 2005.

3. Whitten, Bentley and Dittman: Systems Analysis and Design Methods, Tata McGraw Hill, New Delhi 2003.
4. Hawryszkiewyez, I.T.: Introduction to Systems Analysis and Design, Prentice Hall of India, New Delhi 1991.
5. Marco, T.D: Structured Systems Analysis and System Specification, Yourdon Press, New Delhi 1989.
6. Whitten, J.L. et. El. : Systems Analysis and Design Methods, Galgotia, New Delhi 1994.
7. Yates, Don, Maura Shields and David Helmy;Ed.: Systems Analysis and Design, Macmillan, Delhi 1994.
8. Hoffer, Jeffrey A, Marry B.Prescott, and Fred R.McFadden: Modern Systems Analysis and Design; Pearson Education, New Delhi 2004.

Systems Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3 ES 02: DATABASE MANAGEMENT SYSTEMS

60 Hours 4 credits

Course objectives:

- To understand the importance of database systems for business management, and,
- To gain a practical orientation to database development and maintenance.

Module I

Concepts of Database: Data structures; File Processing and Access Methods; Data independence; Schema; Database languages; Database users; Classification of database systems; Evolution of DBMS.

Module II

E-R modelling; Features of data model; Entities and Entity sets; Attributes and Keys; E-R Diagrams; Weak entities; generalisation and specialisation; Extended E-R model.

Physical Data Organisation; File organisation concepts – Sequential, indexed sequential, hashed, multi ring and inverted B trees;

Module III

Relational model: Domains, Attributes, keys, Tuples, Relations; Relational database schemas; Relational Algebra; Operations using SQL queries.

Hierarchical network models: Network model concepts; Records and Sets; CODASYL and DBTG system architecture; Navigation; Simple queries. Hierarchical model concepts; Record and links; Virtual records; DDL and simple queries.

Module IV

Database system architecture overview: Catalogs, Data dictionary, Query translator, Optimiser, Access planner; Transaction processing; Concurrency control and Recovery buffer management.

Module V

Oracle 9i: Features; Use of ORACLE for database applications; Simple applications for management functions.

Books:

1. Hoffer, Jeffrey A, Marry B.Prescott, and Fred R.McFadden: Modern Database Management; Pearson Education, New Delhi 2004.
2. Silberschatz, Korth and Sudarshan: Database System and Concepts, Tata McGraw Hill, New Delhi 2004.
3. Novathe and Elmasri: Fundamentals of Database Systems, Addison Wesley, 1991.
4. Loney, Kevin and George Kochi, Oracle 9i, The Complete Reference, Tata McGraw Hill, New Delhi 2000.
5. Ullmann, Jeffry D, Principles of Database Systems, Galgotia, New Delhi 1990.
6. Post, Gerald V., Database Management Systems, Tata McGraw Hill.

System Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION
BUS 3 E S 03: ELECTRONIC COMMERCE

60 Hours 4 credit

Course objectives:

- To understand the importance of database systems for business management, and,
- To gain a practical orientation to database development and maintenance.

Module I

Electronic Commerce (EC)- Definition, Scope and Types: B2B, B2C, C2B, C2C, Intra-business EC . Electronic Marketing Process, Interdisciplinary nature of EC. Driving forces of EC. Business models in E-commerce.

Module II

E-business strategies and their implementation; E-commerce for service oriented industries- Online publishing, Securities broking, Travel and Tourism, Job market services, Real estate, Cyber banking and auctions; B2B Electronic Commerce: characteristics and Models of B2B E-Commerce;

Module III

Technology Infrastructure for E-Commerce: The Internet T\technology and standards; Internet Protocols; EDI, Mark up languages, Web servers, browsers and Clients. Search Engines, E-mails; Intranet and Extranet; Biometrics and grid computing. Development of E-Commerce Portals:

Module IV

Electronic payment systems: Online Credit card; Electronic fund Transfer and Debit Cards; Stored Value Cards and E-Cash, E-Cheque, Unified payment systems. Security schemas in Electronic payment Systems.

ModuleV

Marketing for E-Commerce: Electronic marketing in B2B; Retailing on the Net – Online shops, Online services, Career and job search services; Internet Marketing Technologies: Web transaction logs and Customer profiling and targeting; Data warehousing and mining; Spam; Marketing and Branding Strategies in E-Commerce. Online Marketing Research.

Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore 2001.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi 2000.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi 2005.
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. Willam Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

Systems Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS 4 E S04: ENTERPRISE RESOURCE PLANNING

60 Hours 4 credits

Course objectives:

- To understand the need for integration of business functions and processes, and,
- To gain a practical insight into the implementation of ERP package.

Module I

Enterprise Resource Planning: Evolution of ERP- MRP and MRP II; Need for system integration; Early ERP packages; ERP products and markets.

Module II

ERP implementation: Identifying benefits from ERP implementation; Consultant intervention; Selection of ERP; Process of ERP implementation;

Module III

Managing changes in IT organisation; Preparing IT infrastructure; Measuring benefits of ERP; Integrating with other systems;

Module IV

Modules in ERP: Business modules of Popular ERP Packages; and their functionalities. ERP for SMEs.

Module V
ERP implementation. Project planning, Package selection, Gap analysis, Customising and configuration; Implementation control. Case studies in ERP implementation

Books:

1. Leon, Alexis : Enterprise Resources Planning, Tata McGraw Hill, new Delhi 2003.
2. Ptak, Carol and Eli Schragenheim: ERP, St Lucie Press, New York, 2000.

Systems Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS 4 ES 05: BUSINESS PROCESS REENGINEERING

60 Hours 4 credits

Course objectives:

- To understand the concepts, tools and techniques of BPR, and,
- To learn about the experiences of Indian business firms with BPR.

Module I
Business Process Reengineering: Conceptual foundations of Business Process Reengineering; Need for BPR; Business process vs management process; Role of Information Technology in Business Process Reengineering; Process of Business Reengineering; BPR and TQM.
Module II
Process identification and mapping; Role/ Activity Diagrams; Process visioning and Benchmarking. Types and process of benchmarking; Business Reengineering – a strategy driven approach.
Module III
Business Process improvement; Business process redesign; Reengineering methodologies and tools- Project management, coordination, modelling, business process analysis, HR analysis and design and systems development.
Module IV
Man-management of BPR implementation; Reorganising people for organisational change.
Module V
BPR experiences in Indian industry: Case studies of two Indian companies.
Books:

1. Carr, D.K. and Johasson, H.J.: Best Practices in Re-engineering, McGraw Hill, New York 1995.
2. Champy, James: Re-engineering Management: The Mandate for New Leadership, Harper Collins, London 1995.

3. Jayaraman, M.S. et el: Business Process Re-engineering, Tata McGraw Hill, New Delhi 1994.
4. Coulson, Thomas, C.: Business Process Re-engineering: Myth and Reality, Kiogan Page, London 1994.
5. Vikram Sethi and William R.King: Organisational Transformation through Business Process Reengineering, Pearson Education, New Delhi 2003.
6. Davenport, T.H.: Process Innovation: Reengineering Work Through Information Technology, Harvard Business School Press, Boston 1993.
7. Hammer, Michael: Re-Engineering the Corporation: A Manifesto for Business Revolution, Nicholas Brealey, London 1993.
8. Peppard, J and Rowland P: The Essence of Business Process Re-engineering, Prentice Hall Inc., New York, 1995.

Tourism Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS.3E T01: TOURISM PRODUCTS OF INDIA

Module I:
Tourism Product; Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs &. Festivals of Social & Religious importance.

Module II:
Performing Arts of India: Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

Module III:
National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Bnadhvagarh & Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve,

Module IV:
Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Gulmarg, Kullu & Manali, Shimla, Mussorie, Nainital, Panchmarahi, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong,

Module V

Beach Resorts of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala,

Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands. Major Hill Stations. Tourist potential of Himalayas

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow.
5. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.
6. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.

Tourism Elective

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 3E T02: TOURISM MARKETING

Unit – I:

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit – ll:

Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.

Unit – Ill:

Developing the Tourism Marketing Mix: Managing the Product / Service, Product DecisionsProduct Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.

Unit – IV:

Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. 3 Additional P's of tourism services Marketing Mix. Process, Physical Evidence and People.

Unit – V:

Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

Suggested Readings:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing

2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill. 13
4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons

Tourism Elective

UNIVERSITY OF CALICUT

MASTER OF BUSINESS ADMINISTRATION

BUS 3E T03: TOURISM POLICY, PLANNING & DEVELOPMENT

Unit – I:

Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit – II:

Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

Unit – Ill:

National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI 23.

Unit – IV:

Background, Approach and Process, Techniques of Plan Formulation. Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning. Destination life cycle concept.

Unit – V:

Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study #E of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan).

Suggested Readings:

1. Bezbarua M.P, Indian Tourism Beyond The Millenium.
2. Burkart & Medlik, Tourism; Past, Present and Future.
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry.
4. Murphy, Peter H, Tourism: A Community Approach.

Tourism Elective

UNIVERSITY OF CALICUT

BUS 3E T04: SUSTAINABLE & ECO TOURISM

Modulet – I:

Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change.

Module II:

Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.

Module III:

Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type.

Module IV:

Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem- Biodiversity 17 and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.

Modulet – V:
Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism. Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability.Major Eco tourism destinations of India

Suggested Readings:

1. Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.

3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Tourism Elective

UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS 4E T05: TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

Course Contents:

Unit – I:

History & Growth of Travel Agency Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.

Unit – ll:

Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

Unit – Ill:

How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

Unit – IV:

Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do’s and Do Not’s of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.

Unit – V:

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.

Suggested Readings:

1. D.L. Foster , The Business of Travel agency Operation & Administration

2. Malik, Haris & Chatterjee,Indian Travel Agents

3. J.M.S. Negi, Travel Agency & Tour Operatiuons: Concepts & Principles

4. C.Y. Gee,Travel Industry 5. Yale P,The Business of Tour Operations

Tourism Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS 4E T06: FRONT OFFICE & HOUSE KEEPING MANAGEMENT

Module I:

Front Office Organization: Basic Layout and Design, Departmental Organizational Structure. Front Office Personnel: Departmental Hierarchy. Attitude and Attributes and Salesmanship. Job Descriptions and Job Specifications of Front Office Personnel.

Module Il:
Front Office Operations: The Front Desk- Equipments in use. The Guest Room- Types and Status Terminology. Key Controls. Tariff plans. Types of rates.

Module Ill: Reservations: Need for reservations, definitions, importance of reservations. Types of reservations. Sources and modes of reservations. Individual and group bookings. Booking instruments - Booking diary, Conventional charts, A & D register etc. The Reservation Cycle. Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications.

Module IV: Franchise and management contracts. Indian Chain of Hotels. Target Markets. Alternate Lodging facilities.

Module V:

Organizational Structure of Hotels: Small, Medium, Large. Lobby Arrangements, Layout and equipment in use, Handling VIPs, Duty Rota and work schedules, Uniformed Service.

Suggested Readings:

1. Sudhir Andrews, Front Office Training manual
2. Kasavana & Brooks, Managing Front Office Operations
3. Ahmed Ismail, Front Office - operations and management
4. Michael Kasavana & Cane, Managing Computers in Hospitality Industry.

Tourism Elective
UNIVERSITY OF CALICUT
MASTER OF BUSINESS ADMINISTRATION

BUS 4E T07: HOTEL OPERATIONS MANAGEMENT

Module I :

Reservation & Registration: Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

Module II:

ROOMS DIVISION: Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Interdepartmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.

Module III:

RESTAURANT OPERATIONS: Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en -scene and mise - en -place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.

Module IV

DEPARTURE PROCEDURE: Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at house keeping department, Group Check-out procedures. Arrival & Departure formalities for both domestic & international Tourists.

Module V

HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelliering Business – Role, Contribution & Performance, Time share establishments.

Suggested Readings:

1. S.K.Bhatnagar, Front Office Management, Frank brother Publisher.
2. Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill.
3. Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt.
4. Manoj Madhukar, Proffessional House Keeping-Rajat Publications

A PROJECT REPORT

On

STUDY ON CUSTOMER ATTITUDETOWARDS THE KHADI BRAND AT GANDHI SMARAK GRAMA SEVA KENDRAM, NANTHIYATTUKUNNAM

By

Mr. A VYSHAG VIBIN

(Reg. No: LCAVMBA157)

Submitted to

UNIVERSITY OF CALICUT

In partial fulfillment of the requirement for the award

of degree of

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009
AUGUST, 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"STUDY ON CUSTOMER ATTITUDE TOWARDS THE KHADI BRAND AT GANDHI SMARAK GRAMA SEVA KENDRAM, NANTHIYATTUKUNNAM"** submitted by **Mr. A VYSHAG VIBIN (Reg. No.: LCAVMBA157)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08.08.2023

GST IN: 32AABTG6071A1ZA

Certificate No.K.R.L. 454
Reg. No. 103/56

Gandhi Smarak Grama Seva Kendram

Nanthiattukunnam, P.B No.24, N.Paravoor. P.O.,Ernakulam District,Pin 683513KeralaState)
Certified and aided by Kerala Khadi & V.I. Board & Khadi and Village Industries Commission Govt. of India
Khadi and Village Industries Training Centre (Aided & Controlled by K.V.I.C Government of India)
Phone : (0484) 2508232, Fax : 0484 – 2508449,E-maikgvnkm@rediffmail.com
Registered Under Charitable Societies Act.

President: P.K. BINESH
Mobile: 9495129272

Secretary: T.B SIVAKUMAR
Mobile: 9447216312

/GEN-NKM/23-24

Nanthiattukunnam
04/08/2023

CERTIFICATE

This is to Certify that Mr. A VYSHAG VIBIN (Reg No. LCAVMBA157) 4th Semester MBA student at LEAD College of Managenent, Dhoni, Palkkad has successfully completed his major project work on the topic "A STUDY ON CUSTOMER ATTITUDE TOWARDS THE KHADI BRAND AT Gandhi Smarak Grama Seva Kendram, Nanthiattukunnam North Paravur" as Part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Secretary

GANDHI SMARAK GRAMA SEVA KENDRAM
NANTHIATTUKUNNAM NORTH PARAVUR (P.O.)

A PROJECT REPORT

On

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING CAMPAIGN ON NBFC WITH SPECIAL REFERENCE TO INDEL MONEY

By

Mr. ABHIJITH V

Reg. No. LCAVMBA106

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. V.R.N NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3555

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING CAMPAIGN ON NBFC WITH SPECIAL REFERENCE TO INDEL MONEY"** submitted by **Mr. ABHIJITH V (Reg No: LCAVMBA106)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 9/8/2023

NDEL money
We care for your needs

Chittoor Branch
Zara Complex, Chittoor (P.O)
Palakkad 678 101
Phone – 04923- 221736
Mob No : 8589984335

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

is to certify that **Mr. ABHIJITH.V (Reg.no.LCAVMBA106)** MBA student of LEAD College of agement, Dhoni, Palakkad has completed his project work entitled **"A STUDY ON THE IMPACT OF IAL MEDIA MARKETING CAMPAIGN ON NBFC WITH SPECIAL REFERENCE TO INDEL MONEY"** in organization.

ng the period of his project work, he is punctual and hardworking. We wish him great success in his ure endeavors.

Indel Money

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS AYURVEDIC MEDICINE IN POST PANDEMIC WITH REFERENCE TO LABINDUSS LTD

By

Mr. ABHIJITH K G

Reg No: LCAVMBA105

Submitted to

THE UNIVERSITY OF CALICUT

In partial Fulfillment of the requirement for the award of degree of

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST-2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "_A STUDY ON CUSTOMER PERCEPTION TOWARDS AYURVEDIC MEDICINE IN POST PANDEMIC WITH REFERENCE TO LABINDUSS LTD " submitted by **Mr. ABHIJITH K G (Reg No: LCAVMBA105)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08 – 06 – 2023

SINCE 1984

Labinduss Ltd.

I.D.A, KANJIKODE WEST, PALAKKAD - 678 623, KERALA
+91 491 2566223, 2970087 info@labinduss.com www.labinduss.com
CIN : U24231KL1990PLC005754

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Abhijith K G, final year student, Masters of Business Administration Reg no: LCAVMBA105 at LEAD college of management, Dhoni, Palakkad, has successfully completed his project on the topic " A Study on Consumer Perception Towards Ayurvedic Medicine Post Pandemic". We found him hardworking and punctual during the course of this project.

We wish him all the very best in all his future endeavours.

Thanking you
With regards
For Labinduss Ltd

LABINDUSS LTD. KANJIKODE - 678623
03/8/23

Prabhakaran A
Director

Place: Kanjikode
Date: 03.08.2023

A PROJECT REPORT

On

A STUDY ON ADVERTISEMENT EFFECTIVENESS OF CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO MILCO DAIRY, ATTINGAL

By

Mr. ABHIJITH V S

Regn. No. LCAVMBA107

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ADVERTISEMENT EFFECTIVENESS OF CONSUMER BEHAVIOUR WITH REFERENCE TO MILCO DAIRY, ATTINGAL"** submitted by **Mr. ABHIJITH V S (Reg No: LCAVMBA107)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Sangeetha P

Project guide
Dr. Sangeetha P

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/23

Tel: 0470-2625004 MILCO DAIRY
25853 KEEEZHATTINGAL P. O
2556805 ATTINGAL - 695101
TRIVANDRUM - DIST
A Co-operative Society registered under department of Dairy Development, Government of Kerala, No T-17D milcodairy@gmail.com

MD/MKTG/87/23

03 August 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Abhijith V S a student of MBA – LEAD College of Management, Dhoni, Palakkad, Kerala. ABHIJITH V S has accomplished project on "A Study on Advertisement Effectiveness of Consumer Behaviour with Reference to Milco Dairy, Attingal." He has successfully completed 60 days long project on this topic. We found him Sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure.

We take this prospect to thank him & wish him all the best for his future.

FOR MILCO DAIRY

AJITH KUMAR S
MANAGER, MARKETING

Milco Dairy
Keezhattingal
Regn.no. T-17(D)

A REPORT

On

A STUDY ON INFLUENCE OF CUSTOMER PERCEPTION ON BRAND PREFERENCE TOWARD FROZEN FOOD PRODUCTS

by

ABILASH M

REG. NO: LCAUMBA008

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Mr. PRAMOD V

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD - 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INFLUENCE OF CUSTOMER PERCEPTION ON BRAND PREFERENCE TOWARD FROZEN FOOD PRODUCTS"** submitted by **Mr. ABILASH M (Reg No: LCAUMBA008)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide:

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date:

Date: July 21,2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Abilash M, (Reg.No. LCAUMBA008) MBA student at LEAD COLLEGE OF MANAGEMENT, Dhoni, Palakkad had done a major project titled " Influence of consumer perception on brand preference towards frozen food products" at iD Fresh Foods (India) Private Limited from 12 May 2023 to 17 Jul 2023 and submitted the report.

His contribution to the activities of the project has been valuable for iD Fresh.

Regards,

For iD Fresh Food (India) Private Limited

Authorized Signature

www.idfreshfood.com /iDFresh info@idfreshfood.com

ID FRESH FOOD (INDIA) PRIVATE LIMITED

Sy. Nos. 515/2, 515/3, 515/4, 516/2, 516/3, 516/4, 533, Madivala village, Kasaba Hobli, Attibele, Anekal Taluk, Bangalore -562107, Karnataka, Mob.; +91 9739910521

CIN: U15549KA2012PTC067294 PAN: AAICM3930G TAN: BLRM20194G

A REPORT
On

A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON PRODUCTIVITY AMONG THE EMPLOYEES OF FOREST INDUSTRIES (TRAVANCORE) LTD, ALUVA

By

Miss. ABHIRAMI P

Reg. No. LCAVMBA003

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

August 2023

LEAD
OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3663

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON PRODUCTIVITY AMONG THE EMPLOYEES OF FOREST INDUSTRIES TRAVANCORE LTD, ALUVA"** submitted by **Ms. ABHIRAMI P (Reg No.: LCAVMBA003)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 08/08/2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A KERALA GOVERNMENT COMPANY)
THAIKKATTUKARA P.O., ALUVA - 683 106,
KERALA STATE
CIN: U02001KL1946SGC000373
GST NO: 32AAACF4562B1Z9

FIL/PER/53/2023 /784 29/07/2023

CERTIFICATE

This is to certify that Ms. ABHIRAMI P (Reg No. LCAVMBA003) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON PRODUCTIVITY AMONG THE EMPLOYEES" at Forest Industries Travancore Ltd, Aluva for a period of 45 days as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

FOREST INDUSTRIES TRAVANCORE LIMITED
A KERALA GOVERNMENT UNDERTAKING
ALUVA
683106
KERALA

Manager (Personnel & Admin)

Phone : Office: 0484 - 2623642
E-mail : filkerala@vsnl.co.in Website : www.filkerala.co.in

A REPORT

On

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF FURNITURE

By

Ms. ABHIRAMI NARAYANAN

Regn. No. LCAVMBA001

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the *Guidance* of

Mr. SIJIN T C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O.,
PALAKKAD, KERALA -678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF FURNITURE,"** submitted by **Ms. ABHIRAMI NARAYANAN (Reg. No.: LCAVMBA001)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/2023

Phone : 0491-2570454

M.K. AGENCIES

M.K.S. TOWER, POLLACHI ROAD, ERATTAYAL, PALAKKAD-7

Ref.

Date : 07/08/2023

CERTIFICATE

This is to certify that Ms. ABHIRAMI NARAYANAN (Reg No : LCAVMBA001) 4th Semester MBA Student at LEAD College of Management, Dhoni Palakkad has successfully completed her major Project work on the topic " **THE IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF FURNITURE** " as part of the curriculum. She was found to be sincere and enthusiastic in collecting Various information and data required for the project work. We wish all success in her future Endeavours.

For M. K. AGENCIES

Managing Partner

A REPORT

On

A STUDY ON EFFECTIVENESS OF VISUAL MERCHANDISING IN BRANDING AFFECTING THE CUSTOMER BUYING BEHAVIOUR IN DECATHLON CHENNAI

By

Ms. ABHIRAMI O P

Reg. No: LCAVMBA002

Submitted to,

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A. ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF VISUAL MERCHANDISING IN BRANDING AFFECTING THE CUSTOMER BUYING BEHAVIOUR IN DECATHLON CHENNAI"** submitted by **Ms. ABHIRAMI O P (Reg No: LCAVMBA002)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/2023

DECATHLON

SPORT FOR ALL - ALL FOR SPORT

Date: 31-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. ABHIRAMI O P a student of MBA- LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. ABHIRAMI O P has accomplished project on **"A STUDY ON EFFECTIVENESS OF VISUAL MERCHANDISING IN BRANDING AFFECTING THE CUSTOMER BUYING BEHAVIOUR IN DECATHLON CHENNAI".** She has successfully completed 60 days long project on this topic.

We found her sincere, meticulous, and enthusiastic & result oriented. She worked well as a fragment of the team during the tenure.

We take this prospect to thank her & wish her all the best for her future.

For Decathlon Sports India Pvt Ltd

Decathlon Perungudi
Rajiv Gandhi Salai, OMR
Chennai - 600 096
Mobile : +91 7823944211

Authorised Signatory

LON SPORTS INDIA PVT. LTD.

78/10, A2 0-Chikkajala Village, Bellary Road, Bangalore - 562157

- 7676798989, www.decathlon.in

4FTC033858

A REPORT ON

THE IMPACT OF AUGMENTED REALITY ON CONSUMER PURCHASE INTENTION AND BRAND LOYALTY IN FASHION RETAIL SHOPPING - BLUESTONE JEWELLERS PVT LTD CHENNAI, TAMILNADU

BY

Mr. ABHISHEK A NAIR

Reg No: LCAVBMA108

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance

Dr Sangeetha P

ASSOCIATE PROFFESOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O, PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE IMPACT OF AUGMENTED REALITY ON CONSUMER PURCHASE INTENTION AND BRAND LOYALTY IN FASHION RETAIL SHOPPING - BLUESTONE JEWELLERS PVT LTD CHENNAI, TAMILNADU"** submitted by **Mr. ABHISHEK A NAIR (Reg No: LCAVMBA108)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Sangeetha P

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

01 August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. Abhishek A Nair (Reg No LCAVMBA108) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON IMPACT OF AUGMENTED REALITY ON CONSUMER PURCHASE INTENTION AND BRAND LOYALTY IN FASHION RETAIL SHOPPING - BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD, CHENNAI, TAMILNADU"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

Thank you,

Shilpa Nair

General Manager – Human Resource

BLUESTONE

BlueStone Jewellery and Lifestyle Pvt. Ltd.

Site No 89/2 Lava Kusha Arcade, Munnekolal Village, Outer Ring Road, Marathahalli, Bangalore - 560037

+91 80 6704 1564 statutorycompliance@bluestone.com www.bluestone.com CIN: U72900KA2019PTC068678

Mumbai Office: 302, Dhantak Plaza, Mahwana Road, Marol, Andheri East, Mumbai - 400 059 Maharashtra. +91 22 4039 7774

A REPORT

On

ASSESSING THE VIABILITY AND MARKET POTENTIAL OF TWO-WHEELER LOANS FOR ELECTRIC BIKES & SCOOTERS FOR L&T FINANCIAL SERVICES, BENGALURU

By

Mr. ABHISHEK SHINE

Reg. No. LCAVMBA109

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. S. SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ASSESSING THE VIABILITY AND MARKET POTENTIAL OF TWO-WHEELER LOANS FOR ELECTRIC BIKES & SCOOTERS FOR L&T FINANCIAL SERVICES, BENGALURU"** submitted by **Mr. ABHISHEK SHINE, Reg No: LCAVMBA109**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 04/08/22

L&T Financial Services

01.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek Shine (LCAVMBA109)**, fourth-semester MBA student at LEAD COLLEGE OF MANAGEMENT, Calicut University, has successfully completed his project work at L&T Financial Services, Bengaluru, Karnataka, with the title **"ASSESSING THE VIABILITY AND MARKET POTENTIAL OF TWO-WHEELER LOANS FOR ELECTRIC BIKES & SCOOTERS FOR L&T FINANCIAL SERVICES, BENGALURU"** for a period of 60 days in partial fulfilment of his course curriculum.

Yours sincerely,
For L&T FINANCE LIMITED

Nilesh Dange
Chief Human Resources Officer

L&T Finance Limited
Correspondence Address

Registered Office
15th Floor, PS Srijan Tech Park, Plot No. 52
Block DN, Sector-V, Salt Lake City
Kolkata 700 091, District 24-Parganas North
CIN: U65910WB1993FLC060810

T +91 22 6212 5000
F +91 22 6212 5553
E customercare@ltfs.com

www.ltfs.com

A REPORT

ON

PATIENT JOURNEY MAPPING AND ANALYSIS: A CASE OF OPTMIZATION OF PATIENT EXPERIENCE IN VIJAYA HOSPITAL

By

ABILA B

Regn No: LCAVMBA004

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

DR. ANIL KUMAR T.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **PATIENT JOURNEY MAPPING AND ANALYSIS: A CASE OF OPTIMIZATION OF PATIENT EXPERIENCE IN VIJAYA HOSPITAL"** submitted by **Ms. ABILA B (Reg. No.: LCAVMBA004)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

VH/2023/07/015

Date: 31.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. ABILA. B,** MBA [4th Semester] student of Lead College Of Management, Dhoni, Palakkad has successfully completed her project work on the title "**Patient journey mapping and analysis: A case of optimization of patient experience in Vijaya Hospital**" from **01.06.2023 to 29.07.2023**.

Vijaya hospital is a reputed Multi Super Specialty Tertiary Care NABH Entry Level Certified Hospital providing quality healthcare services in the field of Anaesthesiology, Cardiology, Dermatology, ENT, Gastroenterology, General Medicine, General Surgery, Laparoscopic Surgery, Nephrology, Neuro Surgery, Neurology, Obstetrics & Gynaecology, Ophthalmology, Orthopaedics, Paediatrics, Paediatrics Surgery, Physiotherapy, Psychiatry, Radiology and Urology.

VIJAYA HOSPITAL
PIN-691 531
KOTTARAKARA

31/07/2023

HR EXECUTIVE
VIJAYA HOSPITAL
KOTTARAKKARA

A PROJECT REPORT

ON

STUDY ON THE COMMUNITY ENGAGEMENT OF RAW MATERIAL COLLECTION FOR ACTIVATED CARBON WITH SPECIAL REFERENCE TO CLEAN CARBON PRIVATE LIMITED

BY

Mr. ABIN THOMAS

REG NO: LCAVMBA110

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Dr. V.R.N Nedunchezhian

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"STUDY ON THE COMMUNITY ENGAGEMENT OF RAW MATERIAL COLLECTION FOR ACTIVATED CARBON WITH SPECIAL REFERENCE TO CLEAN CARBON PRIVATE LIMITED"** submitted by **Mr. ABIN THOMAS (Reg No: LCAVMBA110)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/03/2023

EAN CARBON PVT LTD

KINFRA INDUSTRIAL PART, KANNUR, KERALA

THIS IS TO CERTIFY THAT Mr. ABIN THOMAS REG NO LCAVMBA110 MBA STUDENT OF LEAD COLLEGE OF MANAGEMENT, DHONI HAS DONE THE PROJECT WORK TITTLED "STUDY ON THE COMMUNITY ENGAGEMENT OF RAW MATERIAL COLLECTION FOR ACTIVATED CARBON" AT THIS CORPORATION WITH NECESSORY GUIDANCE FROM OUR OFFICERS.

YOURS FAITHFULLY

SHABEER K V

MANAGING DIRECTOR

CLEAN CARBON PRIVATE LTD. KANNUR 670301 K. KANNAPURAM

A REPORT

On

A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS MMARK FOOTWEAR

By

Mr. ADARSH V

Regn. No. LCAVMBA112

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS MMARK FOOTWEAR"** submitted by **Mr. ADARSH V (Reg No: LCAVMBA112)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director
LEAD College of Management
Dhoni, Palakkad-678 009
Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

BoyzOne **POLYMERS INDIA PVT. LTD.**

Date:

PROJECT CERTIFICATE

This is to certify that **Mr.ADARSH V** (Reg No. LCVMBA1121 4th Semester MBA student at LEAD College of Management , Dhoni, Palakkad has successfully completed his major project work on the topic " **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MMARK FOOTWEAR** " as part of the curriculum. He has successful completed 60 days long project on this topic. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavors.

Thanking You

For **BOYZONE POLYMERS INDIA PVT LTD**

Name & Signature

For BOYZONE POLYMERS INDIA PVT LTD

Managing Director

A REPORT

On

A STUDY ON DISPARITIES BETWEEN TARGETED & ACTUAL BRAND AWARENESS & BRAND POSITIONING OF STEELMAX ROLLING MILLS LTD.

By

Mr. ADARSH R S

Regn. No: LCAVMBA111

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD

KERALA – 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON DISPARITIES BETWEEN TARGETED & ACTUAL BRAND AWARENESS & POSITIONING OF STEELMAX ROLLING MILLS LTD."** submitted by **Mr. ADARSH R S (Reg No: LCAVMBA111)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

STEELMAX
Supporting Dreams

SMRL/PRJ/2307070

28 July 2023

CERTIFICATE

This is to certify that **Mr. Adarsh R. S.** (Reg. No.: LCAVMBA111), Final Year **MBA-Marketing** student of **LEAD College of Management**, Dhoni, Palakkad, Kerala-678009 has successfully completed his project work on **"DISPARITIES BETWEEN TARGETED & ACTUAL BRAND AWARENESS & BRAND POSITIONING of STEELMAX ROLLING MILLS LIMITED" at STEELMAX ROLLING MILLS LTD., KANJIKODE, PALAKKAD,** in partial fulfilment of the requirements for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION (2021-2023)** of The University of Calicut.

We found his performance and conduct to be good during his short tenure with us.

For STEELMAX ROLLING MILLS LTD.

STEELMAX ROLLING MILLS LTD. • PALAKKAD •

Dharvesh Shanavaz
Manager-Human Resources & IR

A PROJECT REPORT

On

"A STUDY ON INVESTORS RESILIENCE AND RESPONSE DURING COVID-19 IN THE STATE OF KERALA WITH REFERENCE TO NIRMAL BANG SECURITIES PRIVATE LIMITED, COCHIN ,KERALA"

By

Mr. ADITHYAN UDAYAN

MBA (Reg. No. LCAVMBA113)

Submitted To

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVESTORS RESILIENCE AND RESPONSE DURING COVID-19 IN THE STATE OF KERALA WITH REFERENCE TO NIRMAL BANG SECURITIES PRIVATE LIMITED, COCHIN, KERALA"** submitted by **Mr. ADITHYAN UDAYAN (Reg. No: LCAVMBA113)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 05/08/2023

NIRMAL BANG
a relationship beyond broking

NIRMAL BANG SECURITIES PVT. LTD.

Date: 27-07-2023

TO WHOM SOEVER IT MAY CONCERN

This is to certify that Mr. ADITHYAN UDAYAN (LCAVMBA113) 4th Semester MBA student of LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, KERALA. He has accomplished his project on "A STUDY ON INVESTORS RESILIENCE AND RESPONSE DURING COVID-19 IN THE STATE OF KERALA WITH REFERENCE to NIRMAL BANG SECURITIES PVT LTD, COCHIN".

He has successfully completed his project on this topic. We found him sincere, meticulous, enthusiastic & result oriented in collecting various information's and data required for the project work.

We wish all success in his future endeavours.

Raghavan

Authorized Signatory

NIRMAL BANG SECURITIES PVT. LTD. KOCHI 682016

Corporate Office: B-2, 302, Marathon Innova, Ganpatrao Kadam Marg, Opp. Peninsula Corporate Park, Lower Parel (W), Mumbai - 400013
Tel.: 6273 8000 / 6273 8001 Fax: 6273 8010
Correspondence Address: 101 to 701, B Wing, Khandelwal House, Poddar Road, Malad (E), Mumbai - 400 097.
Tel.: 6273 9000 / 6273 9099 Fax: 6273 9102
CIN NO.: U99999MH1997PTC110659
Member: BSE, NSE, MSEI, SEBI Registration No. INZ000202536
Exchange Registered Broker in BSE Currency Segment,
Exchange Registered Broker in BSE & NSE Commodity Segment

A REPORT

On

A STUDY ON CUSTOMER PURCHASE DECISION MAKING IN HOME APPLIANCE RETAIL INDUSTRY WITH REFERENCE TO NANDILATH G-MART

By

Mr. AGHIL K AZAD

Reg. No. LCAVMBA114

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. V. SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O, PALAKKAD, KERALA-678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **A STUDY ON CUSTOMER PURCHASE DECISION MAKING IN HOME APPLIANCE RETAIL INDUSTRY WITH REFERENCE TO NANDILATH G-MART** submitted by **Mr. AGHIL K AZAD, Reg. No. LCAVMBA114** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide:
Dr. V Smitha

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director
Thomas K George

Place: Palakkad
Date: 08/08/2023.

Nandilath G-Mart
GOPU NANDILATH GROUP
GLOBAL ELECTRONICS & HOME APPLIANCES PLAZA
KAROTTUKUNNEL ARCADE, NAGAMPADOM, KOTTAYAM
Ph : 0481-6555506, 0481-265555
E-mail : gmartktym@nandilathgmart.com

Date : 01/08/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the following MBA Student - AGHIL K AZAD (Reg No:LCAVMBA114) Lead College of Management, Palakkad, has conducted a study on Customer Purchase Decision Making in Home Appliance Retail Industry at Nandilath G Mart Nagampadam,for fulfillment of his academic studies.

Throughout the project work we found that he is sincere, hardworking and very dedicated towards his project.

Branch Manager
Nandilath G Mart

Nandilath G-Mart
KAROTTUKUNNEL ARCADE
NAGAMPADAM, KOTTAYAM-686 001
Ph: 0481-2582726, 2582728, 9745766620
GST No: 32ACCPG7719G1ZW

A REPORT

On

A STUDY ON THE FACTORS AFFECTING BRAND LOYALTY WITH SPECIAL REFERENCE TO PEOPLES' DAIRY DEVELOPMENT PROJECT (PDDP), ERNAKULAM

By

Mr. AGOSH M C

Regn. No.: LCAVMBA115

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Managemen
Dhoni, Palakkad, Kerala – 678000
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
Accredited by NBA for Academic Years 2022-23 to 2024-25 Valid up to 30.06.2025 Programme (PG) : MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE FACTORS AFFECTING BRAND LOYALTY WITH REFERENCE TO PDDP CENTRAL SOCIETY, ERNAKULAM"** submitted by **MR. AGOSH M C (REG. No. LCAVMBA115)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administrationunder the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

PRJ/2023/00059

25.07.2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Agosh M C (Reg. No. LCAVMBA115)** MBA (Marketing) student of LEAD College of Management, Dhoni, Palakkad has successfully completed project work on "**A STUDY ON THE FACTORS AFFECTING BRAND LOYALTY WITH REFERENCE TO PDDP CENTRAL SOCIETY, ERNAKULAM**" during a duration of 60 days as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For PDDP Central Society

PDDP Central Society · Kalady · Kuttiankara

Anoop Sabu
Manager (HR)

PDDP CENTRAL SOCIETY
Kalady- 683574
https://pddpcs.com

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS FINANCIAL SERVICES PROVIDED BY CHEMMANUR CREDITS AND INVESTMENT LTD

By

Ms. AISWARYA.M

Reg.No. LCAVMBA006

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@eacl.ac.in | www.lead.ac.in
Tel : 049 1 255 3593

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION TOWARDS FINANCIAL SERVICES PROVIDED BY CHEMMANUR CREDITS AND INVESTMENT LTD."** submitted by **(AISWARYA M)(Reg No: LCAVMBA006)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

CHEMMANUR CREDITS AND INVESTMENTS LIMITED

Registered Office: Mangalodhayam Building, Round South, Thrissur - 680001, Kerala
Tel: 0487-6621200, 2424010 mail@chemmanurcredits.com www.chemmanurcredits.com
CIN: U65923KL2008PLC023560

29/07/2023
Thrissur

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.AISWARYA M a student of MBA, LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, KERALA successfully completed a project on "A STUDY ON CUSTOMER PERCEPTION TOWARDS FINANCIAL SERVICES PROVIDED BY CHEMMANUR CREDITS AND INVESTMENTS LIMITED". She has successfully completed 60 days long project on mentioned topic and we found her sincere, enthusiastic and result oriented. She worked well as a part of the team during entire tenure of the project and on behalf of CCIL we wish her all the very best in her future endeavours.

K Jayakumar
AGM & Head - HR

CHEMMANUR CREDITS AND INVESTMENTS LTD. HR DEPARTMENT

A REPORT

On

STUDY ON THE IMPACT OF CONSUMER PREFERENCES ON ICE-CREAM CONSUMPTION PATTERN IN THRISSUR CITY WITH REFERENCE TO AMUL

By

Ms. AISWARYA K LALSON

Reg. No. LCAVMBA005

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. V.R.N NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"STUDY ON THE IMPACT OF CONSUMER PREFERENCES ON ICE-CREAM CONSUMPTION PATTERN IN THRISSUR CITY WITH REFERENCE TO AMUL"** submitted by **Ms. AISWARYA K LALSON (Reg No: LCAVMBA005)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ZOOM ENTERPRISES
DISTRIBUTORS
New No. TMC 54/622, (Old No. 11/263)
Puthurkara Road, Olarikkara, Thrissur-680 012
Ph: 0487-2363472, Mob: 9447437042
FSSAI Licence No. 11320008000454
GSTIN/UIN: 32ANCPJ5931C1ZK

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s **AISWARYA K LALSON** (Reg.No.LCAVMBA005) 4th Semester MBA Student at LEAD College of Management, Dhoni, Palakkad under Calicut University has successfully completed her major project work on the topic **"STUDY ON THE IMPACT OF CONSUMER PREFERENCES ON ICE CREAM CONSUMPTION PATTERN IN THRISSUR CITY WITH REFERENCE TO AMUL"** as a part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for project work. We wish all success in her future endeavours.

Yours faithfully

V.K.Radhakrishnan
(Manager Zoom Enterprises)

A REPORT

On

A STUDY ON COST VOLUME AND PROFIT ANALYSIS WITH SPECIAL REFERENCE TO KERALA FEEDS LTD KALLETTUMKARA

MAJOR PROJECT REPORT

By

AISWARYA SIMSON

Reg. No. LCAVMBA007

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

AUGUST 2023

LEAD
MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A study on Cost Volume and Profit analysis with special reference to Kerala Feeds Ltd Kallettumkara** submitted by **Ms. AISWARYA SIMOSN (Reg. No. LCAVMBA007)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2022

KERALA FEEDS LTD.

(A GOVERNMENT OF KERALA UNDERTAKING)

KALLETTUMKARA - 680683, THRISSUR DIST., KERALA

CIN: U01409KL1995SGC009521 GST No. 32AAACK9796N1ZT

CFPP/54/96(A) /L -1105/23 04th August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Aiswarya Simson (Reg No. LCAVMBA007)** MBA student of Lead College of Management Dhoni, Palakkad has completed her Project Work in this Company under the topic **"A Study on Cost Volume and Profit Analysis with Special Reference to Kerala Feeds Ltd, Kallettumkara"** during the period from 01.06.2023 to 31.07.2023. This certificate is issued enabling her to keep in project report.

for KERALA FEEDS LTD.

DY MANAGER (P&A)
for MANAGING DIRECTOR

Regd. Office : Kallettumkara - 680 683, Thrissur District
Phone : (00 91 480) 2713550, 2713554 Fax : (0480) 2720194
E-mail : support.kfl@kerala.gov.in Website : www.keralafeeds.com

A REPORT

On

A STUDY ON THE EFFECTIVE QUALITY MANAGEMENT PROCESS ON HINDUSTAN PENCILS PVT.LTD., BY IMPLEMENTING THE DMAIC METHODOLOGY

By

Mr. AJITH. P

Reg.No. LCAVMBA117

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

DR. BALAMOUROUGANE. R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVE QUALITY MANAGEMENT PROCESS ON HINDUSTAN PENCILS PVT.LTD.,BY IMPLEMENTING THE DMAIC METHODOLOGY"** submitted by **Mr. AJITH P (Reg No: LCAVMBA117)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

HINDUSTAN PENCILS PVT. LIMITED

Plot No. 217/1, GIDC, Umbergaon-396171, Dist. Valsad, (GUJARAT) Ph. : 0260 - 2562485

Date-12.07.2023

This is to certify that Mr. Ajith P (Reg.NO.LCAVMBA117) 4th semester MBA student of LEAD COLLEGE OF MANAGEMENT, PALAKKAD, under Calicut University has successfully completed his project work at HINDUSTAN PENCILS PRIVATE LIMITED with the title "THE STUDY ON THE EFFECTIVE QUALITY MANAGEMENT PROCESS ON HINDUSTAN PENCILS PVT.LTD. TO AVOID THE BREAKAGE IN APSARA ABSOLUTE PENCILS BY IMPLEMENTING THE DAMICMETHODOLOGY WITH REFRENCE TO HINDUSTAN PENCILS PVT. LTD. DURING THE MONTH OF JUNE-2023 AND JULY-2023.

General Manager

Hindustan Pencils Pvt. Ltd. U.B.R.

Hindustan Pencils Pvt. Ltd.

A REPORT

ON

A STUDY ON AWARENESS ABOUT SMART HOME AUTOMATION TECHNOLOGY AND IMPACTS ON SALES OF SPIN-TECH FITTINGS INDIA PVT.LTD

By

AJITHAN N VINOD

Regn No: LCAVMBA116

Submitted to

UNIVERSITY OF CALICUT

The partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSNIESS ADMISTRATION

Under the guidance of

Dr. ANIL KUMAR T.V

ASST.PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON AWARENESS ABOUT SMART HOME AUTOMATION TECHNOLOGY AND IMPACTS ON SALES OF SPIN-TECH FITTINGS INDIA PVT.LTD"** submitted by **MR. AJITHAN N VINOD (Reg No: LCAVMBA116)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8.8.2023

South India's first
ISI
on wiring conduit fittings

SPIN TECH Fittings India Pvt. Ltd.

Kuttemperoor P.O. Mannar
Alappuzha Dist., Kerala - 689 623
Phone: 0479-2312724, Res: 2465724, 9495992724
e-mail:info@spintech.org www.spintech.org

Ref

Date: 04/08/2023

This is to certify that Mr.Ajithan N Vinod, MBA 4th semester student of (Register No; LCAVMBA116) LEAD College Of Management, Dhoni, Palakkad has successfully completed the project work on the topic A STUDY ON AWARENESS ABOUT SMART HOME AUTOMATION TECHNOLOGY AND IMPACTS ON SALES OF SPIN-TECH FITTINGS INDIA PVT.LTD Mannar, Mavelikkara as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

SPIN TECH FITTINGS INDIA PVT. LTD. MANNAR, KERALA

Gopu V Namboothiri

General Manager

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF THE DISTRIBUTION CHANNEL OF MINAR ALLOYS AND FORGINGS PVT. LTD KANJIKODE WITH SPECIAL REFERENCE TO, PALAKKAD DISTRICT

By

Mr. AJMAL K I

Regn. No.: LCAVMBA118

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR S

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF THE DISTRIBUTION CHANNEL OF MINAR ALLOYS AND FORGINGS PVT. LTD KANJIKODE WITH SPECIAL REFERENCE TO, PALAKKAD DISTRICT"** submitted by **Mr. AJMAL K I (LCAVMBA118)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/23

MINAR

MINAR ALLOYS AND FORGINGS PVT. LTD.

AN ISO 9001:2015, 14001:2015, 50001:2018 CERTIFIED COMPANY
CIN : U27106KL2001PTCO15136 / GSTIN : 32AADCM2687D1ZP

CERTIFICATE

This is to certify that, **Mr. AJMAL K.I. (Reg No. LCAVMBA118) is a** *bona-fide* final semester student of the **MBA** programme at **LEAD COLLEGE OF MANAGEMENT, Dhoni, Palakkad** has under-taken dissertation in our organization on the topic "**A Study on Effectiveness of Distribution Channel in Minar Alloys and Forgings Pvt. Ltd.**" under the guidance of A.Mohammed Haneefa, General Manager. His performance & conduct during the project work was good.

Place: Kanjikode

Date :21-07-2023

A.Mohammed Haneefa

General Manager

13/718, NIDA, KANJIKODE, PALAKKAD - 678 621. Phone: 0491-2970245, E-mail : minaralloys@hotmail.com

A Project Report On

A STUDY ON RECENT TRENDS IN CUSTOMER BUYING BEHAVIOUR AND PREFERENCES IN THE MOBILE RETAIL INDUSTRY WITH SPECIAL REFERENCE TO THE CHENNAI MOBILES, PALAKKAD

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

Mr. AKHIL CHANDRAN
Reg. No: LCAVMBA119

Under the Guidance of

Dr. SANGEETHA P
ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **" A STUDY ON RECENT TRENDS IN CUSTOMER BUYING BEHAVIOUR AND PREFERENCES IN THE MOBILE RETAIL INDUSTRY WITH SPECIAL REFERENCE TO THE CHENNAI MOBILES ,PALAKKAD"** submitted by **Mr. AKHIL CHANDRAN (Reg No: LCAVMBA119)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

CERTIFICATE

This is to certify that Mr. AKHIL CHANDRAN (Reg No. LCAVMBA119) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON RECENT TRENDS IN CUSTOMER BUYING BEHAVIOUR AND PREFERENCES IN THE MOBILE RETAIL INDUSTRY WITH SPECIAL REFERENCE TO THE CHENNAI MOBILES ,PALAKKAD" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

SIGNATURE

The Chennai Mobiles
Regional Office & Warehouse
15/195 First Floor, Coimbatore Road,
Sulthanpet, Palakkad - 678001
Mobile:9605355030

A REPORT

ON

A STUDY ON EFFECTIVENESS OF NEUROMARKETING STRATEGIES WITH REFERENCE TO NIRAPARA, OKKAL, KALADY

By

AKHIL PAUL

Reg No: LCAVMBA121

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA P.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF NEUROMARKETING STRATEGIES WITH REFERENCE TO NIRAPARA, OKKAL, KALADY"** submitted by **Mr. AKHIL PAUL (Reg No: LCAVMBA121)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut

Dr. Archana. PV
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23.

K K R Group of Companies
Okkal P.O., Kalady, Ernakulam Dist., Kerala - 683 550
Tel: +91-484-2462422, 2463368, 2462154, 2462468
Fax: +91-484-2464111, email: info@nirapara.com, Website: www.nirapara.com

NIRAPARA
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CERTIFICATE

This is to certify that **Mr. Akhil Paul (LCAVMBA121)** fourth semester MBA student at Lead College of Management, Dhoni, Palakkad, under university of Calicut, has successfully completed his project **'A STUDY ON EFFECTIVENESS OF NEUROMARKETING STRATEGIES WITH REFERENCE TO NIRAPARA, OKKAL, KALADY'** at KKR Group of companies (Nirapara), Okkal, Kalady, Ernakulam, for a period of two months.

For KKR Group Companies

Shynjith T Sasi
Manager HR

KKR GROUP OF COMPANIES
NIRAPARA
OKKAL

A REPORT

On

A STUDY ON MARKET POTENTIAL OF JAMJOOM HYPERMARKET PERINTHALMANNA (MALAPPURAM) AND COMPETITOR ANALYSIS

By

Mr. AKHIL RAJ.K

Regn. No.: LCAVMBA122

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. P RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON MARKET POTENTIAL OF JAMJOOM HYPERMARKET PERINTHALMANNA (MALAPPURAM) AND COMPETITOR ANALYSIS"** submitted by **Mr. AKHIL RAJ K (Reg No: LCAVMBA122)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. P RAJAN

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director
Dr. THOMAS K GEORGE

Place: Palakkad
Date: 8.8.2023

Jamjoom plaza Pvt. Ltd
Mall, bye-pass Road,
Perinthalmanna, Malappuram Dt. Kerala-679 322
04933-223331 M:+91 95-62-233331
jamjoomhyperpmna@gmail.com

Jam Joom
hypermarket
Jamjoom plaza Pvt. Ltd

Date:

This is to certify **that Mr. AKHIL RAJ. K (Reg No. LCAVMBA122)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON MARKET POTENTIAL OF JAMJOOM HYPERMARKET PERINTHALMANNA(MALAPPURAM) AND COMPETITOR ANALYSIS"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

For JamJoom Plaza Pvt.Ltd

JAM JOOM PLAZA PRIVATE LIMITED
Perinthalmanna

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF CLIENT ACQUISITION STRATEGY WITH REFERENCE TO ARGOS PLASTICS

By

Mr. AKHIL SHAJI

Regn. No.: LCAVMBA124

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. MUBURAK RAHMAN P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management,
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | lead@lead.ac.in
Tel : 0491 256 3800

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Accredited by NBA for Academic Years 2022-23 to 2024-25 i.e.up to 30.06.2025.
Name of programme (PG) : MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF CLIENT ACQUISITION STRATEGY WITH REFERENCE TO ARGOS PLASTICS"** submitted by **Mr. AKHIL SHAJI (Reg No.: LCAVMBA124)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

API

ARGOS PLASTICS PRIVATE LIMITED

1/248, Kannadi, Palakkad - 678 701, Kerala

(Manufacturers of Injection Moulded Industrial and Consumer Products)

Ph : 0491-2537846, Mob : 09447783846 & 9495983846, E-mail : argosplastics@gmail.com

Date 03 08 2023

CERTIFICATE

This is to certify that **Mr. AKHIL SHAJI (Reg No. LCAVMBA124)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A study on effectiveness of client acquisition strategy"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For ARGOS PLASTICS PVT LTD

For ARGOS PLASTICS PVT LTD

Managing Director

A.PRASAD

(MANAGING DIRECTOR)

ARGOS PLASTICS (P) LTD. KANNADI PALAKKAD

A REPORT

On

A STUDY ON OF REALTIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND OCCUPATIONAL STRESS WITH RESPECT OF MATHRUBHUMI PRINTING&PUBLISHING CO.LTD

By

Mr. AKHIL TK

Regn. No.: LCAVMBA125

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

ASSISTANT PROFESSOR

Mr. ARJUN GOVIND

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF

MANAGEMENTDHONI,

PALAKKAD, KERALA 678009

August, 2023

LEAD College of Managem
Dhoni, Palakkad, Kerala - 6780
info@lead.ac.in | www.lead.ac
Tel : 0491 255 36

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND OCCUPATIONAL STRESS WITH RESPECT TO SALES EMPLOYEES OF MATHRUBHUMI PRINTING AND PUBLISHING CO. LIMITED"** submitted by **Mr. AKHIL T K (Reg. No. LCAVMBA125),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide:

Director

Place: Palakkad
Date: 06/08/23.

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Mathrubhumi Illustrated Weekly • Grihalakshmi
• ThozhilVartha • GK & Current Affairs
• Mathrubhumi Menaxnimi
• Mathrubhumi Star & Style • Mathrubhumi Books
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Since 1923

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M J Krishnamohan Memorial Building, K P Kesava Menon Road,Kozhikode 673 001
CIN: U22110KL1922PLC001522
GST No: 32AAACT8521G1ZM
Phone 0495-236 2000 • **Fax** 0495-236 6656 • **E-mail** mbcht@mpp.co.in

07th August 2023

CERTIFICATE

This is to certify that **Mr. Akhil T K,** MBA Student, Reg. No. LCAVMBA125, Lead College of Management, Dhoni, Palakkad has undergone a Project Work in the HR Department of the Mathrubhumi, Calicut on the topic "A study on relationship between emotional intelligence and occupational stress with respect to sales employees of Mathrubhumi Printing & Publishing Co. Ltd." as part of fulfilment of his MBA Course.

THE MATHRUBHUMI P&P CALICUT

Chief Manager- HR

A PROJECT REPORT

ON

MARKET FEASIBILITY STUDY ON VALUE ADDED PRODUCTS OF JACK FRUIT WITH SPECIAL REFERENCE TO ARTOCARPUS PRIVATE LIMITED

BY

Ms. AKHILAMOL JOSE

REG NO: LCAVMBA008

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Dr. SIVAKUMAR S

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"MARKET FEASIBILITY STUDY ON VALUE ADDED PRODUCTS OF JACK FRUIT WITH SPECIAL REFERENCE TO ARTOCARPUS PRIVATE LIMITED"** submitted by **Ms. AKHILAMOL JOSE (Reg No: LCAVMBA008)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

ARTOCARPUS FOODS PVT. LTD.
PLOT NO.F, KINFRA INDUSTRIAL PARK, NADUKANI,
TALIPARAMBA, KANNUR – 670141, KERALA, INDIA
PH: +91 0460 2200400 / +91 0460 2227271
MOB: +91 9745 65 45 55
E: md@artocarpus.in
GSTIN: 32AANCA1482C1Z2

Date: 05/07/2023

CERTIFICATE

THIS IS TO CERTIFY THAT Ms. AKHILAMOL JOSE, REG NO. LCAVMBA008 MBA STUDENT OF LEAD COLLEGE OF MANAGEMENT, DHONI HAS DONE THE PROJECT WORK TITLED "MARKET FEASIBILITY STUDY ON VALUE ADDED PRODUCTS OF JACK FRUIT AT THIS CORPORATION WITH NECESSARY GUIDANCE FROM OUR OFFICERS.

YOURS FAITHFULLY

ARTOCARPUS FOODS PVT LTD
PALLIVAYAL (PO)
ELAMBERAM
KANNUR DIST.
PIN-670142
KINFRA INDUSTRIAL PARK

SUBHASH K

MANGING DIRECTOR

ARTOCARPUS FOODS PVT LTD.

A REPORT

ON

A STUDY ON CUSTOMER RELATIONSHIP MARKETING AND ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ERAM MOTORS KOZHIKODE

By

Mr. AKHILESH T

Regn No: LCAVMBA120

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

DR. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER RELATIONSHIP MARKETING AND ORGANIZATION PERFORMANCE WITH SPECIAL REFERENCE TO ERAM MOTORS KOZHIKODE"** submitted by **Mr. AKHILESH T (Reg. No. LCAVMBA120)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23

Mahindra

ER/HR/PEC/01/22-23

Date:06/08/2023

TO WHOM IT MAY CONCERN

This is to certify that the project titled "**A STUDY ON CUSTOMER RELATIONSHIP MARKETING AND ORGANISATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO ERAM MOTORS KOZHIKODE**" is a project work done from 01st June 2023 to 29th July 2023 by **AKHILESH T Reg. No. LCAVMBA120,** Student of LEAD College of Management, Dhoni, Palakkad-678009, In partial fulfillment for the award of degree in Master of Business Administration.

For ERAM Motors Private Limited

ERAM MOTORS PVT. LTD HR-CLT CALICUT

JITHESH P P

Asst. Manager | HR

A REPORT

On

A STUDY ON CONTRARIAN INVESTMENT AND BEHAVIORAL FINANCE WITH SPECIAL REFERENCE TO STOKPOINT SHARE SERVICES PVT.LTD, PALAKKAD

By

Mr. AKSHAY JAYANANDHAN

Reg. No. LCAVMBA127

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE

GUIDANCE OF

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF

MANAGEMENTDHONI,

PALAKKAD

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONTRARIAN INVESTMENT AND BEHAVIORAL FINANCE WITH SPECIAL REFERENCE TO STOKPOINT SHARE SERVICES PVT. LTD, PALAKKAD"** submitted by **AKSHAY JAYANANDHAN Reg No: LCAVMBA127**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

GSTIN : 32AADCS26365J1ZH
: 2538299
Ph : 2539799
: 2540699
Email : badripkd@gmail.com

STOKPOINT SHARE SERVICES PVT. LTD.
16/493, CVM Towers, PALAKKAD - 678 001.

Date 25/07/2023

CERTIFICATE

This is to certify that MR.AKSHAY JAYANANDHAN (Reference no.LCAVMBA127) ,MBA student of Lead College of Management,Dhoni,Palakkad has successfully completed his Project Work under the topic" A STUDY ON CONTRARIAN INVESTMENT AND BEHAVIOURIAL FINANCE "WITH SPECIAL REFERENCE TO STOKPOINT SHARE SERVICES PVT LTD.,PALAKKAD" for the period of 60 days.

During the project we have found that he is sincere ,dedicated ,hardworking and fully devoted to the project.

We wish all success in all his future endeavours.

For STOKPOINT SHARE SERVICES PVT LTD.

For STOKPOINT SHARE SERVICES (PVT.) LTD.

Authorised Signatory

Palakkad

25/07/2023

A REPORT

On

ARTIFICIAL INTELLIGENCE FOR PORTFOLIO MANAGEMENT; A STUDY WITH SPECIAL REFERENCE TO CSE HOLDINGS LTD.

By

Mr. Akshay C R

Reg. No: LCAVMBA126

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. Ranjith karat

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ARTIFICIAL INTELLIGANCRE FOR PORTFOLIO MANAGEMENT; A STUDY WITH SPECIAL REFERENCE TO CSE HOLDINGS LTD."** submitted by **Mr. Akshay C R (Reg No: LCAVMBA 126)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

COCHIN STOCK BROKERS LTD.

Regd. Office : MES Dr. P. K. Abdul Gafoor Memorial Cultural Complex
65/608, 4th Floor, Judges Avenue, Kaloor, Cochin-682 017
Telephone: 0484-3500599/3500598, 8921190725, 6282014452, 9447155623
Corporate Identity Number : U67120KL1999PLC013552
Email: csbllegal@csbl.co.in, csbllegal@gmail.com Website: www.csbl.co.in
GSTIN-32AABCC9652N1ZD

Ref: CSBL/139/2023

8th June, 2023

CERTIFICATE

This is to certify that Mr. AKSHAY C.R. **(Reg. No. LCAVMBA126)** fourth semester MBA student of LEAD College of Management Dhoni, Palakkad, Kerala has successfully completed Project work on **"ARTIFICIAL INTELLIGENCE FOR PORTFOLIO MANAGEMENT, A STUDY WITH SPECIAL REFERENCE TO CSE HOLDINGS LIMITED"** in our company during the period from **08.06.2023 to 07.08.2023** as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the Project work. We wish all success in his future endeavours

VARGHESE MATHEW
Manager – Business Development

Cochin Stock Brokers Ltd.
38/1565
4th Floor
MES Centre
Cochin-682017

A REPORT

on

A STUDY ON BRAND LOYALTY FOR THE DETERGENT COMMODITY WITH RESPECT TO SHINEX

By

Mr. AKSHAY S P

REG NO: LCAVMBA128

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V R NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD College of Management
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info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND LOYALTY FOR THE DETERGENT COMMODITY WITH RESPECT TO SHINEX"** submitted by **Mr. AKSHAY S P (Reg No: LCAVMB128)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

PATA

GST:32AAPFP3308K1Z5

Detergents and Chemicals

Kottakkal,Malappuram, Kerala -676503 Ph:9846748100

Date:4.8.2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. Akshay S. P (LCAVMBA128) fourth semester MBA student of LEAD COLLEGE OF MANAGEMENT , University of Calicut has successfully completed his project work at PATA DETERGENTS AND CHEMICALS , Malappuram,Kerala with the title "A STUDY ON BRAND LOYALTY FOR DETERGENT COMMODITY WITH RESPECT TO SHINEX" for a period of 60 days in partial fulfilment of his course curriculum.

Managing partner

RISHIN SHERIEF

Malappuram Dt. Ph: 9744147400 Kottakkal

A STUDY ON EFFECTIVENESS OF ADVERTISEMENT WITH SPECIAL REFERENCE TO KKR GROUPS (NIRAPARA)

OKKAL, ERANAKULAM

Major Project Report

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

ALAN ANTONY
(Reg. no.: LCAVMBA129)

Under the Guidance of

Mr. SIJIN T.C

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD,
KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF ADVERTISEMENT WITH SPECIAL REFERENCE KKR GROUP (NIRAPARA) OKKAL, ERNAKULAM"** submitted by **Mr. ALAN ANTONY)(Reg No: LCAVMBA129)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/05/23

K K R Group of Companies
Okkal P.O., Kalady, Ernakulam Dist., Kerala - 683 550
Tel: +91-484-2462422, 2463368, 2462154, 2462468
Fax: +91-484-2464111, email: info@nirapara.com, Website: www.nirapara.com

NIRAPARA
incredible recipes

HR/PC/2023/80

05th August 2023

CERTIFICATE

This is to certify that **Mr. ALAN ANTONY** student of MBA - LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. ALAN ANTONY has accomplished his project on "A STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT WITH SPECIAL REFERENCE KKR GROUP COMPANIES (NIRAPARA)". He has successfully completed project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure. We take this prospect to thank him & wish him all the best for his future.

For KKR Group Companies

Sijeesh T Sasi
Manager - HR

KKR GROUP OF COMPANIES
NIRAPARA
OKKAL - 683 550

A REPORT

On

ANALYZING THE IMPACT OF SOCIAL MEDIA ON MARKETING STRATEGIES IN THE INDIAN CONTEXT WITH REFERENCE TO JOHN REAL ESTATE

By

Mr. ALBIN BIJU

Regn. No.: LCAVMBA130

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V R NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT DHONI,

PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ANALYSING THE IMPACT OF SOCIAL MEDIA ON MARKETING STRATEGIES IN THE INDIAN CONTEXT WITH REFERENCE TO JOHN REAL ESTATE"** submitted by **Mr. ALBIN BIJU (Reg No: LCAVMBA130)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

JOHN
REAL ESTATE

Shop No.18, Boulevard Premium Shopping, Lodha Splendora,
Bhayandarpada, Ghodbunder Road, Thane (W) 400615
+91 8655021455 / 1800-3000-2682 (Toll-Free)
+91 9819881455
info@johnrealestate.in
www.johnrealestate.in

This is to certify that Mr Albin Biju (Reg No. LCAVMBA130) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "ANALYZING THE IMPACT OF SOCIAL MEDIA ON MARKETING STRATEGIES IN THE INDIAN CONTEXT WITH REFERENCE TO JOHN REAL ESTATE" as part of the curriculum.

He has successfully completed 60 days long project on this topic. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

Thanks

FOR JOHN REAL ESTATE

PROPRIETOR

Arosh K John Mathew

DELIVERING HOMES AND ASSETS WITH TRUST

A REPORT

ON

A STUDY ON CUSTOMER PREFERENCE IN CHOOSING ONLINE AND OFFLINE METHOD FOR FOOTWEAR PURCHASE IN REFERENCE WITH LUNAR RUBBERS PVT. LTD

MAJOR PROJECT REPORT

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Submitted by

Mr. ALBIN GEORGE

Reg. No. LCAVMBA131

UNDER THE GUIDANCE OF

Mr. JITH .R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD

(Affiliated to university of Calicut)

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PREFERENCE IN CHOOSING ONLINE AND OFFLINE METHOD FOR FOOTWEAR PURCHASE IN REFERENCE WITH LUNAR RUBBERS PVT. LTD."** submitted by **Mr. ALBIN GEORGE (Reg No: LCAVMBA131)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/09/2023

LUNAR RUBBERS PRIVATE LIMITED

LUNAR'S

CERTIFICATE

This is to certify that Mr. Albin George, Student of LEAD College of Management, Dhoni, Palakad, has undertaken project on the topic 'A Study on Customer Preference in choosing online or offline method for footwear purchase' reference with 'Lunar Rubbers PVT LTD'. Thodupuzha from 15/06/2023 to 13/07/2023with necessary guidance from our Office. We wish him all success.

Thodupuzha,

13/07/2023

Lunar Rubbers Pvt. Ltd. PIN: 685 584 Thodupuzha

Managing Director

Matha Shopping Arcade, Thodupuzha, Kerala - 685 584, India, Ph: Office: +91 4862 - 222474, 224116
Fax : +91 4862 - 223540, e-mail: info@lunars.com, www.lunars.com
CIN :U25199KL1993PTC006904

A REPORT

On

A STUDY ON ASSETS AND LIABILITIES MANAGEMENT WITH SPECIAL REFERENCE TO EASTERN CONDIMENTS Pvt Ltd, ADIMALY

By

Mr. ALBIN SHINE

Regn. No. LCAVMBA009

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Mr. FRACKSON C VIYANO

LEAD COLLEGE OF MANAGEMENT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ASSETS AND LIABILITIES MANAGEMENT WITH SPECIAL REFERENCE TO EASTERN CONDIMENTS Pvt Ltd. ADIMALY"** submitted by **Mr. ALBIN SHINE (Reg No: LCAVMBA009)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 07/08/2023

ECPL/PROJECT/56/2023
August 5, 2023

CERTIFICATE

This is to certify that Mr. Albin Shine, student of Lead College of Management, Dhoni Palakkad, has completed his project work at ***Eastern Condiments Pvt. Ltd. Adimali***, for the period from 26th June 2023 to 18st July 2023.

He has completed the project in time and we are fully satisfied with his performance.

During the period of study and observation in our organization, his conduct was good.

We wish him all the best for his future endeavors.

For Eastern Condiments Pvt. Ltd.

EASTERN CONDIMENTS (P) LTD. ADIMALI Date.....

Asst. Manager -HR

A REPORT

On

A STUDY ON SERVICE QUALITY OF BERGER EXPRESS PAINTING AND CUSTOMER SATISFACTION IN BERGER PAINTS INDIA LTD

By

ALEX SUNNY

Reg No: LCAVMBA132

Submitted

To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. ANIL KUMAR T V

ASISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD,KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT
LEAD College of M
Dhoni, Palakkad, Ker
info@lead.ac.in | w
Tel : 04

CERTIFICATE

This is to certify that the project report titled "**A Study on Service Quality of Berger Express Painting and Customer Satisfaction in Berger Paints INDIA LTD**" submitted by **Mr. ALEX SUNNY (Reg No: LCAVMBA132)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/23.

CERTIFICATE

This is to certify that Mr. Alex sunny. N, REG NO: LCAVMBA132, MBA student of LEAD college of management, Dhoni has done the project work titled ""**A Study on Service Quality of Berger Express Painting and the Customer Satisfaction in Berger Paints". India ltd**" at this corporation with necessary guidance from our officers.

Yours Faithfully

Mohan
Sales Manager
Depo
Paints India Ltd

BERGER PAINTS INDIA LIMITED
House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9720, www.bergerpaints.com
CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com

A PROJECT REPORT

ON

A STUDY ON THE IMPACTS OF ORGANIZATIONAL CLIMATE ON JOB SATISFACTION OF EMPLOYEES, BRANDING PANDIT

By

ALVIN JACOB MATHEW

(Reg No. LCAVMBA133)

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

DR.S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT, DHONI P.O.,

PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **A STUDY ON THE IMPACTS OF ORGANIZATIONAL CLIMATE ON JOB SATISFACTION OF EMPLOYEES, BRANDING PANDIT** submitted by **Mr. ALVIN JACOB MATHEW (Reg No: LCAVMBA133)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

09/08/2023

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

BRANDING PANDIT

Date : 08th July 2023

TO WHOMSOVER IT MAY CONCERN

This is to certify that Mr. ALVIN JACOB MATHEW(LCAVMBA133) fourth semester MBA Student of LEAD COLLEGE OF MANAGEMENT, University of Calicut has successfully completed his project entitled "A study on Impacts of organizational climate on job satisfaction of employees" in partial fulfilment of his course curriculum.

We wish him all success in his future endeavours.

For Branding Pandit

Abhishek Shukla

(Director)

BRANDING PANDIT PVT LTD TEL 7503503984

+91 7503503984 Email: hello@brandingpandit.com Web: www.brandingpandit.com

PROJECT REPORT

ON

AN EMPIRICAL STUDY OF E-LOGISTICS MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO FIDELIS GLOBAL PACKERS AND MOVERS PVT LTD BANGALORE, KARNATAKA, INDIA

By

Mr. AMAL CV

Reg. No.: LCAVMBA134

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT DHONI PO, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled " **AN EMPERICAL STUDY OF E-LOGISTICS WITH SPECIAL REFERENCE TO FIDELIS GLOBAL PACKERS AND MOVERS, BANGALORE, KARNATAKA, INDIA"** submitted by **Mr. AMAL CV (Reg No: LCAVMBA134)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

FidelisGlobal

PROJECT CERTIFICATE

To whomsoever it May concern

This is to certify that **Mr. AMAL CV (LCAVMBA134)** pursuing his MBA at **LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD** has completed the project at **FIDELISGLOBAL MOVING AND STORAGE PVT LTD.** From June – July 2023 on the topic **"AN EMPIRICAL STUDY OF E-LOGISTICS MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO FIDELISGLOBAL MOVING AND STORAGE PVT LTD."** in partial fulfilment for the award of Degree of Master's in Business Administration.

We wish Success in his career.

With best wishes,

For FidelisGlobal Moving And Storage Pvt Ltd

ELDHOSE JOY

Digitally signed by ELDHOSE JOY
Date: 2023.08.07 20:22:28 +05'30'

Mr. Eldhose Joy

Manager-HR & Admin

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES TO ENHANCE CUSTOMER SATISFACTION WITH REFERENCE TO GAYATHRY HERO MOTOCORP, PALAKKAD

By

Mr. AMAL K NELSON

Regn. No.: LCAVMBA136

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA.P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

August-2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3683

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES TO ENHANCE CUSTOMER SATISFACTION WITH REFERENCE TO GAYATHRY HERO MOTOCORP, PALAKKAD"** submitted by **Mr. AMAL K NELSON (Reg No: LCAVMBA136)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha. P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

yathry
MOTORS

Hero
Hero MotoCorp Ltd
(Formerly Hero Honda Motors Ltd.)
Authorised Dealer

Project certificate

s is to certify that Mr. AMAL K NELSON a student of MBA- LEAD COLLEGE OF NAGEMENT, DHONI , PALAKKAD, Kerala. AMAL K NELSON has accomplished ject on "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES TO HANCE CUSTOMER SATISFACTION WITH REFERENCE TO GAYATHRY HERO TOCORP, PALAKKAD".

has successfully completed 60 days long project on this topic. We found him cere, meticulous, and enthusiastic & result oriented. He worked well as a gment of the team during the tenure. We take this prospect to thank him & sh him all the best for his future endeavour

st Regards

asad P K

owroom manager

YATHRY HERO

LAKKAD

GAYATHRY MOTORS
Viswam Arcade, NH.47
CBE Road, Pirivusala
Chandranagar.(PO), Palakkad-678 007
Ph: 0491-2571988, 2573988

A PROJECT REPORT

ON

A STUDY ON MARKETING STRATEGIES AND ITS EFFECT ON SALES OF INDUSTRIAL PRODUCTS WITH REFERANCE TO THE METEL INDUSTRIES LIMITED , SHORANUR

BY

Mr. AMAL MURALI

Reg No: LCAVMBA138

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S. SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE MARKETING STRATEGIES AND ITS EFFECT ON SALES OF INDUSTRIAL PRODUCT WITH REFERANCE TO THE METAL INDUSTRIES LTD. SHORANUR"** submitted by **Mr. AMAL MURALI (LCAVMBA138)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09.05.2023

THE METAL INDUSTRIES LIMITED
(A Govt. of Kerala Undertaking)
Metind Nagar, Shoranur - 679 122, Kerala
Tel. : 0466 2962268
Email : metind@themetalindustries.in
Website : www.themetalindustries.in

Ref:C-12/23-24/572

05/08/2023

CERTIFICATE

This is to certify that Mr. ***AMAL MURALI,*** Reg.No.LCAVMBA138, MBA student, Lead College Of Management, Dhoni, Palakkad District, Kerala State, has successfully completed PROJECTWORK in this company entitled "A STUDY ON THE MARKETING STRATEGIES AND ITS EFFECTS ON SALES OF THE INDUSTRIAL PRODUCTS WITH REFERENCE TO THE METAL INDUSTRIES LTD. SHORANUR", for a period of 60 days, as part of partial fulfillment of requirement of his course and as per letter from his institution.

During the above period he had shown keen interest in learning Industrial and Management aspects connected with his academic requirement and he was found obedient and industrious.

We wish him all success

For The Metal Industries Ltd.,

THE METAL INDUSTRIES LTD. SHORANUR (A Govt. of Kerala Undertaking)

C.Radhakrishnan,
Manager (Commercial & Admin.)

A REPORT

On

A STUDY ON CONSUMER BRAND AWARENESS OF VESTA ICE CREAM WITH SPECIAL REFERENCE TO KSE LIMITED IRINJALAKKUDA

By

Mr. AMAL KP

Regn. No. LCAVMBA137

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA MS

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER BRAND AWARENESS OF VESTA ICE CREAM WITH SPECIAL REFERENCE TO KSE LIMITED IRINJALAKKUDA"** submitted by **Mr. AMAL K P (Reg. No.: LCAVMBA137)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08-08-2023

KSE
LIMITED
CIN No. L15331KL1963PLC002028
AN ISO 9001 : 2015 COMPANY

Postbox No. 20, Irinjalakuda Kerala - 680 121
Tel : 0480-2825476, 2825576, 2826676
E-mail:kselkerala@gmail.com, Website:www.kselimited.com

PRJ/2023- 001120

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

*This is to certify that **Mr. AMAL K P,** (Reg No : LCAVMBA137), 4th Semester **MBA** student of **LEAD College of Management, Dhoni, Palakkad** has successfully completed project work on "**A Study of consumer brand awareness of Vesta Ice cream with special reference to KSE Limited, Irinjalakuda**" for a period of **60 days** as a part of the study. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.*

KSE LIMITED IRINJALAKUDA-680121

*For **KSE** Limited*

Anil kumar M P
Manager (HR)

A REPORT

On

A STUDY ON DIGITAL MARKETING STRATEGIES OF PRESTIGE WITH SPECIAL REFERENCE TO SAUDI ARABIA

By

Mr. AMEEN MUHAMMED MUSHAHID

Reg No: LCAVMBA139

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. SMITHA

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI

P.O PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON DIGITAL MARKETING STRATEGIES OF PRESTIGE WITH SPECIAL REFERENCE TO SAUDI ARABIA"** submitted by **Mr. AMEEN MUHAMMED MUSHAHID (Reg No: LCAVMBA139)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. Smitha

Director
Dr. Thomas George K

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

Prestige
Saudi Co. Ltd.
DLI-IT Group

Certificate of Project Completion

This is to certify that Mr. Ameen Muhammed Mushahid (University Reg. No. LCAVMBA139) MBA Fourth semester student at LEAD College of Management, Dhoni, Palakkad has completed the Digital Marketing project for 60 days conducted by Prestige Saudi Company.

Project details:

- Email Marketing Wizardry
- Social Media Sensation
- Mobile Marketing Marvels

During the course of the project, Mr. Ameen Muhammed Mushahid demonstrated exceptional dedication, enthusiasm, and a strong willingness to learn. They actively participated in various projects and tasks, contributing valuable insights and skills to our organization.

We acknowledge their efforts and commitment, and we believe that the experiences gained during this project will serve as a solid foundation for their future career endeavors.

We wish Mr. Ameen Muhammed Mushahid continued success in their future endeavors in the field of digital marketing.

Riyas K.P
HR Admin

Prestige Saudi Company
29-07-2023

RIYADH
#24, 2nd Floor, Al Showaier Building, Malaz.

JEDDAH
Office No.101, FY Al Halees Building King Khalid Road, Bagdadhiah.

DAMMAM
1st Floor, Munawala Cargo Building King Khaled Road.

CR NO: 1010339764, VAT A/c No: 310085665300003
contact@dlisaudi.com www.dlisaudi.com

A PROJECT REPORT

On

A STUDY ON THE CUSTOMER PERCEPTION IN TRACO CABLES, THIRUVALLA

By

Mr. AMITH A

Reg. No. LCAVMBA140

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. P. RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE CUSTOMER PERCEPTION IN TRACO CABLES, THIRUVALLA"** submitted by **Mr. AMITH A (Reg No: LCAVMBA140)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/23.

LIN : U31200KL 1960 SGC 001860
GST No : 32AAACT9249F1ZD

ട്രാക്കോ കേബിൾ കമ്പനി ലിമിറ്റഡ്, തിരുവല്ല
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)

TRACO CABLE COMPANY LIMITED
(A KERALA GOVERNMENT COMPANY)

JFTC Factory, Chumathra, Thiruvalla - 689 103, Pathanamthitta (Dist) Kerala.
PH : 0469-2730231, 2730253 Fax : 0469-2630254 E-mail : tracotvla@gmail.com

No.22/JFTC/SM/ 1062 Date: 07-08-2023

CERTIFICATE

This is to certify that Mr. Amith A (Reg.No. LCAVMBA140), 4th Semester MBA Student of Lead College of Management, Dhoni,Palakkad was permitted to conduct a study on "Customer Perception" in Traco Cable Company Ltd., Thiruvalla from 16/06/2023 to 15/07/2023. He was regular in his attendance during the above period and took keen interest in the training assigned to him.

His character and conduct during the above period were good.

For TRACO CABLE COMPANY LIMITED,

Officer (P&A)

A REPORT

On

A STUDY ON INVESTMENT ANALYSIS WITH REFERENCE OF CAPITAL BUDGETING AT THE ULCCS LTD

By

Ms. AMRUTHA.VR

Regn. No. LCAVMBA011

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the *Guidance* of

MR. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF

MANAGEMENT DHONI P.O.,

PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVESTMENT ANALYSIS WITH REFERENCE OF CAPITAL BUDGETING AT THE ULCCS LTD"** submitted by **AMRUTHA V R Reg No: LCAVMBA011**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023.

Director

Place: Palakkad
Date: 08/08/2023

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

THE URALUNGAL LABOUR CONTRACT
CO-OPERATIVE SOCIETY LTD. NO. 10957

P.O. Madappally College, Vatakara, Kozhikode, Kerala
PIN : 673102, Tel : +91496 2518200 - 99(100 Lines)
www.ulccsltd.com, E-mail : uralungal@ulccsltd.com

ULCCS/HR/13/2/2023/272

29-07-2023

CERTIFICATE

This is to certify that **Ms Amrutha V R** (Reg No:LCAVMBA011), MBA Student of Lead College of Management Dhoni,Palakkad. She has undergone a project study **"A study on Investment Analysis With Reference of Capital budgeting at The ULCCS Ltd."** as part of the partial fulfillment of the curriculum with effect from 15th June 2023 to 29th July 2023.

We wish all success in her future endeavors.

For THE URALUNGAL LABOUR CONTRACT

CO OPERATIVE SOCIETY LTD

CORPORATE HEAD-HR

URALUNGAL LABOUR CONTRACT CO-OP SOCIETY LTD No. 10957
P.O. MADAPPALLY COLLEGE

A PROJECT REPORT

On

A STUDY ON EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES WITH REFERENCE TO APOLLO TYRES, KALAMASSERY.

By

Ms. AN MARY GEORGE

Regn. No. LCAVMBA016

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
Tel : 0491 259 5093

Affiliated to
ERSITY OF
ALICUT

Approved by
ICTE

Accredited by
AL BOARD
EDITATION
BA

BA for Academic
5 to 2024-25
10.05.2025
mme (PG) : MBA

ber of
BSP
BSP

ber of
ISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES WITH SPECIAL REFERENCE TO APOLLO TYRES, KALAMASSERY."** submitted by **Ms. AN MARY GEORGE (Reg No: LCAVMBA016)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha.P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

APOLLO TYRES LTD
P.O. Kalamassery,
Ernakulam 683104
Kerala, India

T : +91 484 2540261-66
F: +91 484 2532963
apollotyres.com

apollo

13-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. ANMARY GEORGE (Reg No.LCAVMBA016)**, fourth semster **MBA** student of **LEAD COLLEGE OF MANAGEMENT, PALAKKAD** has successfully completed her **Project** on the topic **"STUDY ON EFFECTIVENESS OF CUSTOMER RETENTION STRATEGIES WITH REFERENCE TO APOLLO TYRES LTD., KALAMASSERY"** in our organization from **10-06-2023 to 10-07-2023.**

We found her performance as good during the mentioned period with us and wish her all the success.

For APOLLO TYRES LTD

APOLLO TYRES LTD. PIN: 683 104 KALAMASSERY P.O.

MANEESH M S
MANAGER-HR

A PROJECT REPORT

On

SALES TREND ANALYSIS THROUGH SALES INVOICES: A CASE OF MIDDLE EAST AUTO PARTS PRIVATE LTD, TRIVANDRUM

By

Mr. ANANDHAKRISHNAN C

Regn. No. LCAVMBA141

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. Babasaheb Jogdand

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 (w.e.f. 30.05.2022). Name of programme PG - MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"SALES TREND ANALYSIS THROUGH SALES INVOICES: A CASE OF MIDDLE EAST AUTO PARTS PRIVATE LTD, TRIVANDRUM"** submitted by **Mr. Anandhakrishnan C (Reg No: LCAVMBA141)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09-08-2023

MIDDLE EAST AUTO PARTS PRIVATE LIMITED
695001, TRIVANDRUM, KERALA, INDIA
Email: middleeastautos@gmail.com Tel: +91-8138954126

Date: 31-07-2023

CERTIFICATE OF COMPLETION

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Anandakrishnan. C (Reg.No: LCAVMBA141) has satisfactorily completed the project titled "**Sales Trend Analysis through Sales Invoices**" at **MIDDLE EAST AUTO PARTS PRIVATE LIMITED**, Trivandrum, India, as a part of the MBA curriculum at LEAD College of Management, Palakkad.

Project Duration: 60 Days

Throughout the project, Mr. Anandakrishnan demonstrated a high level of commitment, exceptional work ethic, and profound dedication to achieving the project's objectives. His keen attention to detail and analytical skills enabled him to make valuable contributions to the organization.

We acknowledge his remarkable performance, which exceeded expectations, and commend him for successfully delivering the project within the specified timeframe.

This Certificate is awarded to Mr. Anandakrishnan as a testament to his professionalism and diligence in project execution.

Congratulations on your well-deserved success!

Sincerely,

Pranav.Sahadevan
Branch Manager

'MIDDLE EAST AUTO PARTS.PVT.LTD
1st floor of **Hatch Spaces Building**, near Bank of Baroda Sasthamangalam
Trivandrum, Kerala Pin: -695010
+91 8138954126
middleeastautos@gmail.com

A REPORT

On

A STUDY ON BRAND AWARENESS OF BRAHMINS FOODS PRIVATE LIMITED AMONG THE CONSUMERS IN THODUPUZHA

By

ANANDHU MANOJ

Reg. No: LCAVMBA143

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. A ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND AWARENESS OF BRAHMINS FOODS PRIVATE LIMITED AMONG THE CONSUMERS IN THODUPUZHA"** submitted by **Mr. ANANDHU MANOJ Reg No: LCAVMBA143**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

Brahmins
A Vegetarian Promise

BRAHMINS FOODS INDIA PRIVATE LIMITED
H.O : Vengalloor-Kolani Bypass Road, Thodupuzha, Idukki Dist., Kerala - 685 608
Factory : Kinfra Industrial Park, Nellad P.O, Ernakulam Dist., Kerala - 686 669
Factory : Paingottoor P.O. Chathamattom, Ernakulam Dist., Kerala - 686 671
E-mail : ho@brahminsgroup.com www.brahminsgroup.com
Phone : +91 4862 223561, +91 4862 223555, TOLL FREE NUMBER : 1800 890 1214
GST No : 32AAECB0054G1ZC CIN: U15135KL2010PTC025559

BFIPL /TDPA/HR-PROJ/2023 **12 July 2023**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.Anandhu Manoj (Reg No.LCAVMBA143)., 4th Semester MBA** student of Lead College of Management ,Dhoni,Palakkad has Successfully completed a problem centered study on the topic **"A Study on Brand Awareness of Brahmins Foods India Pvt Ltd Among the Consumers in Thodupuzha ",**

He was keenly interested, well-mannered and enthusiastic during the period of the study.

We wish him all success in future.

For Brahmins Foods India Pvt. Ltd.

Vineeth Viswambharan
Manager-HR

A REPORT

On

A STUDY ON BRAND AWARENESS OF KERA

By

Mr. ANANDHU T R

Regn. No. LCAVMBA144

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the *Guidance* of

MR. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND AWARENESS OF KERA"** submitted by **Mr. ANANDHU T R (Reg No: LCAVMBA144)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director
LEAD College of Management
Dhoni, Palakkad-678 009

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

KERALA KERAKARSHAKA SAHAKARANA FEDERATION Ltd. No. 4370 KERA FED
An ISO Certified 9001:2015 Kerala Government Enterprise
കേരഫെഡ്

01-08-2023

CERTIFICATE

This is to certify that Mr. ANANDHU T. R . (Reg No. LCAVMBA144) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON BRAND AWARENESS OF KERA" as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Yours Sincerely

1/8/2023

Manoj Kumar KC

Asst. Manager (Marketing)

MANOJ KUMAR K.C.
Assistant Manager (Marketing)
(Vocational Teacher,
General Education Dept.)
Kerafed
Thiruvananthapuram

H.O. : Kera Tower, Water Works Compound, Vellayambalam,Thiruvananthapuram - 695 033
EPABX : 2320504, Depts : 2321660, 2326209, 2321046, 2322736, Fax: 0471-2326298
[PAN : AAATK8521C, GSTIN : 32AAATK8521C2Z3], [TAN : TVDK00822D, GST-TDS : 32TVDK00822D1DW]
E-mail : kerafedadmn@gmail.com Website : www.kerafed.com

A REPORT

On

A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY OF KERALA MINERALS AND METALS LIMITED, CHAVARA

By

Ms. ANANDALEKSHMI

Reg. No. LCAVMBA012

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY OF KERALA MINERALS AND METALS LIMITED, CHAVARA."** submitted by **Ms. ANANDALEKSHMI (Reg No: LCAVMBA012)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

The Kerala Minerals and Metals Ltd.
(A Govt. Of Kerala Undertaking)
(An ISO 9001, ISO 14001, OHSAS 18001 & SA 8000 Certified Company)
SANKARAMANGALAM, CHAVARA-691 583
KOLLAM, KERALA, INDIA.
Phone : +91- 476-2651215 to 2651217
Fax : +91- 0476-2680101, 2686721
E-mail : contact@kmml.com, URL : www.kmml.com

CIN-U14109KL1972SGC002399

TP/PD/T-14/23
07.08.2023

CERTIFICATE

This is to certify that **Ms. Anandalekshmi, MBA** student of LEAD College of Management, Palakkad has successfully completed the Project Work entitled **"A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY"** as a part of her studies in the Finance Department in the Titanium Dioxide Pigment Unit of KMML at Chavara during the period from **15.06.2023 to 15.07.2023.**

She was found to be an industrious and motivated person with good Conduct and Character during the period.

Assistant Administrative Officer (P&A)

A REPORT

On

A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY WITH SPECIAL REFERENCE TO PALAKKAD SURGICAL INDUSTRIES PRIVATE LIMITED, PALAKKAD

By

Mr. ANANDHU. K

Regn. No.: LCAVMBA142

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. Urmila. R Menon

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA - 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY WITH SPECIAL REFERENCE TO PALAKKAD SURGICAL INDUSTRIES PRVATE LIMITED, PALAKKAD"** submitted by **Mr. ANANDHU K (Reg No: LCAVMBA142)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

Palakkad Surgical Industries Pvt Ltd

Petronet Road, Wise Park
Kanjikode East, Palakkad
Kerala 678621, (India)

T +91 491 2569000, 2566443
E info@psimedical.net
W www.psimedical.net

PSI

CERTIFICATE

This is to certify that Mr. Anandhu K [Reg. No. LCAVMBA142], 4th Semester, MBA Student, LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON THE FINANCIAL DISTRESS AND BANKRUPTCY WITH SPECIAL REFERENCE TO PALAKKAD SURGICAL INDUSTRIES PVT. LTD." from this organisation as part of his curriculum.

We wish all success in his future endeavors.

For Palakkad Surgical Industries Pvt. Ltd.

07.08.2023
Palakkad

General Manager
[Personnel & Administration]

A REPORT

On

A STUDY OF THE IMPACT OF BRAND IMAGE ON ORGANISATIONAL BUYING BEHAVIOUR WITH RESPECT TO WILDCRAFT

By

Ms. ANARGHA SANTHOSH

Reg. No: LCAVMBA013

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
Tel : 0491 [illegible] 3000

CERTIFICATE

This is to certify that the project report titled **"A STUDY OF THE IMPACT OF BRAND IMAGE ON ORGANISATIONAL BUYING BEHAVIOUR WITH RESPECT TO WILDCRAFT"** submitted by **Ms. ANARGHA SANTHOSH (Reg No: LCAVMBA013)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/23.

WILDCRAFT

24-07-2023

CERTIFICATE

This is to certify that **MS. ANARGHA SANTHOSH**, MASTER OF BUSINESS ADMINISTRATION student from LEAD College of Management, Dhoni, Palakkad has done her Project Work titled "BUYING BEHAVIOUR OF CORPORATES WITH RESPECT TO WILDCRAFT's PRODUCTS"

We have noticed that, during the period, she has shown keen interest in her assignments and was also regular in attendance.

Vineeth R Arayidath
Operations Head

WILDCRAFT INDIA LIMITED BANGALORE

A Wildcraft India Limited
15th Cross, Outer Ring Road
JP Nagar, 4th Phase
Bangalore - 560 078
CIN U52592KA1998PLC025673

T +91 (80) 4040 5000
F +91 (80) 4040 5060
W wildcraft.com

A REPORT

On

A STUDY ON THE RELATIONSHIP BETWEEN AFTER SALES SERVICE QUALITY AND BRAND PERCEPTION IN USHA INTERNATIONALS

By

Mr. ANASWAR OUSEPH

Reg no: LCAVMBA145

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. ANIL KUMAR.T.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST-2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

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NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE RELATIONSHIP BETWEEN AFTER SALES SERVICE QUALITY AND BRAND PERCEPTION IN USHA INTERNATIONALS"** submitted by **ANASWAR OUSEPH Reg No: LCAVMBA145** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

USHA®

Classification | INTERNAL

CHN/ 719 29.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Anaswar Ouseph (LCAVMBA145)** 4th semester MBA student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed his major project work on the topic **"A Study on the relationship between after sales service quality and brand perception in Usha International Limited"** as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish him success in all his future endeavours.

For Usha International Limited,

G. SANKAR
Sales & Administration Head

USHA INTERNATIONAL LTD. COCHIN-30

SHRIRAM®

Usha International Ltd., Door Nos. 66/4971(A3),(A6),(A5), 7th Floor, Alapatt Heritage Building
MG Road, Ernakulam- 682 035, Kerala, T : (0484) 4148162 To 167, E-mail : ernakulam@usha.com.
Registered Office : Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi - 110 001
E-mail : corporate@usha.com, www.usha.com, http://care.usha.com

A PROJECT REPORT

On

TO STUDY THE IMPACT OF PSYCHOLOGICAL WELL-BEING ON EMPLOYEE ABSENTEEISM IN THE MANUFACTURING SECTOR WITH SPECIAL REFERENCE TO APOLLO TYRES LTD, KALAMASSERY

By

Ms. ANJALI A B

Regn. No.: LCAVMBA014

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under The Guidance Of

Dr. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"TO STUDY THE IMPACT OF PSYCHOLOGICAL WELL-BEING ON EMPLOYEE ABSENTEEISM IN THE MANUFACTURING SECTOR WITH SPECIAL REFERENCE TO APOLLO TYRES LTD, KALAMASSERY"** submitted by **Ms. ANJALI A B (Reg No. LCAVMBA014)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08-08-2023

APOLLO TYRES LTD
P.O. Kalamassery,
Ernakulam 683104
Kerala, India

T : +91 484 2540261-66
F: +91 484 2532961
apollotyres.com

apollo

08th July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anjali A B** (LCAVMBA014) 4th semester MBA student of LEAD College of Management, Palakkad has done project work on the Topic "To Study the Impact of Psychological Well-being on Employee Absenteeism in the Manufacturing Sector with Special Reference to Apollo Tyres Ltd, Kalamassery" in our organization for a period of 2 months starting from 08th May 2023 to 08th July 2023.

During the above mentioned period her performance in the above capacity was excellent and we wish her all the success for her future endeavours.

Regards

APOLLO TYRES LTD. PIN: 683 104 KALAMASSERY P.O.

MANEESH MS
MANAGER – HR

A REPORT

On

A STUDY ON RISK AND RETURN ANALYSIS OF HDFC AND ICICI BANK STOCK WITH REFERENCE TO NIRMAL BANG SECURITIES PRIVATE LIMITED

By

Ms. ANJU MANOJ

Regn. No.: LCAVMBA015

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under The Guidance Of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3099

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON RISK AND RETURN ANALYSIS OF HDFC AND ICICI BANK STOCK WITH REFERENCE TO NIRMAL BANG SECURITIES PRIVATE LIMITED"** submitted by **Ms. ANJU MANOJ (Reg No: LCAVMBA015)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

CERTIFICATE

This is to certify that Ms. ANJU MANOJ (Reg No. LCAVMBA015) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic ***"A STUDY ON RISK AND RETURN ANALYSIS OF HDFC AND ICICI BANK STOCK WITH REFERENCE TO NIRMAL BANG SECURITIES PRIVATE LIMITED"*** *as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish her all success in her future endeavours.*

SENIOR MANAGER (HR)

A PROJECT REPORT

On

A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL WITH REFERENCE TO RANK AGENCIES, ERNAKULAM.

By

Ms. ANN MARIA M A

Reg. No. LCAVMBA018

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 i.e. up to 30.06.2025
Name of programme (PG) MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL WITH REFERENCE TO RANK AGENCIES, ERNAKULAM"** submitted by **Ms. ANN MARIA M A (Reg No: LCAVMBA018)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha. P

Director
Dr.Thomas K George

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

RANK AGENCIES

"GURUVAYURAPPAN BUILDINGS"
55/83 KALATHIPARAMBIL ROAD
ERNAKULAM SOUTH, KOCHI - 682 016
Mob : 95460 12449
Email pkranjith@hotmail.com

CERTIFICATE

This is to certify that Ms. ANN MARIA M A (Reg No. LCAVMBA018) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "THE EFFECTIVENESS OF DISTRIBUTION CHANNEL WITH REFERENCE TO RANK AGENCIES" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

We wish her all the very best for herb future endeavours.

With Best Wishes,

For Rank Agencies,

RANK AGENCIES COCHIN-16

PK RANJITH

Managing Partner

A PROJECT REPORT

On

A STUDY ON THE CAPITAL STRUCTURE OF GATEWAY INTERIORS LLC, DUBAI

MAJOR PROJECT REPORT

By

ANN MARIYA PHILIP

Reg. No. LCAVMBA019

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

August 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 i.e.up to 30.06.2025.
Name of programme (PG) : MBA

Member of
ACBSP

Member of
AMDISA

This is to certify that the project report titled **"A STUDY ON CAPITAL STRUCTURE OF GATEWAY INTERIORS LLC DUBAI"** submitted by **ANN MARIYA PHILIP Reg No: LCAVMBA_019**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

gateway Interiors LLC

جايتواي
إنتيريورز ش.ذ.م.م

Date : 13 July 2023
Ref. GWI/L/0026/23

To
WHOMSOVER IT MAY CONCERN

Sub : PROJECT WORK COMPLETION CERTIFICATE

Dear Sirs,

Referring to the subject mentioned above, we hereby certify and confirm that

MISS ANN MARIYA PHILIP — LCAVMBA019

04TH SEMESTER — MBA Finance

STUDENT of
LEADS COLLEGE OF MANAGEMENT, DHONI — PALAKAD — KERALA

She had undertaken a Project work with Gateway Interiors LLC, Dubai — UAE titled

CAPITAL STRUCTURE OF GATEWAY INTERIORS LLC

During the period of 19th June 2023 to 13th July 2023 and had successfully completed the same with due diligence

Thanking you, we remain

Yours truly
For **GATEWAY INTERIORS LLC**

BIJU V LUCKOSE
Managing Director

P.O. Box: 48334 DUBAI - U.A.E. GATEWAY INTERIORS L.L.C.

A PROJECT REPORT

On

A STUDY ON THE EFFECT OF PROMOTIONAL ACTIVITIES ON CREATING BRAND AWARENESS AMONG DEALERS OF PAVIZHAM RICE AT PAVIZHAM HEALTHIER DIET PVT LTD, KALADY

By

Ms. ANNET JOSEPH

Reg. No. LCAVMBA017

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA
Accredited by NBA for Academic Yr. 2022-23 to 2024-25
Valid up to 30.06.2025
Name of programme (PG) : MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECT OF PROMOTIONAL ACTIVITIES ON CREATING BRAND AWARENESS AMONG DEALERS OF PAVIZHAM RICE AT PAVIZHAM HEALTHIER DIET PVT LTD, KALADY"** submitted by **Ms. ANNET JOSEPH (Reg No: LCAVMBA017)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

PAVIZHAM

Pavizham Healthier Diet Pvt. Ltd

Koovappady P.O., Perumbavoor, Ernakulam (Dist), Kerala India - 683 544
Ph : +91 484 2649310, 3051800, Email : accounts@pavizhamrice.com
CIN-U15421KL2003PTC016354

31-07-2023

CERTIFICATE

This is to certify that **Ms. Annet Joseph (LCAVMBA017)**, MBA Student of LEAD College of Management, has undergone Project work entitled "A study on the impact of Promotional activities on creating brand awareness among dealers at Pavizham Healthier Diet Pvt Ltd, Koovappady.

She visited our organization for data collection and other activities and has successfully completed the Project based on her observation and intelligence.

Thanking you,

Authorized Signatory

PAVIZHAM HEALTHIER DIET PRIVATE LIMITED

A PROJECT REPORT

On

A STUDY ON INVENTORY MANAGEMENT WITH SPECIAL REFERENCE TO FOREST INDUSTRIES TRAVANCORE LIMITED, ALUVA

By

Ms. ANU BABU

Regn. No. LCAVMBA020

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTARTION

Under the Guidance of

Mr. V PRAMOD

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVENTORY MANAGEMENT WITH SPECIAL REFERENCE TO FOREST INDUSTRIES TRAVANCORE LIMITED"** submitted by **Ms. ANU BABU (Reg No: LCAVMBA020)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A KERALA GOVERNMENT COMPANY)
THAIKKATTUKARA P.O., ALUVA - 683 106,
KERALA STATE
CIN: U02001KL1946SGC000373
GST NO: 32AAACF4562B1Z9

FIT/PER/53/2023 /783 29/07/2023

CERTIFICATE

This is to certify that Ms. ANU BABU (Reg No. LCAVMBA020) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON INVENTORY MANAGEMENT WITH SPECIAL REFERENCE " to Forest Industries Travancore Ltd, Aluva for a period of 45 days as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

FOREST INDUSTRIES TRAVANCORE LIMITED
A KERALA GOVERNMENT UNDERTAKING
ALUVA
683106
KERALA

Manager (Personnel & Admin)

Phone : Office: 0484 - 2623642
E-mail : fitkerala@yahoo.co.in, Website : www.fitkerala.co.in

A STUDY ON THE CAPITAL STRUCTURE OF FERTILIZERS AND CHEMICALS TRAVANCORE LIMITED , KOCHI, KERALA

Major Project Report

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

Mr. ANUGANTI AJITH JOSE

(Reg. No.: LCAVMBA146)

Under the Guidance of

Dr.URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

LEAD COLLEGE OF MANAGEMENT

DHONI PO, OLAVAKKODE, PALAKKAD,

KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "A STUDY ON THE CAPITAL STRUCTURE OF FERTILIZERS AND CHEMICALS TRAVANCORE LIMITED, KOCHI" submitted by **Mr. ANUGANTI AJITH JOSE (Mr. LCAVMBA146)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 11/04/23

FACT

दि फर्टिलाइज़र्स एण्ड केमिकल्स ट्रावनकोर लिमिटेड
THE FERTILISERS AND CHEMICALS TRAVANCORE LIMITED
(भारत सरकार का उद्यम)/ (A Government of India Enterprise)

केन्द्र / TRAINING CENTRE
/ Head Office
/ Udyogamandal - 683 501

दूरभाष / Phone : 0484 - 2567544, 2567467, 2567583, 2556750, 2559621, 2567423, 2567380, 2567424
ई-मेल/ Email : ftdc@factltd.com, sdc@factltd.com

DGM (T&D) CERT-PW/50/2023-24 **09.08.2023**

CERTIFICATE

Certified that **Mr. ANUGANTI AJITH JOSE**, student of MBA at Lead College of Management, Palakkad has successfully completed his **Project Work** titled **"A study on the Capital Structure of Fertilisers and Chemicals Travancore, Kochi"** in FACT, Udyogamandal during the period from 19.06.2023 to 18.07.2023.

We wish the student all the best in his future endeavors.

Abraham P Varghese
Project Coordinator

Deepak T P
DM (Training)

A REPORT

ON

POST PERFORMANCE EVALUATION OF IPOs AND LISTING DAY GAINS BASED ON TOTAL SUBSCRIPTION IN INDIAN FINANCIAL MARKET WITH REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED

By

Mr. ANUMOD KP

Reg No: LCAVMBA147

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST-2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"POST PERFORMANCE EVALUATION OF IPOs AND LISTING DAY GAINS BASED ON TOTAL SUBSCRIPTION IN INDIAN FINANCIAL MARKET WITH REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED"** submitted by **Mr. ANUMOD KP (Reg No: LCAVMBA147),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/8/2023

marketfeed.

FUNDFOLIO FINTECH PRIVATE LIMITED

Regd. Office Address: HoneyKomb by Shive, 3/B, 19th Main Road, Sector 3, Bengaluru, Bengaluru Urban, Karnataka, 560102
GSTN: 29AAECF6260Q1ZJ CIN: U72900KL2021FTC069624

To whoever this may concern

Dear Sir/Madam,

This is to certify that **Mr. ANUMOD K P** (Reg No. LCAVMBA147) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "POST PERFORMANCE EVALUATION OF IPOs AND LISTING DAY GAINS BASED ON TOTAL SUBSCRIPTION IN INDIAN FINANCIAL MARKET WITH REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED " as part of the curriculum.

He has successfully completed a 60 days long project on this topic. We found him sincere, meticulous, enthusiastic & result oriented. He worked well as a member of the team during the tenure.

We wish him all the success in his future endeavours.

For
Fundfolio Fintech Private Limited

For Fundfolio Fintech Private Limited

Authority Signatory Director

Date: 2nd August 2023
Place: Bangalore

A REPORT

On

INVESTIGATING THE COMPETITIVE LANDSCAPE AND ITS IMPACT ON PURCHASE INTENTION: A CASE STUDY OF THE FOREST INDUSTRIES TRAVANCORE LTD

By

Miss. APARNA THANKACHAN

Regn. No.: LCAVMBA288

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR T.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 9693

CERTIFICATE

This is to certify that the project report titled **"INVESTIGATING THE COMPETITIVE LANDSCAPE AND IT'S IMPACT ON PURCHASE INTENTION : A CASE STUDY ON FOREST INDUSTRIES TRAVANCORE LTD"** submitted by **Ms. APARNA THANKACHAN (Reg No: LCAVMBA288).** a student of fourth semester Master of Business Administration (MBA) of this college. is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/23.

FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A KERALA GOVERNMENT COMPANY)
THAIKKATTUKARA P.O., ALUVA - 683 106,
KERALA STATE
CIN: U02001KL1946SGC000373
GST NO: 32AAACF4562B1Z9

FIT/PER/53/2023 /782

29/07/2023

CERTIFICATE

This is to certify that Ms. APARNA THANKACHAN (Reg No. LCAVMBA288) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "INVESTIGATING THE COMPITATIVE LANDSCAPE AND ITS IMPACT ON PURCHASE INTENTSION: A CASESTUDY" of Forest Industries Travancore Ltd, Aluva for a period of 45 days as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

FOREST INDUSTRIES TRAVANCORE LIMITED * A KERALA GOVERNMENT UNDERTAKING * ALUVA 683106 KERALA

Manager (Personnel & Admin)

Phone : Office: 0484 - 2623642
E-mail : fitkerala@yahoo.co.in, Website : www.fitkerala.co.in

A REPORT

On

A STUDY ON CONSUMER BEHAVIOUR IN MAX FASHION

By

Ms. ARATHI

Regn. No.: LCAVMBA021

Submitted to

UNIVERSITY OF CALICUT

In partial fulfillment of the requirements for the award of degree

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr ANIL KUMAR TV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A Study on Consumer Behaviour on Max fashion"** submitted by **Ms. Arathi, Reg No: LCAVMBA021**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8.8.2023

LANDMARK GROUP

01st August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Arathi (Reg No. LCAVMBA021), 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON CONSUMER BEHAVIOUR IN MAX FASHION", as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in her future endeavors.

For Lifestyle International Pvt Ltd.

Max Retail Division

Deepika C

Human Resources

max

Lifestyle International Pvt. Ltd
Max Retail Division,
No AK-2, 1st floor, RBN Tower,
4th Avenue,
Shanthi colony, Anna Nagar,
Chennai - 600 040
Phone:044-662

A PROJECT REPORT

On

A STUDY ON FIXED ASSET MANAGEMENT IN ANABOND LIMITED

By

Mr. ARAVIND J B

(Reg. no.: LCAVMBA 148)

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. Ranjith Karat

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

Dhoni, Palakkad - 678009

AUGUST, 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON FIXED ASSET MANAGEMENT IN ANABOND LTD"** submitted by **Mr. ARAVIND J B (Regn. No. LCAVMBA148)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Anabond

HRD/TRG/2023/July/10

10th July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Aravind J B** has successfully completed a Project in our Organization from **15th June 2023** to **10th July 2023.**

The topic in which he worked was- **"A study on Fixed Asset Management in Anabond Ltd"** He did his project in "Accounts Department" under the guidance of Mr. Mohan Raj G - Senior Manager

He has been found sincere and hardworking to the best of our knowledge & satisfaction during his tenure over here.

We wish him all the very best in his endeavors.

Very Cordially Yours,
For Anabond Limited

Surendran
Manager - Human Resources

A PROJECT REPORT

On

A COMPARATIVE STUDY ON THE WORK LIFE BALANCE BETWEEN MALE AND FEMALE EMPLOYEES WITH REFERENCE TO WONDERLA AMUSEMENT PARK

By

Ms. ARDRA A. A.

Reg. No. LCAVMBA022

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A COMPARATIVE STUDY ON THE WORK LIFE BALANCE BETWEEN MALE AND FEMALE EMPLOYEES WITH REFERENCE TO WONDERLA AMUSEMENT PARK"** submitted by **Ms. ARDRA A. A (Reg No: LCAVMBA022)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Wonderla Holidays Limited
6th Floor, Aanand Tower, Raja Ram Mohan Roy Road
Richmond Circle, Bangalore: 560 025
Phone: +91 80 67477333 | Email: mail.crp@wonderla.com
Website: www.wonderla.com | CIN: L55101KA2002PLC051224

WONDERLA
PARKS AND RESORTS

WLA/HRD/6533/7/2023 **Dated 29.07.2023**

This is to certify that Mrs. Ardra A. A. bearing identification number LCAVMBA022, MBA student from Lead College of Management, Palakkad, has successfully completed her project on " Study on Work Life Balance of Male and Female Employees Between the Age of 25 to 40 at Wonderla Amusement Park" during the month of June, 2023.

All obligatory Information is been provided m order to establish this project.

We wish her all the best for her future endeavours.

For **Wonderla Holidays Ltd**

WONDERLA HOLIDAYS LIMITED Bangalore 560 025

Authorised Signatory

Branches
Bangalore Park (Reg.office): 28th KM, Mysore Road, Bangalore: 562 109 | Ph: +91 80 22010300 | Email: mail.blr@wonderla.com
Kochi Park: Pallikkara, Kumarapuram P.O., Kochi: 683 565 | Phone: +91 484 2684001 | Email: mail.cok@wonderla.com
Hyderabad Park: ORR Exit No. 13, Ravirala Post, Hyderabad: 501 510 | Ph: +91 40 23490500 | Email: mail.hyd@wonderla.com
Bangalore Resort: 28th KM, Mysore Road, Bangalore: 562 109 | Ph: +91 80 33710333 | Email: resort.blr@wonderla.com

A REPORT

On

A STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO LOUIS PHILIPPE (ABFRL)

By

Mr. ARJUN U

Reg. No: LCAVMBA149

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A. ASHARAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA – 678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO LOUIS PHILIPPE (ABFRL)"** submitted by **Mr ARJUN U (Reg No. LCAVMBA149)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ADITYA BIRLA

FASHION & RETAIL

20th July 2023

CERTIFICATE

This is to certify that **Mr. ARJUN U** (Reg No. LCAVMBA149), fourth Semester MBA student of LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON THE IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO LOUIS PHILIPPE (ABFRL)"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Store Manager

LOUIS PHILIPPE

SN CODE: 3005

Seetha Sankar Tower, Pulimoodu

MG Road, Trivandrum-695001

Corporate Office :

Aditya Birla Fashion and Retail Limited

(Formerly Aditya Birla Fashion & Retail Limited)

FASHION & LIFESTYLE

Tower 1, Building 2,

Embassy Manyata Business Park, Yemalur Post,

Outer Ring Road, Bengaluru - 560037

Telephone : +91 80 67271600

Website : www.abfrl.com

customerservice.fashion@adityabirla.com

Registered Office :

701-704, 7th Floor, Skyline Icon Business Park,

B6-92, Off Andheri-Kurla Road, Marol Village,

Andheri East, Mumbai, Maharashtra-400059, India.

CIN - L18101MH2017PLC233901

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF VISUAL MERCHANDISING IN RETAIL SECTOR WITH REFERENCE TO MAX FASHIONS, CHENNAI

By

Ms. ARPITHA ELIZABETH JOSEPH

Regn. No. LCAVMBA023

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD

KERALA, 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF VISUAL MERCHANDISING IN RETAIL SECTOR WITH REFERENCE TO MAX FASHIONS, CHENNAI"** submitted by **Ms. Arpitha Elizabeth Joseph (Reg No: LCAVMBA023)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

LANDMARK GROUP

01st August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Arpitha Elizabeth Joseph(Reg No.LCAVMBA023) IInd year, MBA Student at LEAD College of Management, Dhoni, Palakkad, has successfully completed her major project work on the topic **"A STUDY ON THE EFFECTIVENESS OF VISUAL MERCHANDISING IN RETAIL SECTOR WITH REFERENCE TO MAX FASHIONS, CHENNAI"** in our organization during the period of June'23 – July'23. We found her sincere, meticulous, and enthusiastic & result oriented. She worked well as a fragment of the team during the tenure.

We wish all success in her future endeavors.

For Lifestyle International Pvt Ltd.

Max Retail Division

Deepika C

Human Resources

max

Lifestyle International Pvt. Ltd
Max Retail Division,
No AK-2, 1st floor, RBN Tower,
4th Avenue,
Shanthi colony, Anna Nagar,
Chennai - 600 040
Phone:044-662

A PROJECT REPORT

On

A STUDY ON CUSTOMER PREFERENCE OF BOS NATURAL FLAVORS (P) LTD.

By

Mr. ARUN MOHAN

(Reg. No: LCAVMBA150)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. S.SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PREFERENCE OF BOSS NATURAL FLAVORS (P) LTD."** submitted by **Mr. ARUN MOHAN (Reg No: LCAVMBA150)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/06/23

BOS

CIN-U15495KL2001PTC014502

BOS/PRJ/24/23-24

Date: 05.08.2023

CERTIFICATE

This is to certify that **Mr. Arun Mohan** (Reg : LCAVMBA150), Master of Business Administration student of LEAD College of Management, Palakkad, have done a Project Work on the topic **"A Study On Customer Preference" of BOS Natural Flavors (P) Ltd**, Kinfra Park, Nellad for a period from 15th June 2023 to 15th July 2023.

FOR BOS NATURAL FLAVORS (P) LTD

HR Department

Project Report

On

AN EFFECTIVE STUDY ON THE INVOLVEMENT OF ADVERTISEMENT AND ITS IMPACT IN THE CONSUMER BUYING BEHAVIOUR

UNDER THE REFERENCE OF AAKASH METAL ROOFING, THRISSUR

By

Mr. ASHWIN PAUL

(Reg. No.: LCAVMBA151)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD- 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AN EFFECTIVE STUDY ON THE INVOLVEMENT OF ADVERTISEMENT AND ITS IMPACT IN THE CONSUMER BUYING BEHAVIOUR"** submitted by **Mr. ASHWIN PAUL (Reg No: LCAVMBA151)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/05/23.

GSTIN/UIN : 32ABFFA5269B1ZV

Aakash Metal Roofing

II/472 A, Pallakkara, Chittissery P.O., Thrissur, Kerala. Pin : 680 301,
Mob : 9497838383, 9446597272, 9388881832
email : aakashmetals@gmail.com, Web : www.aakashmetals.com

Ref :-

Date 26/07/2023

CERTIFICATE

This is to certify that **Mr. ASHWIN PAUL (LCAVMBA151)** MBA student at **LEAD COLLEGE OF MANAGEMENT, PALAKKAD** has undergone the project work at **AAKASH METAL ROOFING, THRISSUR** in the period of June - July 2023 on the topic titled as **"AN EFFECTIVE STUDY ON THE INVOLVEMENT OF ADVERTISEMENTS AND ITS IMPACT ON THE CONSUMER BUYING BEHAVIOR WITH THE SPECIAL REFERENCE TO AAKASH METAL ROOFING, THRISSUR "**. During the study period, we found him as an active and punctual personal.

We wish for a bright future and success in his career.

With best wishes,

For AAKASH METAL ROOFING.

For Aakash Metal Roofing

Managing Partner

Mr. SAJI JOSEPH

Managing Partner

A REPORT

On

A HOLISTIC STUDY ON THE PERCEPTION OF CUSTOMERS WITH ADOPTION OF ELECTRIC VEHICLE WITH RESPECT TO TATA VEHICLES

By

Mr. ASHWIN RAVIENDRAN

Reg. No: LCAVMBA152

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V R Nedunchezhian

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA – 678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A HOLISTIC STUDY ON THE PERCEPTION OF CUSTOMERS WITH ADOPTION OF ELECTRIC VEHICLE WITH RESPECT TO TATA VEHICLES"** submitted by **Mr. ASHWIN RAVIENDRAN (Reg No. LCAVMBA152)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/09/2023

KVR DREAM VEHICLES PVT. LTD.
Passenger Car Dealer

TATA MOTORS

KVRD/KNR/PJT/07/23

29-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. ASHWIN RAVINDRAN (Reg No.LCAVMBA152)**, II YEAR MBA student of **LEAD COLLEGE OF MANAGEMENT, PALAKKAD** has undergone a project work titled **"A HOLISTIC STUDY ON THE PERCEPTION OF CUSTOMERS WITH ADOPTION OF ELECTRIC VEHICLE WITH RESPECT TO TATA VEHICLES"** successfully in our establishment from 01-07-2023 to 29-07-2023, as part of his curriculum. His involvement in the study was appreciable.

This certificate is issued only for the purpose of submitting to the College/University.

MANAGER (HRD)

KVR DREAM VEHICLES PVT. LTD. P.O. KIZHURNA, THOTTADA, KANNUR-670007

P.O. Kizhurna, Thottada, Kannur - 670 007.
Tel: +91 - 497 2837 070, 2835 444
Email: sales@kvrtata.com, service@kvrtata.com
CIN No. U50101KL2007PTC020733
GSTIN : 32AADCK1604H1ZZ

A REPORT

ON

A STUDY ON BRAND LOYALTY AMONG CUSTOMERS OF MILMA CATTLE FEED, PATTANAKKAD.

By

Ms. ASWANI V S

Reg No: LCAVMBA025

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V R NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND LOYALTY AMONG CUSTOMERS OF MILMA CATTLE FEED, PATTANAKAD"** submitted by **Ms. ASWANI V S (LCAVMBA025)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 8/05/23

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

GSTIN : 32AAAAK5375M1ZG

milma

Kerala Co-operative Milk Marketing Federation Ltd.

Cattle Feed Plant, Pattanakkad P.O., Alappuzha - 688 531

Ph : 0478-2831122, 0478-2831144, Email: cfp@milma.com

CFPT/P&A/206/2023

07.07.2023

CERTIFICATE

This is to certify that **Ms.ASWANI V.S** *(Reg.No:LCAVMBA025)*, MBA 2nd year student of LEAD College of Management, Dhoni, Palakkad has successfully completed her project work in Milma Cattle Feed Plant, Pattanakkad during the period from 20.06.2023 to 03.07.2023 in partial fulfillment of her curriculum.

During the period of study, she has shown keen interest in collecting data/information and learned various aspects connected with the operations of the Plant especially in Marketing Department. She was found hardworking, dedicated and committed during the period of study.

9/7/23

UNIT HEAD

KCMMF LTD. Cattle Feed Plant Pattanakkad 688 531

Head Office : K. C. M. M. F. Ltd., Milma Bhavan, Pattom Palace P.O., Thiruvananthapuram - 695 004
Phone : 0471-2786426, E-mail : milmaho@milma.com

A REPORT

On

A STUDY ON ORIENTATION OF CUSTOMER SHOPPING TOWARDS ONLINE AND OFFLINE WITH REFERENCE TO BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD

By

Ms. ASWATHY. P

Reg. No. LCAVMBA027

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. Ranjith Karat

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA -678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ORIENTATION OF CUSTOMER SHOPPING TOWARDS ONLINE AND OFFLINE WITH REFERENCE TO BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD "** submitted by **Ms. ASWATHY P (Reg No: LCAVMBA027)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/05/2023

01 August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. Aswathy P (Reg No LCAVMBA027) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic **"A STUDY ON ORIENTATION OF CUSTOMER SHOPPING TOWARDS ONLINE AND OFFLINE WITH REFERENCE TO BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD"** as part of the curriculum.

She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

Thank you,

Bindya Nair

General Manager – Human Resource

BLUESTONE

Bluestone Jewellery and Lifestyle Pvt. Ltd.

Site No. 89/2 Lava Kusha Arcade, Munnekolal Village, Outer Ring Road, Marathahalli, Bangalore - 560037

+91 80 6704 1564 statutorycompliance@bluestone.com www.bluestone.com CIN: U72900KA2019PTC059698

Mumbai Office: 302, Chandak Plaza, Malwani Road, Marol, Andheri East, Mumbai - 400 059, Maharashtra. +91 22 4039 7774

A REPORT
On

A STUDY ON QUALITY OF WORK LIFE AND ITS IMPACT ON OCCUPATIONAL STRESS AMONG EMPLOYEES AT TRACO CABLES COMPANY LIMITED, ERNAKULAM

By

Ms. ASWATHY GOPAL

Regn. No. LCAVMBA026

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRAION

Under the Guidance of

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON QUALITY OF WORK LIFE AND IT'S IMPACT ON OCCUPATIONAL STRESS AMONG EMPLOYEES AT TRACO CABLES COMPANY LTD, ERNAKULAM"** submitted by **Ms. ASWATHY GOPAL (Reg No: LCAVMBA026)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

8.8.2023

Project guide

Director

Place: Palakkad
Date: 8.8.2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

'മലനാടറിഞ്ഞ മാനുഷരിഞ്ഞ'

ട്രാക്കോ കേബിൾ കമ്പനി ലിമിറ്റഡ്

(ഒരു കേരള സർക്കാർ സ്ഥാപനം)

TRACO CABLE COMPANY LIMITED

(A Kerala Government Company)

IRIMPANAM, TRIPUNITHURA, Dist. ERNAKULAM, PIN: 682 309
Phones: 0484 2780937, 2780237, 2785672, Fax: 0484 2780937

No.P&A/TRG/459

IRIMPANAM
29.07.2023

CERTIFICATE

This is to certify that Ms.Aswathy Gopal(Reg.No.LCAVMBA026), MBA student of Lead College of Management, Dhoni.P.O., Palakkad - 678009 has done a Project Study on "QUALITY OF WORK LIFE AND ITS IMPACT ON OCCUPATIONAL STRESS AMONG EMPLOYEES" at TRACO CABLE COMPANY LIMITED, IRIMPANAM for a period of 30 days from 16th June 2023.

During the period we found her hard working and diligent in conducting the Project Study and completed in time.

TRACO CABLE CO. LTD. FACTORY OFFICE IRIMPANAM

For TRACO CABLE COMPANY LIMITED

DEEPA MERIN JACOB
UNIT HEAD

Regd. Office : XXXIX/5465, 4th Floor, KSHB Office Complex, Panampilly Nagar, Kochi - 682 036, Kerala
Phones: 0484 2314847, 2314864, 2311851 & 2320472 Fax 91-484 2312744
E-mail : mail@tracocable.com, Web : www.tracocable.com

Factories:
Pinarayi - 670742, Dist. Kannur Ph : 0490-2384161, Fax 0490-2384761 Thiruvalla-689 103, Dist. Pathanamthitta
Phones : 0469-2730231, 2730391 & 2730253; Fax : 0469 2630254 (TVLA)

RINA

A REPORT

On

A STUDY ON ROLE OF MARKETING IN CUSTOMER ENGAGEMENT AND BEHAVIOUR WITH ZEAL-IT TRADING & CONTRACTING

By

Mr. ASWIN SAJI PHILIP

Regn. No.: LCAVMBA154

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA - 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ROLE OF MARKETING IN CONSUMER ENGAGEMENT AND BEHAVIOUR WITH ZEAL-IT TRADING & CONTRACTING"** submitted by **Mr. ASWIN SAJI PHILIP (Reg No: LCAVMBA154)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

زلـــــــــط
للتجارة والمقاولات

Zeal-it
Trading & Contracting

CERTIFICATE

This is to certify that Mr. **Aswin Saji Philip** MBA student of Lead Collage of Management, Dhoni, Palakkad, Kerala has completed project on topic "**A Study on Role of Marketing in Customer Engagement and Behaviour with Zeal-it Trading & Contracting**". He has successfully completed 2 months of project on the topic, and we found him sincere & cooperative in all the assignments given to him and a positive character.

We thank him & wish him all success for his future endeavour.

For Zeal-it Trading & Contracting

John Abraham Kannagnanatt

HR Manager

ص.ب: ١٨٤٤٩ , س.ت : ٥٦٤٤٦ , الدوحة - قطر هاتف: ٤٤٣١٨٩٩٢ ٩٧٤+ , فاكس: ٤٤٣١٩٣٧٨ ٩٧٤+ , بريدإلكتروني: sk@zeal-it.co
P.O. Box: 18449, C.R.No: 56446, Doha, Qatar Tel : (+974) 44318992 Fax : (+974) 44319378 - E-mail : sk@zeal-it.co
www.zeal-it.co

A REPORT

On

A STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS OF LIMAR ENTERPRISE (CALICUT)

By

Ms. ATHEENA B GEORGE

Regn. No.: LCAVMBA028

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under The Guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI,
PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

ACBSP

Member of
MDISA

CERTIFICATE

This is to certify that the project report titled **"A Study on Customer Satisfaction Towards the Products of Limar Enterprises, Calicut"** submitted by **Ms. ATHEENA B GEORGE (Reg No: LCAVMBA028)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08.08.2023

LIMAR ENTERPRISES
PP-V/318 H, Main Road, Engapuzha, Puduppadi P.O.
Kozhikode-673 586, Toll Free : 1800 1234 701
e-mail: limar@kabani.co.in

Date.....

PROJECT CERTIFICATE

This is to certify that **Ms.ATHEENA B GEORGE (Reg No: LCAVMBA028)** a student of LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, KERALA has accomplished project on **'A STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS OF LIMAR ENTERPRISES" CALICUT'** in our firm she has successfully completed 60 days long project on this topic.

We wish her all success in her future endures.

For Limar Enterprises

LIMAR ENTERPRISES
GSTIN:32AADFL9484G1Z5

(HR Manager)

Date: -29/07/2023

A REPORT

On

THE FACTORS THAT INFLUENCE TiO_2 MARKET WITH REFERENCE TO KERALA MINERALS AND METALS LTD, KOLLAM

By

Mrs. ATHIRA S BABU

Reg No: LCAVMBA030

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR S

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT,

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE FACTORS THAT INFLUENCE TiO2 MARKET WITH REFERENCE TO KERALA MINERALS AND METALS LTD, KOLLAM"** submitted by **Ms. ATHIRA S BABU (Reg No: LCAVMBA030)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

KMML
Spreading Splendour

The Kerala Minerals and Metals Ltd.
(A Govt. Of Kerala Undertaking)
(An ISO 9001, ISO 14001, OHSAS 18001 & SA 8000 Certified Company)
SANKARAMANGALAM, CHAVARA-691 583
KOLLAM, KERALA, INDIA.
Phone : +91- 476-2651215 to 2651217
Fax : +91- 0476-2680101, 2686721
E-mail : contact@kmml.com, URL : www.kmml.com

CIN-U14109KL1972SGC002399

TP/PD/T-14/23
15.07.2023

CERTIFICATE

This is to certify that Ms. Athira S Babu (LCAVMBA030), MBA (Marketing) student of LEAD College of Management, Palakkad, has successfully completed the Project Work entitled "THE FACTORS THAT INFLUENCE THE TiO_2 MARKET WITH REFERENCE TO KERALA MINERALS AND METALS LIMITED"under the guidance of Dr. John George in the Marketing Department of the Titanium Dioxide Pigment Unit of KMML at Chavara during the period from 16.06.2023 to 15.07.2023.

She was found to be an industrious and motivated person with good conduct and character during the entire period.

Assistant Administraive Officer (P&A)

A PROJECT REPORT

On

A STUDY ON IMPACT OF COVID 19 PANDEMIC ON HEALTH CARE SECTOR IN INDIA: CASE OF TOP 5 NIFTY PHARMA

By

Ms. ATHIRA G

Reg.No LCAVMBA029

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. V PRAMOD
ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI

P.O., PALAKKAD, KERALA -678009

Aug 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF COVID 19 PANDEMIC ON HEALTH CARE SECTOR IN INDIA: CASE OF TOP 5 NIFTY PHARMA"** submitted by **Ms. ATHIRA G (Reg No: LCAVMBA029)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

Sharekhan

by BNP PARIBAS

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. **ATHIRA G**, a student of **MBA-LEAD College Of Management,Dhoni,Palakkad**, has accomplished project on **"A STUDY ON IMPACT OF COVID 19 PANDEMIC ON HEALTHCARE SECTOR IN INDIA: CASE OF TOP 5 NIFTY PHARMA"** she has successfully completed 60 days long project on this topic. We found her sincere, meticulous, enthusiastic and self oriented. She worked well as a fragment of the team during the tenure.We take this prospect to thank her and wish her all the best for her future.

HARIDAS. S (P.)
GROUP CODE: 8842

SHAREKHAN LTD.
6842
PALAKKAD

HARIDAS

Business Partner
Sharekhan LTD.
No. 17/338,1st floor,Century Plaza,
VH Road, Palakkad.

A REPORT

On

A STUDY ON PROMOTIONAL CONVINCINGNESS OF OUSHADHI THRISSUR

By

Mr. ATHUL KRISHNA K V

Regn. No: LCAVMBA155

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SHAHBAZ KHAN

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI

PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
Tel: 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON PROMOTIONAL CONVINCINGNESS OF OUSHADHI THRISSUR"** submitted by **Mr. ATHUL KRISHNA K V (Reg No: LCAVMBA155)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

Pharmaceutical Corporation
ian Medicines) Kerala Ltd.
vernment of Kerala Undertaking)
nellur P.O., Thrissur
la - 680 014

Oushadhi
ഔഷധി

ദി ഫാർമസ്യൂട്ടിക്കൽ കോർപ്പറേഷൻ
(ഇന്ത്യൻ മെഡിസിൻസ്) കേരള ലിമിറ്റഡ്
(കേരള സർക്കാർ സ്ഥാപനം)
കുട്ടനെല്ലൂർ പി.ഒ., തൃശ്ശൂർ
കേരളം - 680 014

E4-41/2020

01.08.2023

CERTIFICATE

This is to certify that **Athul Krishana K V (Reg.No. LCAVMBA 155)** student of LEAD College of Management , Dhoni, **Palakkad** – 678009 has completed a Project titled **"A Study on Promotional Convincingness of Oushadhi Thrissur "** in The Pharmaceutical Corporation (IM) Kerala Limited, Kuttanellur, Thrissur .**Period of study limited to 60 days.**

His character and conduct during the period has been found good.

The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd. Oushadhi Thrissur

General Manager

Ph: 0487-2459800, 2459860; Fax: 0487-2459378, 2351675; e-mail: mail@oushadhi.org; website: www.oushadhi.org
Branch: Thiruvananthapuram - 0471 2332981; Sub-Centre: Pariyaram, Kannur - 0497 2808303; Sub-Centre: Pathanapuram, Kollam - 0475 2015525
CIN: U24231KL 1975SGC002722; GST - 32AAACT8646A2ZN

A REPORT

On

A STUDY ON IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TOTP TILES CENTRE

By

MS. ATHULYA RAMESH

Regn. No. LCAVMBA031

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
Info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO TP TILES CENTRE"** submitted by **Ms. ATHULYA RAMESH (Reg No: LCAVMBA031)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 8-8-2023

GSTIN: 32AAEFT1442R1ZZ

TP TILES CENTRE

NEAR WATER AUTHORITY, KALPETTA, WAYANAD, KERALA. PIN:673121
PH: 04936 202054, 205417, 203929. Email: tptilescentre@gmail.com

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mrs. ATHULYA RAMESH (Reg No. LCAVMBA031)** 4th semester **MBA student at LEAD College of Management, Dhoni, Palakkad** (affiliated to University of Calicut) has successfully completed her major project work on the topic **" A STUDY ON IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO TP TILES CENTRE"** in our organization as part of the curriculum.

She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

Date: [illegible].2023

Place: Kalpetta

TILES CENTRE KALPETTA, WAYANAD

For T.P. TILES CENTRE

Auth. Signature

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF DAYMART GROUP KOZHIKODE.

By

MR. BAVISH ANTONY

Regn. No:LCAVMBA159

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

ARCHANA PV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA, 678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF DAYMART GROUP KOZHIKODE.** Submitted by **Mr. BAVISH ANTONY (Reg. No: LCAVMBA159)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr. Archana. PV

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23

DAYMART
YOUR DAILY NEEDS

Door No. 1/3704, P 5th Floor
Kadooli Tower, Vandipetta
West Nadakkavu, Calicut-673011
+91 9743 296 296
daymartfb@gmail.com
www.daymart.in

Date: 04-08-2023 **Ref: INT2072028**

PROJECT COMPLETION CERTIFICATE

This is to certify **that Mr. BAVISH ANTONY (Reg No. LCAVMBA159)** 4th Semester **MBA** student at **LEAD College of Management**, Dhoni, Palakkad has undergone project work on-

"A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF DAYMART GROUP" as part of the curriculum.

During the period, he was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For Daymart Group

DAY MART HEAD OFFICE
DOOR NO: 1/3704, P 5TH FLOOR
KADOOLI TOWER, VANDIPETTA
WEST NADAKKAVU, CALICUT-673011

SHAIMA ABOOBACKER

ASSISTANT MANAGER-HR
DAYMART GROUP

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF SUSTAINABLE MARKETING PRACTICES IN LATEX INDUSTRY

By

Mr. BIBIN P JOSEPH

Reg. No. LCAVMBA289

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR. S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O, PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF SUSTAINABLE MARKETING PRACTICES IN LATEX INDUSTRY"** submitted by **Mr. BIBIN P JOSEPH (Reg No: LCAVMBA289)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

neerakkal
Latex (P) Ltd
An ISO 9001:2015 Certified Company
Muttuchira P.O., Kottayam, Kerala-686 613, India Tel: +91 0619 282064, 284888, 285440, Email: neerakkallatex@yahoo.com

Date: 07-08-2023

CERTIFICATE

This is to certify that Mr. BIBIN P JOSEPH (Reg No. LCAVMBA289) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON THE EFFECTIVENESS OF SUSTAINABLE MARKETING PRACTICES IN LATEX INDUSTRY" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For Neerakkal Latex Pvt Ltd

N. J. James
(Managing Director)

NEERAKKAL LATEX (P) LTD. KOTTATAM MUTTUCHIRA

neerakkal
Group
Plantations Fuels Granites Logistics
HO Muttuchira P.O., Kottayam, Kerala-686 613, India
Tel: +91 0619 282064, 284888, 285440, Email: neerakkalgroup@gmail.com

A PROJECT REPORT

On

A STUDY ON RETAILER'S SATISFACTION OF VKC BRAND IN PALAKKAD DISTRICT

By

Mr. BIJIL BIJU

Reg No. LCAVMBA160

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009
AUGUST,2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON RETAILER'S SATISFACTION OF VKC BRAND IN PALAKKAD DISTRICT"** submitted by **Mr. BIJIL BIJU (Reg No: LCAVMBA160)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/09/2023

VKC

Ref: VKC/158/2023-24 **Date: 04.08.2023**

CERTIFICATE

This is to certify that **Mr. BIJIL BIJU** (Reg No. LCAVMBA160) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "**A study on retailer's satisfaction of VKC brand in Palakkad district**" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For VKC GROUP

VKC GROUP VKC TOWER

V. Vinod Kumar
Head - Human Resources

INDIA'S HARD WORKING FASHION FOOTWEAR

Veekesy Plastomers India Pvt. Ltd.
Corporate Office: 7/358 D, VKC Tower, Kozhikode, Kerala, India 673 005
Administrative Office: VKC Building, Mosque Annex, Kozhikode, Kerala, India 673 027
Regd. Office: 44/11, Thiruvalayam, Palayam, Coimbatore, Tamil Nadu, India 641 105
+91 495 7140 400 | Email: info@vkcgroup.org
PIN: U25207TZ1998PTC006663 | PAN: AABCV6679K

A REPORT

On

A STUDY ON CONSUMER SATISFACTION OF HOME CARE CATEGORY OF JYOTHY LABORATORIES LTD WITH REFERENCE TO, THRISSUR DISTRICT

By

MR. BIJO C JOHN
Regn. No.: LCAVMBA161

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

DR. S. SUDHAKAR

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA, 678009

August 2023

LEAD
OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER SATISFACTION OF HOME CARE CATEGORY OF JYOTHY LABORATORIES LTD WITH REFERENCE TO ,THRISSUR DISTRICT"** submitted by **Mr. BIJO C JOHN (Reg No: LCAVMBA161)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 04/08/23

Jyothy labs

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Bijo C John (Reg No. LCAVMBA161) 4th semester MBA student of Lead College of Management, Dhoni, Palakkad, has undergone a project work on the topic "A STUDY ON CONSUMER SATISFACTION OF HOME CARE CATEGORY OF JYOTHY LABS LTD WITH REFRENCE TO THRISSUR DISTRICT", in our organization for 45 days commencing from 11th June 2023.

For Jyothy Labs Ltd

Authorised Signatory

JYOTHY LABS LIMITED KANDANASSERY THRISSUR

Mandir Road
Mumbai 400 059
Fax: +91 022-6689 2805
www.jyothylabs.com

Kandanassery Post,
Thrissur - 680 102
Kerala Tel: 04885-238621,
235898

A REPORT

On

A STUDY ON THE CAPITAL STRUCTURE OF RUBFILA INTERNATIONAL LIMITED KANJIKODE, PALAKKAD

By

BIMI JOSE C

REGISTERATION No: LCAVMBA032

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirement for the award degree of

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. MUBARAK RAHMAN. P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI. PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE CAPITAL STRUCTURE OF RUBFILA INTERNATIONAL LIMITED KANJIODE PALAKKAD"** submitted by **Ms. BIMI JOSE C (Reg No: LCAVMBA032)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/09/2023

RUBFILA
International Limited

RIL/HRD/PRJ/2023/04
04th August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Bimi Jose C** (Reg.No:LCAVMBA032) **IInd Year Master of Business Administration student of Lead College of Management,Palakkad,,Palakkad,** has successfully completed her project titled **'A Study on Capital Structure of Rubfila International Limited'** in our Organization during the month of June-July 2023.

We wish her all the very best for future endeavors.

For Rubfila International Limited

Sudhesh.M
AGM- Finance & Legal

Registered Office: NIDA, Menonpara Road, Kanjikode P.O., Palakkad - 678 621 Kerala, India
Tel: +91 491 2567261-64, Fax: +91 491 2567260
email: rubfila@vsnl.com, rubfila@gmail.com, website: www.rubfila.com
CIN: L25199KL1993PLC007018

A REPORT

On

A STUDY ON IMPACT OF PRODUCT PACKAGINGON CONSUMER'S BUYING BEHAVIOUR OF FOOD PRODUCT AT PARISONS FOOD PVT LTD CALICUT

By

Mr. Binil Das

Regn. No.: LCAVMBA162

Submitted to

UNIVERSITY OF CALICUT

In partial fulfillment of the requirements for the award of degree

of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. Sudhakar

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 266 3663

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF PRODUCT PACKAGING ON CONSUMER'S BUYING BEHAVIOUR OF FOOD PRODUCTS AT PARISONS FOOD PVT LTD."** submitted by **Mr. BINIL DAS (Reg no. LCAVMBA162)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sudhakar

Director
Dr. Thomas K George

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 06/08/2023

Parisons

PARISONS GROUP OF COMPANIES
Tel: +91 495 2365852
+91 495 2761455
+91 495 2365648
E mail: info@parisons.com
Web: www.parisons.com

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. BINIL DAS (Reg. No. LCAVMBA162)**, student of **LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD, KERALA 678009** has conducted a study on the topic **"A STUDY ON EFFECT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR"**, in partial fulfillment of the requirement for the award of the degree for **MASTER OF BUSINESS ADMINISTRATION** with us from **June 1st to July 31, 2023**.

Ranjith M.
Marketing Manager

07 August 2023

PARISONS GROUP OF COMPANIES CALICUT-32

A REPORT

On

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CREATING BRAND AWARENESS WITH SPECIAL REFERENCE TO WAY WEDESIGN

By

MS.CHANDANA.G

Reg No: LCAVMBA033

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr.A.Asharaf Ali

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

PALAKKAD,KERALA-678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3683

CERTIFICATE

This is to certify that, the project report entitled **"A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CREATING BRAND AWARENESS WITH REFERENCE TO WAYWEDESIGN"** submitted by **Ms. CHANDANA G (Reg. No: LCAVMBA033),** a student of fourth semester MBA of this institution, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place:Palakkad

Date: 08/08/2023

WAYWEDESIGN

CIN : U74300KL2020PTC066466

2nd August 2023

CERTIFICATE

This is to certify that Ms. CHANDANA G (Registration No: LCAVMBA033), a dedicated student of MBA at LEAD College of Management under the University of Calicut, has successfully completed the project titled "A study on the Impact of Social Media Marketing on creating Brand Awareness" The project started from 23th June 2023 to 25th July 2023, during which Chandana exhibited a high level of dedication, commitment, and diligence in the successful completion of the project. We commend her for her outstanding performance and exemplary conduct throughout the project duration.

We extend our best wishes to Chandana G for her future endeavors and trust that she will continue to excel in her academic and professional pursuits.

With Regards

Mr. Akhil R H
HR Manager

+91 799 464 3673
+91 484 280 9227
www.waywedesign.com
contact@waywedesign.com
Way WeDesign Pvt Ltd
47 / 1403 A, MRERA-69A,
Chalikavattom, Vennala,
Cochin-682028, India

A PROJECT REPORT

On

A STUDY ON CASH MANAGEMENT AND FINANCIAL PERFORMANCE USING DUPONT ANALYSIS WITH REFERENCE TO PARISONS FOOD PRIVATE LIMITED

By

Mr. CHANDRAKANTH K P

Reg.no. LCAVMBA163

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. URMILA R MENON

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST- 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CASH MANAGEMENT AND FINANCIAL PERFORMANCE USING DUPONT ANALYSIS WITH REFERENCE TO PARISONS FOOD PRIVATE LIMITED"** submitted by **Mr. CHANDRAKANTH K P (Reg No: LCAVMBA163)**,a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment ofMaster of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2022

PARISONS FOODS PVT.LTD
Tel: +91 495 2366652
+91 495 2761455
Web: www.parisons.com
E mail: info@parisons.com
Cin: U15127KL1997PTC011857

Parisons

154/PFPL/PC/2023

TO WHOMEVER IT MAY CONCERN

This is to certify that Mr. **CHANDRAKANTH K P** (Reg NO. LCAVMBA163) Master of Business Administration Student of Lead College of Management, Palakkad has undergone a project study on "A study on cash management and financial performance using DuPont analysis with reference to parisons foods private limited" in our organization from 19/06/2023 to 04/08/2023.

The student has shown keen interest and initiative during the Project.

For PARISONS FOODS PVT LTD,

(Habeebu rahman .T.P)

Manager (HR)

04/08/2023

Kunnipari Buildings, Cherooty Road, Calicut - 673 032
Industrial Park, Kakkanchery, Malappuram Dist, Pin - 673 634, Tel:+91 484 - 2404186

A REPORT

ON

A STUDY ON ASSET LIABILITY MANAGEMENT OF L&T FINANCIAL SERVICES WITH SPECIAL REFERENCE TO CALICUT BRANCH

BY

Mr. CHRISTY MATHEW JOHN

Reg No: LCAVMBA165

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ASSET LIABILITY MANAGEMENT OF L&T FINANCIAL SERVICES WITH SPECIAL REFERENCE TO CALICUT BRANCH"** submitted by **CHRISTY MATHEW JOHN, Reg. No. LCAVMBA165** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

RNAL

L&T Financial Service

15.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. CHRISTY MATHEW JOHN** (LCAVMBA165) fourth semester MBA student of LEAD COLLEGE OF MANAGEMENT, Calicut University has successfully completed his project work at L&T Financial Services, Kozhikode, Kerala with the title "A STUDY ON ASSET AND LIABILITY MANAGEMENT OF L&T FINANCIAL SERVICES, CALICUT, KERALA" for a period of 30 days in Partial fulfilment of his course curriculum.

L&T FINANCE LTD. 673 007 CALICUT

NIGHIL MADHAVAN
Area Collection Manager
L&T Finance, Calicut

AUTHORISED SIGNATORY

A PROJECT REPORT

On

AN ANALYTICAL INVESTIGATION OF DIGITAL MARKETING STRATEGIES AND THEIR IMPLEMENTATION AS POTENT MARKETING TOOLS FOR TRAVANCORE CEMENTS

By

Mr. CHRISTY THOMAS

Reg No. LCAVMBA164

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Mr. SIJIN TC

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009
AUGUST,2023

LEAD
OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AN ANALYTICAL INVESTIGATION OF DIGITAL MARKETING STRATEGIES AND THEIR IMPLEMENTATION AS POTENT MARKETING TOOLS FOR TRAVANCORE CEMENTS"** submitted by **Mr. CHRISTY THOMAS (Reg No: LCAVMBA164)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

THE TRAVANCORE CEMENTS LIMITED
(A GOVT. OF KERALA UNDERTAKING)

IS / ISO 9001
QMS

3rd August 2023

CERTIFICATE

This is to certify that Mr. CHRISTY THOMAS (Reg No. LCAVMBA164) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " **AN ANALYTICAL INVESTIGATION OF DIGITAL MARKETING STRATEGIES AND THEIR IMPLEMENTATION AS POTENT MARKETING TOOLS FOR TRAVANCORE CEMENTS** " as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavors.

Yours Faithfully,

FOR THE TRAVANCORE CEMENTS LTD.

THE TRAVANCORE CEM. KOTTAYAM 686 013 NATTAKOM

MANAGER [PERSONNEL & ADMIN]

NATTAKOM, KOTTAYAM - 686 013, KERALA, CIN : U26941KL1946SGC001213, GSTIN: 32AAACT7593C1ZG
e-mail: info@travcement.com | Website: www.travcement.com, Ph: 0481 2361371, 2361372

A REPORT

On

A STUDY ON BUDGET AND BUDGETARY CONTROL OF KAMCO LIMITED

By

Mr. CIBI PAUL

Regn. No.: LCAVMBA166

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. FRACKSON C. VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

August 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BUDGET AND BUDGETARY CONTROL OF KAMCO LIMITED"** submitted by **Mr. CIBI PAUL (Reg No: LCAVMBA166)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

KAMCO
Kerala Agro Machinery Corporation Ltd.
(A Government of Kerala Undertaking)
Regd. Office : Athani - 683 585, Ernakulam District, Kerala, India
Phone : (0091) 0484 2474301 (5 Lines), 2475041, Fax : (0091) 0484-2474589
E-Mail : mail@kamcoindia.com, Website : www.kamcoindia.com
CIN : U29211KL 1973 SGC002492

CERTIFICATE

This is to certify that Mr CIBI PAUL (Reg No. LCAVMBA166) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " ***A STUDY ON BUDGET AND BUDGETORY CONTROL OF KAMCO LTD****" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish him all success in his future endeavours.*

KERALA AGRO MACHINERY CORPN. LTD.
EKM. DIST.
DATE.....
ATHANI-683585

SENIOR MANAGER (HR)

A PROJECT REPORT

ON

A STUDY ON ONLINE PRODUCTS REVIEWS THAT INFLUENCE CONSUMER ATTITUDES TOWARDS BUYING BEHAVIOR IN PANTALOONS

By

DEVIKA UK

Regn No: LCAVMBA034

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

MR. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ONLINE PRODUCTS REVIEWS THAT INFLUENCE CONSUMER ATTITUDES TOWARS BUYING BEHAVIOR IN PANTALOONS"** submitted by **Ms. DEVIKA.UK Reg No: LCAVMBA034**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 08/08/2023.

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

ADITYA BIRLA

FASHION & RETAIL

CERTIFICATE

This is to certify that Mrs. Devika UK (LCMVMBA034) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A Study on online products reviews that influence consumer attitudes towards buying behaviour in Pantaloons" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Authorised Signature

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

Regd. Off : Piramal Agastya Corporate Park, Unit No. 401, 501, and 502, 4th and 5th Floor, Building "A", L.B.S.Road, Kurla (W), Mumbai - 400 070, Maharashtra, India.
Tel +91 8652905000 Fax +91 8652905400

Website www.abfrl.com
E-mail abfrl@adityabirla.com
Corporate Identity No. L18101MH2007PLC233901

A REPORT

ON

A STUDY ON BRAND ASSOCIATION OF KANAN DEVAN BRAND AMONG HOMEMAKERS IN KERALA. TATA CONSUMER PRODUCTS, BANGALORE

By

Ms. DEVU REJI

Reg No: LCAVMBA035

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND ASSOCIATION OF KANAN DEVAN BRAND AMONG HOMEMAKERS IN KERALA, TATA CONSUMER PRODUCTS LIMITED, BANGALORE"** submitted by **Ms. DEVU REJI (Reg No: LCAVMBA035)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

TATA

CERTIFICATE OF PROJECT COMPLETION

This is to certify that **Ms. Devu Reji (LCAVMBA035)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic **"A STUDY ON BRAND ASSOCIATION OF KANAN DEVAN BRAND AMONG HOMEMAKERS IN KERALA"** as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

From Tata Consumer Products Limited

Uppal

Vidhika Uppal
Senior Manager HR – Marketing – Beverages

TATA CONSUMER PRODUCTS LIMITED
(Formerly known as Tata Global Beverages Limited)
Kirloskar Business Park, 3rd & 4th Floor, Hebbal, Bangalore – 560 024
Tel: 91-80-6717 1200 | Fax: 91-80-6717 1201
Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020
Corporate Identity Number (CIN): L15491WB1962PLC031425
Email: investor.relations@tataconsumer.com
Website: www.tataconsumer.com

A REPORT
On

A STUDY ON THE EFFECTIVENESS OF VARIOUS MARKETING MIX ELEMENTS: A CASE OF SIDCO

By

Mr. DHEERAJ R S

Reg. No. LCAVMBA167

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

(MBA)

Under the Guidance of

Dr. ANIL KUMAR T V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA-678009

AUGEST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF VARIOUS MARKETING MIX ELEMENTS: A CASE OF SIDCO."** submitted by **DHEERAJ R S Reg No: LCAVMBA167**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafede work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Director

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Kerala Small Industries Development Corporation Ltd.
(An undertaking of Government of Kerala)
P.B No.50, Housing Board Building, Santhinagar, Thiruvananthapuram-695001
Tel.No : 0471 2330613, 2330614, 2330458 (after office hours) Fax : 0471-2330904
CIN No : U65929KL 1975SGC002736
Email:sidcomdsoffice@gmail.com, Website : www.keralasidco.com

SIDCO

PER (6)/19678/2023 **01.08.2023**

CERTIFICATE

This is to certify that, Mr.Dheeraj.R.S (Reg.No.LCAVMBA167), MBA Student, LEAD College of Management, Dhoni, Palakkad has successfully completed his Project at Kerala SIDCO on the topic" A Study on the Effectiveness of various Marketing Mix Elements: A case of SIDCO" for the period from 06.07.2023 to 30.07.2023 as part of his academic curriculam.

Administrative Officer

To,

Mr. Dheeraj.R.S
MBA Student,
LEAD College of Management,
Dhoni,
Palakkad.

Copy to :-

The Director,
LEAD College of Management,
Dhoni,
Palakkad.

A REPORT

On

A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON ORGANISATIONAL EFFECTIVENESS WITH SPECIAL REFERENCE TO CHEMMANUR CREDITS AND INVESTMENTS LIMITED

By

Ms. DONA VIJU

Reg. No: LCAVMBA036

Submitted to,

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S.A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD – 678009

Aug 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS AT CHEMMANUR CREDITS AND INVESTMENT LIMITED, THRISSUR"** submitted by MS.DONA VIJU, LCAVMBA036, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafede work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

09/08/2023

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

CHEMMANUR CREDITS AND INVESTMENTS LIMITED

Registered Office: Mangalodhayam Building, Round South, Thrissur - 680001, Kerala
Tel: 0487-6621200, 2424010 mail@chemmanurcredits.com www.chemmanurcredits.com
CIN: U65923KL2008PLC023560

29/07/2023
Thrissur

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.DONA VIJU a student of MBA, LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, KERALA successfully completed a project on "A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON ORGANISATIONAL EFFECTIVENESS IN CHEMMANUR CREDITS AND INVESTMENTS LIMITED". She has successfully completed 60 days long project on mentioned topic and we found her sincere, enthusiastic and result oriented. She worked well as a part of the team during entire tenure of the project and on behalf of CCIL we wish her all the very best in her future endeavours.

K Jayakumar
AGM & Head - HR

A REPORT

On

A STUDY ON CONSUMER PERCEPTION AND PURCHASE DECISION FACTORS WITH REFERANCE TO ADNOX APPARELS, KANNUR

By

Mr. EBY JOSEPH

Reg No: LCAVMBA168

Submitted

To

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-

678009

AUGUEST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 256 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 (i.e. up to 30.06.2025) Name of programme PG - MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER PERCEPTION AND PURCHASE DECISION FACTORS WITH REFERENCE TO ADNOX APPARELS, KANNUR"** submitted by **Mr. EBY JOSEPH, Reg. No. LCAVMBA168** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafede work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide:
Mr. Ranjith Karat

Director
Dr. Thomas K George

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 05/08/2023

REF: ADNOX/RL/07/2023

Date: 25th July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **EBY JOSEPH**, Reg no -**LCAVMBA168** is MBA student of **LEAD COLLEGE OF MANAGEMENT, PALAKKAD**, Calicut University had spent his valuable time for studying his project report. On topic "Consumer perception and purchase decision factor with reference to ADNOX". For the fulfillment of his Academic studies.

He has shown interest in work and conduct was very good during the period. We wish you all the very best in your future endeavors.

ADNOX APPARELS PRIVATE LIMITED BENGALURU PIN-560039

For "ADNOX APPARELS PVT. LTD."

LAZIMATHUL LAMIYA P P
+91 8606967646
HRD

A PROJECT REPORT

On

A STUDY ON COST VOLUME PROFIT ANALYSIS WITH SPECIAL REFERENCE TO PILOTSMITH INDIA (PVT) LTD, KALLETTUMKARA

MAJOR PROJECT REPORT

By

Ms.EBYNO JILSON C

Reg. No. LCAVMBA037

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Mr.RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON COST VOLUME PROFIT ANALYSIS WITH SPECIAL REFERENCE TO PILOTSMITH INDIA (PVT) LTD.KALLETTUMKARA"** submitted by **Ms. EBYNO JILSON C, Reg No: LCAVMBA037**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Pilotsmith (India) Pvt Ltd.
www.pilotsmithindia.com

Manufacturers and Consultants for Food and Ayurvedic Processing Equipments.

Dated 05-08-23
Ref: PS/Project/CL/80 /2023-24

CERTIFICATE

This is to certify that **Ms.Ebyno Jilson C (Reg No. LCAVMBA037) ,** MBA Student of LEAD College of Management, Dhoni, Palakkad, PIN 678009 has successfully completed her **Project Study** in **FINANCE** in our organization, titled **" A STUDY ON COST VOLUME PROFIT ANALYSIS WITH SPECIAL REFERENCE TO PILOTSMITH (INDIA) PVT LTD, KALLETTUMKARA".**

The Project Duration was for **60 Days**

She has taken keen interest and enthusiasm in her academic program.

We wish all success in her future.

Thanking you.

Yours faithfully

For PILOTSMITH (INDIA) PVT LTD
05/08/2023
Authorised Signatory

PILOTSMITH (INDIA) PRIVATE LIMITED
KALLETTUMKARA
THRISSUR (DT)
KERALA
680 683

Demonstration Lab and Works
Kallettumkara P.O. Thrissur- 680683
India
+91 480 2881157, 2881908
mech@pilotsmithindia.com
Station : Irinjalakuda (0.5 Km)
Airport (35 Km), Seaport (55 Km) : Kochi
GSTIN: 32AADCP8777H1Z3
CIN: U29939TN2005PTC057413

ANALYSIS OF WEBSITE SEO STATUS AND IMPACTOF SOCIAL MEDIA WITH REFERENCE TO LULU MALL, TRIVANDRUM

Major Project Report

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

Ms. EDNA SUNNY

(Reg. no.: LCAVMBA038)

Under the Guidance of

Dr. V R NEDUNCHEZHIAN

PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management, Palakkad

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"ANALYSIS OF WEBSITE SEO STATUS AND IMPACTOF SOCIAL MEDIA WITH REFERENCE TO LULU MALL, TRIVANDRUM"** submitted by **Ms. EDNA SUNNY (Reg No: LCAVMBA038)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 07-8-2023

LuLu International Shopping Malls Pvt. Ltd.
CIN : U52190KL2004PTC017414
TC. 91/270(2) | Anayara P.O.
Thiruvananthapuram 695029 | Kerala.
Tel: +91 471 2777799 | 6117799
Email: lulutvm@luluindia.com
www.lulumall.in | www.lulugroupinternational.com

Ref: LUTVM/RO/HR/849

29th JULY 2023

TO WHOM IT MAY CONCERN:

This is to certify that **MS. EDNA SUNNY,** student of **LEAD** College Of Management, Palakkad has successfully completed her Project on "**Analysis Of Website SEO Status And Impact Of Social Media With Reference To Lulu International Shopping Mall, Trivandrum"** For **60 Days (JUNE, JULY)** with reference to the partial fulfilment of the requirements of Master Of Business Administration Program.

We wish her the very best in all her future endeavours.

Thanking You,

With Regards

For Lulu Group International

Harikrishnan R

Manager-HR

Registered Office: 34/1000 | N.H. 47 | Edappally | Kochi 682 024 | Kerala.
Tel: +91 484 2727777 | 2727700 | Email: lulukochi@luluindia.com

A PROJECT REPORT

On

A STUDY ON THE EFFECTIVENESS OF ADVERTISING STRATEGIES OF THE PROPERTY PISTOL PVT.LTD

By

Mr. EMJO GEORGE

Regn. No. LCAVMB169

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SIJIN T.C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project **"A STUDY ON THE EFFECTIVENESS OF ADVERTISING SPECIAL REFERENCE TO PROPERTY PISTOL PVT.LTD"** submitted by **Mr. EMJO GEORGE (Reg No: LCAVMBA169)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Director

Project Guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08.08.2023

A PROJECT REPORT

on

AN EMPIRICAL STUDY ON THE USAGE OF NON-FARE REVENUES TO INCREASE REVENUE GENERATION OF THE KOCHIN METRO RAIL LTD, ERNAKULAM

By

Ms. FARHAD S

(Regn. no: LCAVMBA039)

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. PRAMOD V

(ASSISTANT PROFESSOR)

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AN EMPIRICAL STUDY ON THE USAGE OF NON-FARE REVENUES TO INCREASE REVENUE GENERATION OF THE KOCHIN METRO RAIL LTD., ERNAKULAM"** submitted by **Ms. FARHAD S (Reg No: LCAVMBA039)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bona fide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8.8.2023

Mahotsav

G20

KOCHI METRO RAIL LIMITED

50 Joint Venture of Govt. of India & Govt. of Kerala

KOCHI METRO RAIL LIMITED

KMRL/HR/CERTIFICATE/2023

07 August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Farhad S (Reg.No. LCAVMBA039)**, MBA student of College of Management, Palakkad has successfully completed her Project on ***"An empirical study on the usage of Non-Fare Revenues to increase revenue generation at the Kochi Metro Rail Limited"*** for the period from 02nd to 30th May 2023.

We wish her all success in her future endeavours.

For Kochi Metro Rail Limited

Ratheesh S
Manager (HR)

Kochi Metro Rail Ltd. Pin-682 017 Kochi

Ratheesh. S
Manager-HR)
Kochi Metro Rail Limited
Kochi - 682017

A REPORT

On

A STUDY ON CAPITAL STRUCTURE WITH REFERENCE TO METROLITE ROOFING PRIVATE LIMITED, KANJIKODE

By

Mr. FAZIL B GAFFOOR

Regn. No.: LCAVMBA170

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

August, 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CAPITAL STRUCTURE WITH REFERENCE TO METROLITE ROOFING PRIVATE LIMITED, KANJIKODE"** submitted by **Mr. FAZIL B GAFFOOR (Reg No: LCAVMBA170)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/2023

CERTIFICATE

This is to certify that Mr. Fazil B Gaffoor (Reg No. LCAVMBA170) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " A STUDY ON CAPITAL STRUCTURE WITH REFERENCE TO METROLITE ROOFING PRIVATE LIMITED, KANJIKODE" as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For Metrolite Roofing Pvt Ltd.

For Metrolite Roofing Pvt. Limited.

Managing Director

Vasu V.M
9746999941
Aug 05, 2023

Metrolite Roofing Pvt. Limited.
P : 40 (1) Pearl Road, Kinfra IITF
Kanjikode, Palakkad - 678 621
Mob : 9746999941, 9946147101

A REPORT

On

A STUDY ON DEVELOPING A DIGITAL MARKETING STRATEGY FOR A NEW PRODUCT LAUNCH

By

Mr. Firoz N

Regn. No.: LCAVMBA171

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. P. RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August 2023

LEAD
GE OF MANAGEMENT

LEAD College of Managemen
Dhoni, Palakkad, Kerala – 67800
info@lead.ac.in | www.lead.ac.i
Tel : 0491 255 369

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON DEVELOPING DIGITAL MARKETING STRATEGY FOR A NEW PRODUCT LAUNCH"** submitted by **Mr. FIROZ.N (Reg No: LCAVMBA171)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide
DR. P RAJAN

Director
DR. THOMAS K GEORGE

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

Noyce

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.FIROZ.N(Reg.no.LCAVMBA171)**MBAstudent ofLEAD College of Management, Dhoni, Palakkadhas completed hisproject work entitled"**A STUDY ON DEVELOPING A DIGITAL MARKETING STRATEGY FOR A NEW PRODUCT LAUNCH**" in our organization.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For Noyce

Manager

SOFTWARE TECHNOLOGY PARK, NOIDA, KANJIKODE

Noyce

, Vineetha Upstairs ,
Road , Palakkad -01

WWW.NOYCE.IN
info@noyce.in

+91-9846965105
+91-9847575300

A REPORT

On

A STUDY ON CAPITAL STRUCTURE OF RUBCO HUAT WOODS PRIVATE LIMITED, KANNUR

By

GAUTHAM SATHEESH

Reg No: LCAVMBA172

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CAPITAL STRUCTURE OF RUBCO HUAT WOODS PRIVATE LIMITED, KANNUR"** submitted by **Mr. GAUTHAM SATHEESH (Reg No: LCAVMBA172)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/2023

ERALA STATE RUBBER CO-OPERATIVE LTD. No.4412
House, South Bazar, Kannur-670 002, Kerala, India
-497-2709749, 2711134, 2711378, Fax: 91-497-2711030
www.rubcogroup.com
@rubcomail.com, info@rubcogroup.com

RUBCO

No: A&P/INT/Q-212

Date : 8th Aug. 2023

CERTIFICATE

This is to certify that **Mr. Gautham Satheesh (Reg. No.** LCAVMBA172 **), MBA** student of **Lead College of Management, Palakkad** has undergone Project work on the topic " **A STUDY ON CAPITAL STRUCTURE OF RUBCO HUAT WOODS PRIVATE LIMITED**" as a part of his curriculum, at our Rubberised Furniture Manufacturing Division during the month of Jun'23-Jul 23.

For Kerala State Rubber Co-operative Ltd.,

General Manager (Finance) I/c .

KERALA STATE RUBBER CO-OP. LTD.
RUBCO HOUSE
SOUTH BAZAR
KANNUR-670 002

A PROJECT REPORT

On

A STUDY ON THE BRAND AWARENESS TOWARDS COCOFINO WITH SPECIAL REFERENCE TO KKR EXTRACTIONS PVT LTD

By

Mr. GEORGE DOMINIC

Reg. No. LCAVMBA173

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. P. RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE BRAND AWARENESS TOWARDS COCOFINO WITH SPECIAL REFERENCE TO KKR EXTRACTIONS PVT LTD"** submitted by **Mr. GEORGE DOMINIC (Reg No: LCAVMBA173)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/2023

KKR
Extractions Pvt Ltd.
Kanikkarangam, Thekkedesam P
O Chittur, Palakkad Pin : 678 553
Tel.: 04923283025
Mob : 9605100025, 9605100027
email: infococofino@gmail.com

COCOFINO
100% Natural Coconut Oil

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. GEORGE DOMINIC (Reg.no. LCAVMBA173)** MBA student of LEAD College of Management, Dhoni, Palakkad has Successfully completed his project work entitled **"A STUDY ON THE BRAND AWARENESS TOWARDS COCOFINO WITH SPECIAL REFERENCE TO KKR EXTRACTIONS PVT LTD"** in our organization.

For KKR EXTRACTIONS PVT LTD

Administrator

KKR EXTRACTIONS PRIVATE LIMITED
KKR

A REPORT

On

A STUDY ON CAPITAL STRUCTURE OF MAHINDRA FINANCE

By

GEORGE THOMAS

Reg No: LCAVMBA174

Submitted

To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-

678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CPAITAL STRUCTURE OF MANHINDRA FINANCE"** submitted by **Mr. GEORGE THOMAS (Reg No: LCAVMBA174)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8.8.2023

Mahindra FINANCE

Mahindra & Mahindra
Financial Services Ltd.
Regional Office:
4th Floor, Noel House,
Thrikkakara P.O., Kakkanad
Kochi - 682 021, Kerala
Tel : +91 484 4092444
Fax : +91 484 2426784

Ref: MMFSL/APRIL 2023/PRJTR/HRD2

Date: July 27th 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.GEORGE THOMAS (Reg No. LCAVMBA174) 4th semester MBA student at LEAD College of Management Dhoni, Palakkad, has done a one-month Internship at Palakkad office on the topic **"A Study on Capital Structure of Mahindra Finance" "** for a period from **20th June 2023 to 20th July 2023.** We have found him to be dedicated and of analytical bent of mind.

This letter is issued only for academic purpose and not entitled for employment.

We wish him success in all her future endeavors.

For **MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED.**

AUTHORISED SIGNATORY

GSTIN : 32AAACM2931R1ZC

E-mail: investorhelpline_mmfsl@mahindra.com

Gateway Building, Apollo Bunder, Mumbai 400 001 India
22 22021031 | Fax:+91 22 22875485 | www.mahindrafinance.com
21MH1991PLC059642

Mahindra FINANCE

A STUDY ON BRAND POSITIONING STRATEGIES ADOPTED BY GEO PRINTPACKS INDIA PRIVATE LIMITED FOR PACKAGING PRODUCTS

By

Mr. GEORGE YELDHO

REG NO: LCAVMBA175

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A. ASHARAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND POSITIONING STRATEGIES ADOPTED BY GEO PRINTPACKS INDIA PVT LTD FOR PACKAGING PRODUCTS "** submitted by **Mr. GEORGE YELDHO (Reg No. LCAVMBA175)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/2023

Geo Printpacks India Pvt. Ltd.

Date : 19.07.2023

TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that **Mr.George Yeldho (Reg No. LCAVMBA175)** 4th Semester MBA student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed his major project work on the topic **"A STUDY ON BRAND POSITIONING STRATEGIES ADOPTED BY GEO PRINTPACKS INDIA PVT LTD FOR PACKAGING PRODUCTS"** for **Geo Printpacks India Private Limited** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Sincerely

Jubin Eldho Paul
Director

A REPORT

On

A STUDY ON THE IMPACT OF EMPLOYEE MORALE ON ORGANIZATIONAL SUCCESS WITH REFERENCE TO KSE LIMITED, IRINJALAKUDA

By

Ms. GLINTA. V. S

Reg. No.: LCAVMBA040

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Dr. S. A. SURYAKUMAR

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF EMPLOYEE MORALE ON ORGANIZATIONAL SUCCESS WITH REFERENCE TO KSE LIMITED, IRINJALAKUDA"** submitted by **Ms. Glinta V. S (Reg. No. LCAVMBA040)** , a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

09/08/2023

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

KSE
LIMITED
CIN No. L15331KL1963PLC002028
AN ISO 9001 : 2015 COMPANY

Post box No. 20, Irinjalakuda Kerala - 680 121
Tel : 0480-2825476, 2825576, 2826676
E-mail:ksekerala@gmail.com, Website:www.kselimited.com

PRJ/2023- 001123

29.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that ***Ms. GLINTA V S,*** *(Reg No : LCAVMBA040), 4th Semester* ***MBA*** *student of* ***LEAD College of Management, Dhoni, Palakkad*** *has successfully completed project work on "****A Study on the Impact of Employee Morale on Organizational success with reference to KSE Limited, Irinjalakuda****" during the period of* ***15.06.2023 to 25.07.2023*** *as a part of the study. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.*

KSE LIMITED IRINJALAKUDA-680121

For ***KSE*** *Limited*

Anil kumar M P
Manager (HR)

A REPORT

On

A STUDY ON EFFECTIVENESS OF THE REWARD SYSTEM ON THE EMPLOYEE MOTIVATION IN KVR PRESTIGE CAR PVT. LTD.

By

Mr. GOKUL O

Reg. No. LCAVMBA178

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

***Under* the *Guidance* of**

Dr BALAMOUROUGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA - 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF THE REWARD SYSTEM ON THE EMPLOYEE MOTIVATION IN KVR PRESTIGE CAR PVT LTD"** submitted by **Mr. GOKUL O (LCAVMBA178)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

HYUNDAI

Ref:KVRH/HRD/218/2023

Date:05-08-2023

TO WHOMSOEVER IT MAY CONCERN

CERTIFICATION

This is to certify that, **Gokul O, LCAVMBA178** from **Lead College of Management**, Dhoni Palakkad, has undergone Project at our company. The Project was undertaken by the student between **01-06-2023** to **31-07-2023**.

For KVR Prestige Cars Pvt Ltd.

Sharath C

Manager- HR & Admin

KVR PRESTIGE CARS PVT. LTD. CALICUT

KVR Prestige Cars
Vijaya Bank, West Hill, Kannur Road, Calicut - 673 005
0495 2488600, 7559999666

A REPORT

On

THE STUDY OF THE EFFECTIVENESS OF THE DISTRIBUTION CHANNEL OF LOGIWIZ LOGISTICS INDIA PVT. LTD

By

Mr. GOKULDAS V R

REG NO: LCAVMBA176

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY OF THE EFFECTIVENESS OF THE DISTRIBUTION CHANNEL OF LOGIWIZ LOGISTICS INDIA PVT. LTD"** submitted by **Mr. GOKULDAS V. R. (Reg No: LCAVMBA176)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ADVANTIS
BEYOND LOGISTICS

Date. 27.07.23

CERTIFICATE

This is to certify that Mr. **GOKULDAS V R (Reg No. LCAVMBA176)** 4th Semester **MBA** student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed his major project work on the topic "**A STUDY ON THE EFFECTIVENESS OF DISTRIBUTION CHANNELS WITH REFERENCE TO LOGIWIZ LOGISTICS INDIA PVT. LTD., KOCHI DIVISION**" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish him all success in his future endeavours.

CHENNAI
600 010

For Logiwiz Logistics India Pvt. Ltd.

Logistics India Private Limited
Office : No.16/1A, 16/1B, Sothupakkam Salai, Sothupakkam,
Chennai-600 052.India.
Office : 5-7, 3rd Floor, Lakshmi Complex, No.40, K.R. Road,
Bangalore-560 002. Tel. : 080-2670 1670
www.advantis.world
CIN: U63000MH2006PTC038136

The World Of Hayleys

A REPORT

On

A STUDY ON THE BRAND IMAGE OF MAHINDRA & MAHINDRA TRACTORS WITH SPECIAL REFERENCE TO UNIQUE MAHINDRA, THRISSUR

By

Mr. GOKUL KS

Regn. No. LCAVMBA177

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. BABASAHEB JOGDAND.

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE BRAND IMAGE OF MAHINDRA & MAHINDRA TRACTORS WITH SPECIAL REFERENCE TO UNIQUE MAHINDRA, THRISSUR"** submitted by **Mr. GOKUL K S (Reg. No.: LCAVMBA177)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08.08.2023

UNIQUE MAHINDRA
(Authorized dealer for Mahindra Tractors Implements & Spares)
Door No. 19/35, Near Centre Point, M. G. Road, Thrissur, Kerala. Pin : 680 004
Ph. : 0487 2384933, Mob. : 94463 20234 | Email : uniquemahindra@gmail.com.
Branch : Puthanathani, Malappuram. Mob. : 94977 14060.

Mahindra

GSTIN : 32AACFU4181C1ZL

Ref :-

Date.....
3rd August 2023

CERTIFICATE

This is to certify that Mr. Gokul K S (Reg No. LCAVMBA177) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed 40 days of his major project work on the topic "A STUDY ON BRAND IMAGE OF MAHINDRA& MAHINDRA TRACTORS WITH SPECIAL REFERNCE TO UNIQUE MAHINDRA" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

UNIQUE MAHINDRA PIN-680 004 M. G. Road, Thrissur

For UNIQUE MAHINDRA

Managing Partner

A REPORT

On

Analysing The Competitive Landscape: The Impact Of Cadbury's Silk Ganache On Existing Competitors In The Confectionery Market"

By

Ms. GOPIKA G

Regn. No: LCAVMBA041

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. S. SIVAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI

PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"Analysing the competitive Landscape : The impact of Cadbury's Silk Ganache on Existing Competitors in the confectionery market"** submitted by **Ms. Gopika G (Reg No: LCAVMBA041)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

Mondelez India Foods Pvt. Ltd.
(Formerly Cadbury India Limited)
Registered Office :
Unit 2001, 20th Floor, Tower 3
(Wing - C), Indiabulls Finance Centre
Parel, Mumbai - 400 013, India
(Formerly Cadbury India Limited)

T +91 (0) 22 3396 3100
www.mondelezindiafoods.com
CIN : U15430MH1948PLC006457

Mondelez India Foods Pvt Ltd.,

5th Aug 2023

TO WHOMSOEVER IT MAY CONCERN

Greetings from Mondelez!

Respected Sir/Madam,

This is to certify that Ms. Gopika G, Fourth Semester MBA Student of LEAD college of Management Studies, Palakkad, 678009 has successfully completed her project work on the topic of "**Analysing the competitive Landscape: The Impact of Cadbury's silk Ganache on Existing Competitors in the confectionery market**" under the guidance of Sandeep Rajguru (MDM TN & Kerala). She has completed the organization study satisfactorily and submitted project report on the same.

With Regards,

P. Lakshmi

Lakshmi P

People Experience Advisor, Sales

Mondelez India Foods Pvt. Ltd

Branch Office :
1st Floor, Tower A,
Bannari Amman Towers,
No.29, Radhakrishnan Road,
Mylapore, Chennai - 600 004,
Tamil Nadu, India.

T +91 (0) 44 6627 6800

A PROJECT REPORT

On

A STUDY ON THE EFFECTIVENESS OF AFTER SALES SERVICES IN YAMAHA MOTOR INDIA

By

Ms. GOPIKA G

Reg. No.: LCAVMBA042

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. SMITHA

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

DHONI P.O, PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF AFTER SALES SERVICES IN YAMAHA MOTOR INDIA"** submitted by **GOPIKA G, Reg No: LCAVMBA042**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
DR. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

VIJAYAGIRI AUTO AGENCIES PVT. LTD.
Ph .0484 2608321
Mob : 9562411200

YAMAHA

Vijay Complex, Parur Junction, N.H. 47,
Thottakkattukara P.O., Aluva - 683 108.
Authorised Dealers: INDIAYAMAHA MOTOR (P) LTD.

03/08/2023

TO WHOM IT MAY CONCERN

This is to certify that Ms. Gopika G (Reg No.LCAVMBA042) 4th semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "TO STUDY THE EFFECTIVENESS OF AFTER SALES & SERVICES IN YAMAHA" as part of the curriculam. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

Sincerely,

For,

Vijayagiri Auto Agencies (P) Ltd

A REPORT

On

A STUDY OF CUSTOMER SATISFACTION WITH ROYAL ENFIELD MOTORCYCLES: INSIGHTS FROM ROVERZ MOTORS KARUNAGAPPALLY

By

Ms. GOPIKA S

Regn. No.: LCAVMBA044

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

DR.S. SUDHAKAR

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY OF CUSTOMER SATISFACTION WITH ROYAL ENFIELD MOTORCYCLES: INSIGHTS FROM ROVERZ MOTORS KARUNAGAPPALLY "** submitted by **Ms. GOPIKA S (Reg No: LCAVMBA044)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 09/08/22

ROVERZ MOTORS

ROYAL ENFIELD

Karunagappally

12-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. GOPIKA S** (Reg No. LCAVMBA044) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic " A STUDY OF CUSTOMER SATISAFCTION WITH ROYAL ENFIELD MOTORCYCLES: INSIGHTS FROM ROVERZ MOTORS KARUNAGAPPALLY " as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

Regards,

12/07/2023

ROVERZ MOTORS

Survey Number 557/5 NH-68, Next to HP Petrol Pump

Kulashekarapuram P.O Karunagapally, Kollam

Pin: 690544

Email: salesknpy@roverzmotors.com

http://www.roverzmotors.com

A MAJOR PROJECT REPORT

On

A STUDY ON THE IMPACT OF QUALITY OF WORK LIFE ON ORGANIZATIONAL COMMITMENT WITH SPECIAL REFERENCE TO INSTRUMENTATION LTD PALAKKAD

By

Ms. GOPIKA RAMESH

Reg.No. LCAVMBA043

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

MR.ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD – 67800

AUGUST

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY ON THE IMPACT OF QUALITY OF WORK LIFE ON ORGANIZATIONAL COMMITMENT WITH SPECIAL REFERENCE TO INSTRUMENTATION LTD, PALAKKAD"** submitted by **Ms. GOPIKA RAMESH (LCAVMBA043)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

इन्स्ट्रुमेन्टेशन लिमिटेड
Instrumentation Limited
(भारी उद्योग मंत्रालय के अधीन भारत सरकार उपक्रम)
(A GOVT OF INDIA ENTERPRISE UNDER MINISTRY OF HEAVY INDUSTRIES)
कंजिकोड पश्चिम - 678 623
पालक्कड़, केरल, भारत
Kanjikode West – 678 623
Palakkad, Kerala, India
TELEPHONE: [illegible] E-mail: contact@ilpgt.com Web: www.ilpgt.com
CIN: [illegible] GeM Seller ID: EOFP200001308318

ILP/ADMN/PROJECT/2023

Dated: 05.08.2023

CERTIFICATE

This is to certify that Miss. **GOPIKA RAMESH (Reg No. LCAVMBA043)**, MBA Student of Lead College of Management, Dhoni, Palakkad – 678 009 has successfully completed a project work on **"A STUDY ON THE IMPACT OF QUALITY OF WORK LIFE ON ORGANIZATIONAL COMMITMENT"** in **INSTRUMENTATION LIMITED, KANJIKODE WEST, PALAKKAD** from **26.06.2023** to **14.07.2023** by visiting us intermittently.

PN UNNIKRISHNAN
DY. MANAGER (P&A)

Miss. GOPIKA RAMESH (Reg No. LCAVMBA043),
LEAD COLLEGE OF MANAGEMENT,
DHONI, PALAKKAD – 678 009.

A REPORT

On

A STUDY AND ANALYSIS OF SERVICE QUALITY MANAGEMENT IN TCM SOLAR, KOCHI

By

Mr. GOPIKRISHNAN K

Regn. No. LCAVMBA179

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. ARCHANA P V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD

678009

AUGUST -2023

TCM Limited
(Formerly Travancore Chemical & Mfg. Co. Ltd.)
Regd.Office : House No.28/2917, "Aiswarya",
Ponneth Temple Road, Shanthi Nagar,
Kadavanthra, Cochin - 682 020.
Phone - 0484 - 2316771
Email : info@tcmlimited.in / Web. www.tcmlimited.in
CIN : L24299KL 1943PLC001192
GSTIN-32AAACT6206A1Z4

27.07.2023

CERTIFICATE

This is to certify that Mr. GOPIKRISHNAN K (Reg No. LCAVMBA179) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "Study and analysis of service quality management in TCM Limited" as part of the curriculum. He was found sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

Thanking you
Yours faithfully
For TCM Limited
Joseph Varghese
Managing Director

TCM LIMITED ERNAKULAM

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"STUDY AND ANALYSIS OF SERVICE QUALITY MANAGEMENT IN TCM SOLAR"** submitted by **Mr. GOPIKRISHNAN K (Reg No. LCAVMBA179)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

A PROJECT REPORT

On

A STUDY ON EXAMINING YOUTH'S PREFERENCE FOR AYURVEDIC MEDICINES AND FORMULATIONS WITH REGARDS TO NAGARJUNA HERBAL CONCENTRATES LIMITED, THODUPUZHA

By

GOURIPRIYA D

Reg No LCAVMBA045

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment the requirement for the award of degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr.S.SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI

PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EXAMINING YOUTH'S PREFRENCE FOR AYURVEDIC MEDICINES AND FORMULATIONS WITH REGARDS TO NAGARJUNA HERBAL CONCENTRATES LIMITED, THODUPUZHA."** submitted by **Ms. GOURIPRIYA D (Reg No: LCAVMBA 045)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

NAGARJUNA
AYURVEDA

NAGARJUNA HERBAL CONCENTRATES LTD.
CIN - U24239KL1986PLC004504
Corporate Office: XIV/463T, 2nd Floor, Ombalayil Bldg; Opp. KSRTC Bus Station, Muvattupuzha, Ernakulam Dist., Kerala - 686 661
Phone: +91 485 2832100, 2836100, E-mail: mail@nagarjunaayurveda.com; URL : www.nagarjunaayurveda.com

NHCL/P&A/2023/P02

5th August 2023

PROJECT CERTIFICATE

This is to certify that Ms. Gouripriya D(Reg No: LCAVMBA045) who is pursuing Master of Business Administration programme in LEAD College of Management, Dhoni, Palakkad, Kerala has successfully completed her Project 'A Study on Examining Youth's Preference for Ayurvedic Medicines and Formulations' with regards to Nagarjuna Herbal Concentrates Ltd. Thodupuzha from 5th June 2023 to 4th August 2023. During the course of her Project she was found to be hardworking, focused and practical.

We wish her all success in her future endeavors.

For Nagarjuna Herbal Concentrates Ltd.

R. Sasikanth
Asst. Manager – P&A

Nagarjuna Herbal Concentrates Limited Muvattupuzha

A PROJECT REPORT

ON

A STUDY ON THE EFFECTIVENESS AND IMPACT OF ADVERTISING ON THE SALE OF PRODUCTS OF AGRISOFT DIARY & AGRO PRODUCER COMPANY LTD.

By

GOWRI H PILLAI

Regn No: LCAVMBA046

Submitted to

THE UNIVERSITY OF CALICUT

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

the

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS AND IMPACT OF ADVERTISING ON THE SALE OF PRODUCTS OF AGRISOFT DIARY & AGRO PRODUCER COMPANY LTD."** submitted by **GOWRI H PILLAI Reg No: LCAVMBA046,** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/05/24

AGRISOFT DAIRY & AGRO PRODUCER CO. LTD

(A Registered Farmer Producer Company - Reg. No: U01211KL2014PTC037655)

An ISO 22000 : 2005 & HACCP Certified Company

Edappon, Iranikudy P.O, Nooranadu - 690 558, Kerala, India

Ph : 0479-2374742, 92 07 79 99 77

Email: info@sabarimilk.com I www.sabarimilk.com

ADAPCL/23-24-007 29-07-2023

This is to certify that **Ms.Gowri H Pillai (Reg No:LCAVMBA046)**, final year MBA student of LEAD college of management, Dhoni, Palakkad, Kerala-678009 has successfully completed her project work on **"A Study On The Effectiveness And Impact Of Advertising On The Sale Of Products** of **Agrisoft Diary & Agro Producer Co Ltd**., Edappon, Alappuzha", in partial fulfillment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION (2021-2023) of the university of Calicut.

For Agrisoft Dairy & AgroProducer Co Ltd

Alpana Gopi

Hr-Manager

Mob#: 91 8594006001

AGRO PRODUCER CO. LTD. * AGRISOFT DAIRY & Pin 690 558 NOORANAD

A REPORT

On

A STUDY ON PRICE SENSITIIVITY OF INDIAN CUSTOMERS : A CASE OF AMERICAN EAGLE

By

Ms. GOWRI J

Regn. No.: LCAVMBA047

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfillment of the requirements for the award of degree

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR TV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August - 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"PRICE SENSITIVITY OF INDIAN CUSTOMERS: A CASE OF AMERICAN EAGLE"** submitted by **Ms. GOWRI J (Reg. No.: LCAVMBA047)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date:

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

ADITYA BIRLA
FASHION & RETAIL

Date: 07- August-2023

Name: Gowri J

Project Completion Letter

This is to certify that **Ms Gowri J (Reg. No: LCAVMBA047)** has done her internship with **American Eagle** brand of **Madura Fashion Lifestyle Ltd** at Calicut location, from **10 June 2023** to **20 July 2023.** She has worked on a project titled **"Price Sensitivity of Indian Customers: A Case of American Eagle".**

During the internship she has demonstrated her skills with self-motivation to learn new skills, her performance exceeded our expectations and was able to complete the project on time.

We wish all the best for her upcoming career.

For Aditya Birla Fashion and Retail Ltd

Gurucharan Singh Gandhi
Senior Vice President - HR
Madura Fashion and Lifestyle.

Divisional Office :
Aditya Birla Fashion and Retail Limited
(Formerly known as Pantaloons Fashion & Retail Limited)
MADURA FASHION & LIFESTYLE
Kh No. 86/1D/1, Building 2,
Divyasree Technopolis, Yemalur Post,
Off HAL Airport Road, Bengaluru - 560037

Telephone : +91 80 67276600
Website : www.abfrl.com
customerservice@abfrl.adityabirla.com

Registered Office :
101-104, 7th Floor, Skyline Icon Business Park,
86-92, Off Andheri-Kurla Road, Marol Village,
Andheri East, Mumbai, Maharashtra 400059, India
CIN - L18101MH2007PLC233900

A PROJECT REPORT

On

A STUDY ON VARIOUS FACTORS THAT INFLUENCING BRAND LOYALTY OF HOTPACK GLOBAL (KOCHI)

By

Ms. HALA ABID

(Reg. No: LCAVMBA048)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE VARIOUS FACTORS THAT INFLUENCE BRAND LOYALITY OF HOTPACK GLOBAL (KOCHI)"** submitted by **Ms. HALA ABID (Reg No: LCAVMBA048)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08.08.2022

hotpack

CERTIFICATE

This is to certify that Ms. Hala Abid (Reg No: LCAVMBA048), Fourth Semester MBA Student of LEAD college of Management Studies, Palakkad, 678009 has successfully completed her project work on the topic of "Various Factors That Influence Brand Loyalty" under the guidance of Vasim Salim (Manager – E-Commerce Development). She has completed the organization study satisfactorily and submitted project report on the same.

We wish her all the very best for her future endeavors.

With Best Wishes,

For Hotpack Packaging Industries Private Limited

Vasim Salim

Manager – E-Commerce Development

A REPORT

On

A STUDY ON DEALER SATISFACTION LEVEL OF MALABAR CEMENTS, WALAYAR

By

Mr. HARIKRISHNAN S

Regn. No.: LCAVMBA180

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE R.

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON DEALER SATISFACTION LEVEL OF MALABAR CEMENTS, WALAYAR"** submitted by **Mr. HARIKRISHNAN S, (Reg No: LCAVMBA180)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ഭരണ ഭാഷ മാതൃഭാഷ
മലബാർ സിമന്റ്സ് ലിമിറ്റഡ്
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)
MALABAR CEMENTS LIMITED
(A Government of Kerala Undertaking)
CIN: U26941KL1978SGC002975

08/08/2023

PA/TRG/PRJ/162/2023

CERTIFICATE

This is to certify that **Mr. Harikrishnan S (REG NO :LCAVMBA180) 2nd year MBA** student of Lead College of Management, Palakkad completed his **"Project"** for 30 days from 29.05.2023 in **M/s Malabar Cements Ltd**, Walayar, Palakkad, Kerala, as partial fulfillment of his course curriculum.

For Malabar Cements Ltd

ASST.ADMN OFFICER

Registered Office & Works:
Walayar - 678 624, Palakkad District, Kerala, Telephone : 0491-2863600, 0491-2862373/74, *Fax:* 0491-2862230
Cement Grinding Unit:
Pallippuram, Cherthala - 688 541, Alappuzha District, Kerala. *Telephone:* 0478-2552186, 2553967, *Fax:* 0478-2553688
Email : ro@malabarcements.com, website : www.malabarcements.co.in GSTIN : 32AABCM5814C1Z2

A PROJECT REPORT

On

A STUDY ON THE EFFECT OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE IN REFERENCE TO CAMERRY ICECREAM CHELAMATTOM, ERNAKULAM

By

Ms. HARSHA HARIKUMAR

(Reg. No: LCAVMBA050)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. BABASAHEB JOGDNAD

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECT OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE IN REFERENCE TO CAMERRY ICECREAM CHELAMATTOM, ERNAKULAM"** submitted by **Ms. HARSHA HARIKUMAR (Reg No: LCAVMBA050)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08.08.2023

Camerry®
ICE CREAM

CERTIFICATE

This is to certify that **Ms. Harsha Harikumar (Reg No:LCAVMBA050), Master of Business Administration student** of **LEAD College of Management, Palakkad**, had successfully completed her project titled "**A STUDY ON THE EFFECT OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE IN REFERENCE TO CAMERRY ICECREAM CHELAMATTOM, ERNAKULAM**" in our firm from 15th May 2023 to 15th July 2023.

During the above mentioned period she found industrious and cooperative in all the assignments given to her and the conduct and character were good.

We wish her all the success in future endeavors.

for Nutricreams Private Limited,

APARNA SABU

Manager-**HR**

NUTRICREAMS PVT. LTD.

Ph: 0484 2977800, Toll Free No: 1800 889 2080, email: qc@nutricreams.in, website: www.camerry.in
Nutricreams Private Limited, Chelamattom, Okkal P.O., Kerala - 683 550

A REPORT

On

A STUDY ON THE CUSTOMER PERCEPTIONS TOWARDS TATA CARS WITH SPECIAL REFERENCE TO KVR TATA, TIRURKAD

By

Mr. IBRAHIM VALEED

Regn. No.: LCAVMBA181

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. RAJAN. P

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 valid up to 30.06.2025, Programme (PG) : MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE CUSTOMER PERCEPTIONS TOWARDS TATA CARS WITH SPECIAL REFERENCE TO KVR TATA, TIRURKAD"** submitted by **Mr. IBRAHIM VALEED (Reg No: LCAVMBA181)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date:

KVR AUTOMOTIVE PRIVATE LIMITED
Passenger Car Dealer

TATA MOTORS

Ref: KVR/HRD/MPM/2023-2024/1135

31st July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ibrahim Valeed (Reg No. LCAVMBA181)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A Study On Customer Perceptions Towards Tata Cars With Special Reference To Kvr Tata Thirurkkad"** as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish Best of luck for his future endeavors.

Sincerely,

Faris K

HR Manager

HR DEPARTMENT KVR AUTOMOTIVE PVT. LTD. THIRUR, MALAPPURAM

CHOLA TOWER, OPP.HAMAD ITC
THIRURKAD, Malappuram, Kerala - 679351
Info :7510333444
E-mail: info@kvrautomotive.com
CIN No. U50400KL2019PTC060642
GSTIN:32AAHCK9098A1ZI

A REPORT

On

A STUDY ON INTRINSIC REWARD SYSTEM AND IT'S IMPACT ON EMPLOYEE MOTIVATION AT BRD CAR WORLD LIMITED, THRISSUR

By

MS. IRIN JOSEPH C

Regn. No. LCAVMBA051

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INTRINSIC REWARD SYSTEM AND IT'S IMPACT ON EMPLOYEE MOTIVATION AT BRD CAR WORLD LIMITED"** submitted by **MS. IRIN JOSEPH C (Reg No: LCAVMBA051)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

MARUTI SUZUKI ARENA

BRD/HRD/PCC/2023/515 04/08/2023

PROJECT COMPLETION CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. **Irin Joseph C (LCAVMBA051)** a student of MBA- LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. Irin Joseph has accomplished project on **"A STUDY ON INTRINSIC REWARD SYSTEM AND IT'S IMPACT ON EMPLOYEE MOTIVATION AT BRD CAR WORLD LIMITED THRISSUR".**

She has successfully completed 40 days long project on this topic. We found her sincere, meticulous, and enthusiastic & result oriented. She worked well as a fragment of the team during the tenure.

We take this prospect to thank her & wish all the best for her future.

For BRD Car World Limited,

BRD CAR WORLD LIMITED THRISSUR-680 306

General Manager
HR & Administration

BRD Car World Limited
Regional Office, BRD Complex
NH By-pass, Konikkara P O
Thrissur - 680 306.

NH By-Pass, Konikkara P.O., Thrissur, Pin-680 306. PH: 0487 2352242, Fax: 0487 2458396, E-mail: info@brdcarworld.com, Web: www.brdcarworld.com
CIN: U50100KL2000PLC014160, GSTIN : 32AADCB6869J1ZF

2014

WORLD LIMITED

A REPORT

ON

A STUDY ON AWARENESS ON INVESTMENTS AND PERSONAL FINANCE WITH SPECIAL REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED (BANGALORE)

By

Mr. JACOB J KANJIRAKKADAN

Reg No: LCAVMBA182

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S. Sudhakar

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON AWARENESS ON INVESTMENTS AND PERSONAL FINANCE WITH SPECIAL REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED (BANGALORE)"** submitted by **MR. JACOB J KANJIAKKADAN (Reg No: LCAVMBA182)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/05/25

marketfeed.

FUNDFOLIO FINTECH PRIVATE LIMITED

Regd. Office Address: HoneyKomb by Ohive, 3/B, 19th Main Road, Sector 3, Bengaluru, Bengaluru Urban, Karnataka, 560102
GSTN: 29AAECF6260G1ZJ CIN: U72900KL2021FTC069624

To whoever this may concern

Dear Sir/Madam,

This is to certify that **Mr. Jacob J Kanjirakkadan** (Reg No. LCAVMBA182) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON AWARENESS ON INVESTMENTS AND PERSONAL FINANCE WITH SPECIAL REFERENCE TO FUNDFOLIO FINTECH PRIVATE LIMITED (BANGALORE)" as part of the curriculum.

He has successfully completed the 60-day-long project on this topic. We found him sincere, meticulous, enthusiastic & result oriented. He worked well as a fragment of the team during his tenure.

We wish him all the success in his future endeavors.

For
Fundfolio Fintech Private Limited

For Fundfolio Fintech Private Limited

Authority Signatory Director

Date: 4th August 2023
Place: Bangalore

A PROJECT REPORT

On

A STUDY ON THE IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR TOWARDS SABARI SOAP WITH SPECIAL REFERENCE TO GRAMODHAYA VANITHA KENDRAM

By

Mr. JAYAKRISHNAN S

Reg. No. LCAVMBA184

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. P. RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR TOWARDS SABARI SOAP WITH SPECIAL REFERENCE TO GRAMODHAYA VANITHA KENDRAM"** submitted by **Mr. JAYAKRISHNAN S (Reg No: LCAVMBA184)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

GSTIN : 32AACAG0697E1Z0 Ph: 0491 295 7737

Gramodhaya Vanitha Kendram

Door No:13/688 , Survey No: 462 Plot No: 3 & 5
New Industrial Development Area, Kanjikode, Palakkad - 678 621
E mail Id : gvkendram@gmail.com

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. JAYAKRISHNAN.S (Reg.no. LCAVMBA184)** MBA student of LEAD College of Management, Dhoni, Palakkad has completed his project work entitled **"A STUDY ON THE IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR TOWARDS SABARI SOAP WITH SPECIAL REFERENCE TO GRAMODHAYA VANITHA KENDRAM"** in our organization.

During the period of his project work, he is punctual and hardworking. We wish him great success in his future endeavors.

For GRAMODHAYA VANITHA KENDRAM

Manager

GRAMODHAYA VANITHA KENDRAM
KANJIKODE, PALAKKAD

A PROJECT REPORT

On

A STUDY ON CUSTOMER ATTITUDE TOWARDS CO-OPERATIVE BANKS IN KERALA WITH SPECIAL REFERANCE TO KALLUR SERICE CO-OPERATIVE BANK LTD.

By

Mr. JEES THOMAS

Reg. No. LCAVMBA290

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER ATTITUDE TOWARDS CO-OPERATIVE BANKS IN KERALA WITH SPECIAL REFERANCE TO KALLUR SERVICE CO-OPERATIVE BANK LTD"** submitted by **Mr. JEES THOMAS (Reg No: LCAVMBA290)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08.08.2023

THE KALLUR SERVICE CO-OPERATIVE BANK LTD. NO. R. 227

P.O. Kallur, (Via) Alagappanagar, Thrissur, Kerala - 680 317,
Ph : H.O. 8078164417
Email : kallursb2271963@gmail.com
കല്ലൂർ സർവ്വീസ് സഹകരണബാങ്ക് ലിമിറ്റഡ് നമ്പർ R. 227, പി.ഒ. കല്ലൂർ

Br. Vellanikode 8547503883 | Br. Nayarangadi 0480 2755745 | Br. Ponnukkara 8301929289

Date : 04/08/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. JEES THOMAS (Reg No. LCAVMBA290) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON CUSTOMER ATTITUDE TOWARDS CO-OPERATIVE BANKS WITH SPECIAL REFERENCE TO KALLUR SERVICE CO-OPERATIVE BANK LTD" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

SECRETARY (Incharge)
THE KALLUR SERVICE CO-OP
BANK LTD.No: R 227, P.O.KALLUR
(VIA) ALAGAPPA NAGAR

A REPORT

On

A STUDY ON PERFORMANCE ANALYSIS OF SELECTIVE EQUITY MUTUAL FUNDS OF SELECTIVE AMC'S IN INDIA WITH SPECIAL REFERENCE TO GEOJIT FINANCIAL SERVICES LIMITED, KOCHI

By

Ms. JERIN PAULOSE SHINY

Regn. No.: LCAVMBA052

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under The Guidance Of

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON PERFORMANCE ANALYSIS OF SELECTIVE EQUITY MUTUAL FUNDS OF SELECTIVE AMC'S IN INDIA WITH SPECIAL REFERENCE TO GEOJIT FINANCIAL SERVICES LIMITED, KOCHI"** submitted by **Ms. JERIN PAULOSE SHINY (Reg No: LCAVMBA052)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/2023

GEOJIT
PEOPLE YOU PROSPER WITH

4th August, 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. **Jerin Paulose Shiny** (Reg. No. LCAVMBA052) a 4th semester **MBA** student from **LEAD College of Management**, Palakkad, has successfully completed internship and project titled "**A Study on Performance Analysis of Selective Equity Mutual Funds of Selective AMC's In India with Special Reference to Geojit Financial Services Limited.**," at our **PMS Department**, Corporate Office (HO), from **15th June, 2023** to **15th July, 2023**. We wish success to the intern in all future endeavours.

George P. Raphael
Deputy General Manager - Human Resources

A REPORT

On

A STUDY ON A CONSUMER SHOPPING ORIENTATION TOWARDS EXCLUSIVE BRAND OUTLET & MULTI BRAND OUTLET WITH REFERENCE TO TTK PRESTIGE

By

Mr. JERIN SABU

Regn.No. LCAVMBA185

Submitted to

UNIVERSITY OF CALICUT

In partial fulfillment OF the requirement for the award OF degree OF

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY ON CUSTOMER SHOPPING ORIENTATION TOWARDS EXCLUSIVE BRAND OUTLETS AND MULTI-BRAND OUTLETS WITH REFERENCE TO TTK PRESTIGE"** submitted by **Mr. JERIN SABU (Reg No: LCAVMBA185)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 11/08/2023

TTK Prestige
LIMITED

TÜVRheinland®
CERT
ISO 9001

Corporate Office: Nagarjuna Castle, 1/1 & 1/2, Wood Street, Ashok Nagar, Richmond Town, Bangalore - 560 025, INDIA.
Phone: 91-80-22217438/39, 68447100 Fax: 91-80-22277446, E-mail: ttkcorp@ttkprestige.com
www.ttkprestige.com CIN : L85110TZJ955PLC015049

10-08-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. JERIN SABU (Reg. No: LCAVMBA185)** MBA student of **LEAD COLLEGE OF MANAGEMENT PALAKKAD** has successfully completed the project work entitled **" A STUDY ON CONSUMER SHOPPING ORIENTATION TOWARDS EXCLUSIVE BRAND OUTLETS AND MULTI BRAND OUTLETS WITH REFERENCE TO TTK PRESTIGE"**. He has successfully completed 60-day long period on this topic. we found he is sincere, meticulous, enthusiastic, and result oriented. He worked well as a fragment of the team during his tenure. We take this prospect to thank him and wish him all the best for his future.

Yours Sincerely,

For **TTK PRESTIGE LTD,**

Vijayraghavan Iyengar

Senior Manager - HR

A REPORT

On

A STUDY ON CONSUMER BUYING BEHAVIOUR BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD, CHENNAI, TAMILNADU

By

Mr. JOHN SAJI

Reg No: LCAVMBA186

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. Smitha
Assistant PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD,KERALA

678009

Aug 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER BUYING BEHAVIOUR – BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD, CHENNAI, TAMILNADU"** submitted by **Mr. JOHN SAJI (Reg No: LCAVMBA186)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

01 August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. John Saji (Reg No LCAVMBA186) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON CONSUMER BUYING BEHAVIOUR – BLUESTONE JEWELLERY AND LIFESTYLE PVT LTD, CHENNAI, TAMILNADU"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

Thank you,

Sneja Nair

General Manager – Human Resource

BLUESTONE

BlueStone Jewellery and Lifestyle Pvt. Ltd.

Site No. 89/2 Lava Kusha Arcade, Munnekolal Village, Outer Ring Road, Marathahalli, Bangalore - 560037

+91 80 6704 1564 statutorycompliance@bluestone.com www.bluestone.com CIN: U72900KA2017PTC099678

Mumbai Office.: 302, Dhantak Plaza, Makwana Road, Marol, Andheri East, Mumbai - 400 059, Maharashtra. +91 22 4039 7774

A REPORT

On

A STUDY ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO METRO FRESH HYPERMARKET, IRITTY, MATTANUR

By

Mr. JOMIT GEORGE

Reg No: LCAVMBA188

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr, V. SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD,

KERALA,678009

AUG - 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO METRO FRESH HYPERMARKET, IRITTY, MATTANUR"** submitted by **Mr. JOMIT GEORGE (Reg No: LCAVMBA188)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by his in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Metro Fresh
HYPER MARKET
Iritty, Mattannur

MTRFRSH/HR/24/2023

CERTIFICATE

This is to certify that **Mr. Jomit George** , REG no: LCAVMBA188 , MBA student of LEAD COLLEGE OF MANAGEMENT, PALAKKAD, Calicut University, had spent his valuable time for studying his project report. On topic "A study on consumer buying behavior with reference to Metro Fresh Hypermarket, Iritty,Mattannur ".For the fulfilment of his academic studies.

He has shown great interest in work and conduct was very good during the period .We wish all success in his future endeavors.

For Metro Fresh Hypermarket

Partner

For METRO FRESH HYPERMARKET

Partner

9995048563

irittymetrofresh@gmail.com

A PROJECT REPORT

On

RELATIONSHIP QUALITY AND COSTUMER LOYALTY IN MICROFINANCE SECTOR WITH REFRENCE TO BHARAT FINANCIAL INCLUSION

By

Mr. JOPHIN JOSEPH

Reg No: LCAVMBA189

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"RELATIONSHIP QUALITY AND CUSTOMER LOYALTY IN MICROFINANCE SECTOR WITH REFERENCE TO BHARATH FINANCIAL INCLUSION"** submitted by **Mr. JOPHIN JOSEPH (Reg No: LCAVMBA189)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Bharat Financial Inclusion Limited

IndusInd Bank

16-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.JOPHIN JOSEPH (LCAVMBA189) Fourth Semester MBA Student of LEAD COLLEGE OF MANAGEMENT, Calicut University has Successfully Completed his Project Work at BHARAT FINANCIAL INCLUSION LTD MALAPURAM with the title " A STUDY ON RELATIONSHIP QUALITY AND CUSTOMER LOYALTY IN THE MICROFINANCE SECTOR WITH SPECIAL REFERENCE TO BHARAT FINANCIAL INCLUSION LTD, TIRUR MALAPURAM for the Period in Partial Fulfilment of his Course Curriculum.

Regards,
Jaman K.J
Branch Manager, Tirur Branch
(Formerly "IndusInd Financial Inclusion Limited")
8606388430

BHARAT FINANCIAL INCLUSION LIMITED

Head Office
3rd Floor, My Home Tycoon, Block A, 6-3-1192,
Somajiguda, Begumpet, Hyderabad- 500 016, Telangana, India

Regional Office
32/1.26-3, Alumkottuvazhy, Near Akhara Bus Stop
Chiyyaram P.O. Thrissur, Kerala, Pin -680026

A REPORT

On

THE STUDY OF INTELLECTUAL CAPITAL AND PERFORMANCE OF AUTOMOBILE SHOWROOMS IN KERALA

By

Mr. JOSEPH FIRMIN N F

Regn. No.: LCAVMBA190

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD. V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY OF INTELLECTUAL CAPITAL AND PERFORMANCE OF AUTOMOBILE SHOWROOMS IN KERALA"** submitted by **Mr. JOSEPH FIRMIN N F (Reg No: LCAVMBA190)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/23

PVR WHEELS
Royal Enfield
www.pvrwheels.com

[illegible] August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. JOSEPH FIRMIN N F** (Reg No. LCAVMBA190), 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"THE STUDY OF INTELLECTUAL CAPITAL AND PERFORMANCE OF AUTOMOBILE SHOWROOMS IN KERALA"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Best Regards

Muhammed Shanib E

HR Manager I PVR Wheels

ROYAL ENFIELD PVR WHEELS PALAKKAD

12/360, 2nd Mile, Kallekkad, Palakkad, Kerala - 678 006
Mob : +91-7902866664, 7902866663 E-mail: info@pvrwheels.com

A REPORT

On

A STUDY TO UNDERSTAND THE MARKET PRESENCE AND COMPETITORS OF AMUL DAIRY PRODUCTS IN KOTTAYAM DISTRICT.

By

Mr. JOSEPH JAMES

Regn. No.: LCAVMBA192

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA PADMANABHAN

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI,

PALAKKAD, KERALA -678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY TO UNDERDSTAND THE MARKET PRESENCE AND COMPETITORS OF AMUL DAIRY PRODUCTS IN KOTTAYAM DISTRICT"** submitted by **Mr. JOSEPH JAMES (Reg. No.: LCAVMBA192)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

Gujarat Co-operative Milk Marketing Federation Limited
#58, (OLD NO. 104), III FLOOR, G.N. CHETTY ROAD, T. NAGAR, CHENNAI - 600 017 INDIA
PHONE : (044) 28340054, 28345252 FAX : (044) 28342873
e-mail : chennai@amul.coop

TO WHOMSOEVER IT MAY CONCERN

PROJECT COMPLETION CERTIFICATE

This is to certify that Shri Joseph James pursuing MBA from Lead College of Management, Palakkad has successfully completed his project in our organization on the topic "A STUDY TO UNDERSTAND THE MARKET PRESENCE AND COMPETITORS OF AMUL DAIRY PRODUCTS IN KOTTAYAM DISTRICT" for a period of eight weeks under the guidance of Shri. Hari Shankar, branch manager at GCMMF Ltd, Cochin.

Shri Joseph James has shown keen interest during the project work. His conduct and behaviour were found good. His association with us was fruitful and we wish him all success in his future endeavours.

For GCMMF Ltd,

J. Rajan

J. Rajan
Sr. General Manager (Sales)

Amul SAGAR
HEAD OFFICE : AMUL DAIRY ROAD, P.B. NO. 10, ANAND 388 001. INDIA.
PHONE : (02692) 258506, 258507, 258508, 258509 FAX : 02692 - 240208

A PROJECT REPORT

On

A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF FACT Ltd PRODUCTS AMONG FARMERS, ERNAKULAM

By

Mr. JOYAL N JOSE

Regn. No.: LCAVMBA193

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under The Guidance Of

Dr. A.ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O, PALAKKAD, KERALA-678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF FACT Ltd PRODUCTS AMONG FARMERS, ERNAKULAM"** submitted by **Mr. JOYAL N JOSE (Reg No: LCAVMBA193)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

दि फर्टिलाइज़र्स एण्ड केमिकल्स ट्रावनकोर लिमिटेड
THE FERTILISERS AND CHEMICALS TRAVANCORE LIMITED
(भारत सरकार का उद्यम)/ (A Government of India Enterprise)

केन्द्र / TRAINING CENTRE
/ Head Office
/ Udyogamandal - 683 501

दूरभाष / Phone : 0484 - 2567544, 2567467, 2567583, 2556750, 2559621, 2567423, 2567380, 2567424
ई-मेल/ Email : ftdc@factltd.com, sdc@factltd.com

DGM (T&D) CERT-PW/51/2023-24 **15.07.2023**

CERTIFICATE

Certified that **Mr. JOYAL N JOSE**, student of MBA in LEAD College of Management, Palakkad has successfully completed his **Project Work** titled **"A Study on Brand Awareness and Brand Preference of FACT Products Among Farmers"** in FACT, Udyogamandal during the period from 19.06.2023 to 15.07.2023.

We wish the student all the best in his future endeavors.

Abraham P Varghese
Project Coordinator

Antony K D
Engineer (Trg&Dev)

A REPORT

On

A STUDY ON IMPACT OF LIFE INSURANCE AFTER COVID-19 PANDEMIC WITH REFERENCE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD, PALAKKAD

By

JUGAL DEV KJ

Reg No: LCAVMBA194

Submitted

To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD,KERALA-678009

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF LIFE INSURANCE AFTER COVID-19 PANDEMIC WITH REFERENCE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD, PALAKKAD"** submitted by **Mr. JUGAL DEV KJ (Reg NO. LCAVMBA194)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by his in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ICICI PRUDENTIAL
LIFE INSURANCE

Date: 18/07/2023

CERTIFICATE

This is to certify that **Mr. Jugal Dev KJ (Reg.No:LCAVMBA194)**, 4th Semester MBA student of Lead College of Management, Dhoni, Palakkad, has successfully completed his major project titled "**A Study on Impact of Life Insurance After COVID-19 Pandemic with Reference To ICICI Prudential Life Insurance Company Limited, Palakkad**" in our organization.

We wish him all the best for his future endeavours.

ICICI Prudential Life Insurance Co. Ltd. PALAKKAD

MADHU. M.T.
BRANCH HEAD

ICICI Prudential Life Insurance Company Limited
1st Floor, A & P Tower, Having Survey No. : 3162/1 and 3155/2, No: P22517292, Block No : 63, Ward No : 23, Stadium Bypass, Palakkad, Kerala - 678013
Regd. Office : ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025, India.
Phone: +91 22 5039 1600 • Fax: +91 22 2422 4484 • Email: corporate@iciciprulife.com • Visit us at www.iciciprulife.com

A REPORT

On

A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF NON-BANKING FINANCIAL SECTOR WITH SPECIAL REFERENCE TO HEDGE EQUITIES LIMITED, ERNAKULAM

By

Mr. JUSTIN JOSE

Regn. No.: LCAVMBA195

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3683

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF NON-BANKING FINANCIAL SECTOR WITH SPECIAL REFERENCE TO HEDGE EQUITIES LIMITED, ERNAKULAM"** submitted by **Mr. JUSTIN JOSE (Reg No: LCAVMBA195)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/23.

Hedge Equities
invest with an edge

04/08/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. JUSTIN JOSE (REG No. LCAVMBA195)** student of **LEAD College of Management, Dhoni Palakkad** has undergone the major project on **" A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF NON BANKING FINANCIAL SECTOR WITH SPECIAL REFERENCES TO HEDGE EQUITIES LIMITED, ERNAKULUM"** in our organization in partial fulfillment of the required for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION.**

This certificate is issued for submitting as Part of Education and not for submitting to any other departments.

For Hedge Equities Ltd.

HEDGE EQUITIES LTD KOCHI

SCHOOL OF APPLIED ECONOMICS LIMITED HEDGE

Authorised Signatory

A REPORT

On

MARKETING STRATEGIES FOR ENHANCING GROWTH AND COMPETITIVENESS IN JOHNSUWAGON COMPANY

By

Mr. KATHIRON. G

Reg. No.: LCAVMBA197

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SIJIN.T C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"MARKETING STRATEGIES FOR ENHANCING GROWTH AND COMPETITIVENESS IN JOHNSUWAGON COMPANY"** submitted by **Mr. KATHIRON. G (Reg No: LCAVMBA197)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08-08-2023.

JOHNSUWAGON

Mob : 9845401436

Quality Coach Builders and General Fabricators

Lingadheranahalli, Andhrahalli Main Road, Vishwaneedam Post, Bangalore-560091.

Date: 28/07/2023

CERTIFICATE

This is to certify that **Mr. KATHIRON G** (Reg No: **LCAVMBA197**) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"MARKETING STRATEGIES FOR ENHANCING GROWTH AND COMPETITIVENESS IN JOHNSUWAGON COMPANY"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For JOHNSUWAGON

Partner

JOWA

A REPORT

On

A STUDY ON THE TECHNICAL ANALYSIS OF SELECTED STOCKS OF AUTOMOBILE SECTOR WITH SPECIAL REFERENCE TO MIDDLE EAST AUTO PARTS PRIVATE LIMITED

By

Mr. KEVIN EMMANUEL

Reg. No: LCAVMBA198

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE TECHNICAL ANALYSIS OF SELECTED STOCKS OF AUTOMOBILE SECTOR WITH SPECIAL REFERENCE TO MIDDLE EAST AUTO PARTS PRIVATE LIMITED"** submitted by **Mr. KEVIN EMMANUEL (Reg No: LCAVMBA198)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

MIDDLE EAST AUTO PARTS PRIVATE LIMITED
695001, TRIVANDRUM, KERALA, INDIA
Email: middleeastautos@gmail.com Tel: +91-8138954126

Date: 04-08-2023

CERTIFICATE OF COMPLETION

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Kevin Emmanuel (Reg.No: LCAVMBA198) has satisfactorily completed the project titled " **A Study On Technical Analysis Of Selected Stocks Of Automobile Sector**" at **MIDDLE EAST AUTO PARTS PRIVATE LIMITED**, Trivandrum, India, as a part of the MBA in Finance and Marketing curriculum at LEAD College of Management, Palakkad.

Project Duration: 60 Days

Throughout the project, Mr. Kevin Emmanuel demonstrated a high level of commitment, exceptional work ethic, and profound dedication to achieving the project's objectives. His keen attention to detail and analytical skills enabled him to make valuable contributions to the organization.

We acknowledge his remarkable performance, which exceeded expectations, and commend him for successfully delivering the project within the specified timeframe.

This Certificate is awarded to Mr. Kevin Emmanuel as a testament to his professionalism and diligence in project execution.

Congratulations on your well-deserved success!

Sincerely,

Pranav.Sahadevan
Branch Manager
MIDDLE EAST AUTO PARTS.PVT.LTD
1st floor of **Hatch Spaces Building**, near Bank of Baroda Sasthamangalam
Trivandrum, Kerala Pin: -695010
+91 8138954126
middleeastautos@gmail.com

A REPORT

On

A STUDY ON THE ANALYSIS OF CONSUMERS' LEVEL OF INTEREST AND SATISFACTION ON THE ATTRIBUTES OF THE HONDA DIO WITH SPECIAL REFFERENCE TO TRICHUR HONDA, M/s CLASSIC OMEGA AUTO PVT. LTD, THRISSUR

By

Mr. KIRAN K JOSHY

Regn. No. LCAVMBA199

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR T V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Manag
Dhoni, Palakkad, Kerala – 6
info@lead.ac.in | www.lea
Tel : 0491 255

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE ANALYSIS OF CONSUMERS' LEVEL OF INTEREST AND SATISFACTION ON THE ATTRIBUTES OF THE HONDA DIO WITH SPECIAL REFFERENCE TO TRICHUR HONDA, M/s CLASSIC OMEGA AUTO PVT.LTD,THRISSUR"** submitted by **Mr. KIRAN K JOSHY (Reg No: LCAVMBA199)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/05/23.

HONDA

02.08.2023

CERTIFICATE

This is to certify that **Mr. KIRAN K JOSHY** (Reg No. LCAVMBA199) 4th Semester MBA student At LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON THE ANALYSIS OF CONSUMERS' LEVEL OF INTEREST AND SATISFACTION ON THE ATTRIBUTES OF THE HONDA DIO WITH SPECIAL REFERENCE TO Trichur Honda, M/s CLASSIC OMEGA AUTO PVT. LTD, THRISSUR"** As part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

Thanking you,

For Classic Omega Auto Pvt Ltd

Manager (Admin)

Trichur Honda
Classic Omega Auto Pvt. Ltd., Main Road, Koorkenchery, Thrissur-680007, Kerala,
Ph : 0487 - 2421414 / 2423414, 98470-24888
E-mail : trichurhonda@gmail.com, web : www.trichurhonda.com
H O : Classic Omega Properties, Guruvayur Road, Punkunnam, Thrissur-680002, Kerala

A PROJECT REPORT

On

A STUDY ON THE ROLE OF MARKETING IN PRODUCT DEVELOPMENT AND MANAGEMENT WITH REFERENCE TO SONA EXPORTERS

By

Mr. KIRAN NARAYANAN A N

Reg. No. LCAVMBA201

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. ARCHANA P V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3683

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE ROLE OF MARKETING IN PRODUCT DEVELOPMENT AND MANAGEMENT WITH REFERENCE TO SONA EXPORTERS"** submitted by **Mr. KIRAN NARAYANAN A N Reg No: LCAVMBA201**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

PH : 0091494-2654131
Email : sonaexporters@gmail.com
www.sonafoods.in

sona
Exporters

Chiyyanur, P.O. Kokkur, Malappuram Dt, Kerala St., India, Pin : 679 591

Date.....

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **KIRAN NARAYANAN A N** (Reg No. **LCAVMBA201**) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON THE ROLE OF MARKETING IN PRODUCT DEVELOPMENT AND MANAGEMENT WITH REFERENCE TO SONA EXPORTERS"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Place:chiyannur

Date:25/07/2023

Abdul shaheel T

Q.C SONA EXPORTERS

SONA EXPORTERS CHIYANOOR, KOKKUR P.O. PIN-679591

For SONA EXPORTERS

C.Sameer
Manager

A REPORT

On

TRANSFORMING FILM THEATRES: STRATEGIES FOR ENHANCING CUSTOMER EXPERIENCE WITH REFERENCE TO BALA CINEMAS

By

Mr. KIRAN J PILLAI

Regn. No.: LCAVMBA200

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR TV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"TRANSFORMING FILM THEATRES: STRATEGIES FOR ENHANCING CUSTOMER EXPERIENCE WITH REFERENCE TO BALA CINEMAS"** submitted by **Mr. KIRAN J PILLAI (Reg No: LCAVMBA200)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date:

BALA CINEMAS

Date.....29/07/2023.....

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. KIRAN J PILLAI** (Reg No. LCAVMBA200) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has Successfully completed his major project work on the topic "**TRANSFORMING FILM THEATRES: STRATEGIES FOR ENHANCING CUSTOMER EXPERIENCE AND ENSURING BUSINESS SUSTAINABILITY**" as part of the curriculum. During this period, he was found to be sincere and enthusiastic in collecting various Information and data required for the project work. We wish all success in his future endeavors.

For BALA CINEMAS

(VINODKUMAR

MANAGER)

BALA CINEMAS PALAKKAD DT. Date: 29/7/23 H.K. Tower, Kalladikode, P.O-678 596

BALA CINEMAS HK Towers, Kalladikode, Palakkad - 678 596. Mob : +91 7736412346, 0492 4296093
balacinemas007@gmail.com

A REPORT

On

A STUDY ON PROBLEMS OF CHIT FUND COMPANY AND SATISFICATION LEVEL OF CUSTOMERS

By

Mr. KRISHNAPRASAD KS

Reg. No.: LCAVMBA202

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR S

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON PROBLEMS OF CHIT FUND COMPANY AND THE SATISFACTION LEVEL OF THE CUSTOMERS WITH SPECIAL REFERENCE TO THE KERALA STATE FINANCIAL ENTERPRISES LTD. THRISSUR"** submitted by **Mr. KRISHNAPRASAD K S, Reg NO: LCAVMBA202**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/23

THE KERALA STATE FINANCIAL ENTERPRISES LIMITED
(A Govt of Kerala Undertaking)
Chembukkavu Branch (092)
Bhadratha, Museum Road, Thrissur- 680020. Ph:2327255, Mob:9447797092
Email: 92@ksfe.com, ksfechembukkavu@gmail.com Website:www.ksfe.com
Corporate Identity Number : (CIN:U65923KL1969SGC002249)

Date: 05.08.2023

CERTIFICATE

This is to Certify that Mr.KrishnaPrasad K.S(Reg.No: LCAVMBA202) has successfully completed his project in KSFE Ltd Chembukkavu branch on the topic of " A Study on Problems of Chit Fund Company and the Satisfication Level of Customers' for the period from 1st july 2023 to 31st July2023 as part of his MBA , University of Calicut.

His performance & conduct during the period of project was very good and we wish him a bright future.

THE K.S.F.E. LTD
Manager
MANAGER
KSFE CHEMBUKKAVU

THE KERALA STATE FINANCIAL ENTERPRISES LTD.
Chembukkavu Branch Thrissur 680020

A REPORT

On

A STUDY ON EXTERNAL INFLUENCER RECOMMENDATION ON DOMESTIC CUSTOMER OF PLASTO-BOARD WITH SPECIAL REFERENCE TO ALAPPUZHA

By

Mr. KUSAN S

(Reg. No: LCAVMBA203)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EXTERNAL INFLUENCER RECOMMENDATION ON DOMESTIC CUSTOMERS OF PLASTO BOARD WITH SPECIAL REFERENCE TO ALAPPUZHA"** submitted by **Mr. KUSAN S. (Reg No: LCAVMBA203)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

CoEarth
- Work for nature
CIN: U25209KL2020PTC065824
COEARTH SUSTAINABLE PRODUCTS PVT LTD.
Chirayil, Pathirapally Po,
Alappuzha, Kerala - 688521.

CERTIFICATE OF PROJECT COMPLETION

This is to certify that Mr. Kusan S (LCAVMBA203) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " **A STUDY ON EXTERNAL INFLUENCER RECOMMENDATION ON DOMESTIC CUSTOMER OF PLASTO-BOARD WITH SPECIAL REFERENCE TO, ALAPPUZHA** " as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

For Coearth Sustainable Products

Shaik Suhail Mohiddin
Marketing Manager

COEARTH SUSTAINABLE PRODUCTS PVT LTD. REGD NO:065824 WWW.COEARTHINDIA.COM

www.coearthindia.com

+91 9390067726
suhail.shaik@coearthindia.com

A REPORT

On

A STUDY ON EMPLOYEE MORALE AND ITS INFLUENCE ON EMPLOYEE PERFORMANCE WITH REFERENCE TO MILMA CATTLE FEED PLANT

By

Ms. LEKSHMI B S

Regn. No.: LCAVMBA054

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE. R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that, the project report entitled "A STUDY ON **"EMPLOYEE MORALE AND ITS INFLUENCE ON EMPLOYEE PERFORMANCE WITH REFERENCE TO MILMA CATTLE FEED PLANT"** submitted by **Ms. LEKSHMI B S (Reg. No: LCAVMBA054),** a student of fourth semester MBA of this institution, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place:Palakkad

Date: 08/08/2023

GSTIN : 32AAAAK5375M1ZG

milma

Kerala Co-operative Milk Marketing Federation Ltd.

Cattle Feed Plant, Pattanakkad P.O., Alappuzha - 688 531

Ph : 0478-2831122, 0478-2831144, Email: cfp@milma.com

CFPT/P&A/206/2023 07.07.2023

CERTIFICATE

This is to certify that **Ms.LEKSHMI B.S** *(Reg.No:LCAVMBA054)*, MBA 2nd year student of LEAD College of Management, Dhoni, Palakkad has successfully completed her project work in Milma Cattle Feed Plant, Pattanakkad during the period from 20.06.2023 to 03.07.2023 in partial fulfillment of her curriculum.

During the period of study, she has shown keen interest in collecting data/information and learned various aspects connected with the operations of the Plant especially in Human Resource Management. She was found hardworking, dedicated and committed during the period of study.

7/7/23

UNIT HEAD

K.C.M.M.F. LTD. Cattle Feed Plant, Pattanakkad 688 531

Head Office : K. C. M. M. F. Ltd., Milma Bhavan, Pattom Palace P.O., Thiruvananthapuram - 695 004
Phone : 0471-2786426, E-mail : milmaho@milma.com

A PROJECT REPORT

On

A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUNDS IN INDIA WITH REFERENCE TO AHALIA FINFOREX

By

Mr. LEO RENNY

Regn. No. LCAVMBA204

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUNDS IN INDIA WITH REFERENCE TO AHALIA FINFOREX"** submitted by **LEO RENNY Reg No: LCAVMBA204**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

AHALIA
FINFOREX

Ref.: AFL /HR-PC/2023/008
04th August 2023

PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. Leo Renny (LCAVMBA204) , MBA student from LEAD College of Management, Dhoni, Palakkad – 678 009 has successfully completed his Project at Ahalia Finforex Ltd., Ernakulam from 19-06-2023 to 28-07-2023 in the topic "A study on performance analysis of selected mutual funds in India with reference to Ahalia finforex Ltd".

We have noticed that during the period, he has shown keen interest in his assignment and we wish his all the very best in his future endeavours.

For **Ahalia Finforex Ltd.**

Ahalia Finforex Limited
PIN - 682 035
Ernakulam

Sangeetha K. Nair
AVP- HR

A STUDY ON THE INFLUENCE OF DIGITAL MARKETING ACTIVITIES OFLENSKART IN THRISSUR REGION

Major Project Report

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

LIMS K L

4th semester

MBA (Reg. no.:

LCAVMBA205)

Under the

Guidance of

Dr. Pramod V

Assistant Professor

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "**A STUDY ON THE INFLUENCE OF DIGITAL MARKETING ACTIVITIES OFLENSKART IN THRISSUR REGION**" submitted by **Mr. LIMS K L (Reg No: LCAVMBA205)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfilment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad

Date: 08/08/23.

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Lenskart Solutions Pvt.Ltd.

12/1, 1st Floor Vijaya Towers,

Near St Thomas College, Thrissur, Kerala, 680001 | www.lenskart.com

CIN: U33100DL2008PTC178355

lenskart

Thrissur

13-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. LIMS K L (Reg No. LCAVMBA205) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **" A Study on The Influence of Digital Marketing Activities of Lenskart in Thrissur Region"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Authorised Signatory

Rakesh K

Human Resource Manager, Lenskart

A PROJECT REPORT

On

A STUDY ON EFFECTIVENESS OF INVENTORY MANAGEMENT IN MILMA WITH SPECIAL REFERENCE TO KOTTAYAM DAIRY

By

Ms. LIYA SUSAN SAM

Regn. No. LCAVMBA055

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF INVENTORY MANAGEMENT IN MILMA WITH SPECIAL REFERENCE TO KOTTAYAM DAIRY"** submitted by **Ms. LIYA SUSAN SAM (Regn. No. LCAVMBA055),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

milma
Ernakulam Regional Co-operative Milk Producers' Union Ltd.
KOTTAYAM DAIRY, VADAVATHOOR P.O., KOTTAYAM - 686 010
(AN ISO 9001-2015 and ISO 22000 : 2005 Certified Company)
GST NO.32AAAAE0621L1Z9
Ph:0481 2578764,2578112, E-mail: ercmpukd@milma.com

NO: KD/P&A2/52/2023/2002 31.07.2023

CERTIFICATE

This is to certify that Ms.Liya Susan Sam, MBA student of LEAD College of Management-Palakkad has undergone In-Plant Training/Project Work at Kottayam Dairy, Milma Vadavathoor for a period from 01.06.2023 to 30.07.2023. During the period her character and conduct were found good.

THE ERNAKULAM REGIONAL CO-OP. MILK PRODUCERS' UNION LTD. KOTTAYAM DAIRY VADAVATHOOR PIN:686 010

for DAIRY MANAGER
KOTTAYAM DAIRY

To,

Whomsoever it may concern

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF E-CRM WITH REFERENCE TO SAFE SOFTWARE

By

Mr. MANU EMIL

Regn. No.: LCAVMBA206

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 266 7603

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF E-CRM WITH REFERENCE TO SAFE SOFTWARE"** submitted by **MANU EMIL Reg No: LCAVMBA206**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 08.08.2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

SAFE
SOFTWARE AND INTEGRATED SOLUTIONS PVT. LTD.
(An ISO 9001 : 2008 Company)

28.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.MANU EMIL(Reg.no.LCAVMBA206)**MBAstudent ofLEAD College of Management, Dhoni, Palakkad has completed hisproject work entitled**"A STUDY ON THE EFFECTIVENESS OF E-CRM WITH REFERENCE TO SAFE SOFTWARE AND INTEGRATED SOLUTIONS PVT LTD "** in our organization.

For SAFE SOFTWARE AND INTEGRATED SOLUTIONS PVT LTD

Krishnalal.K.K

Director

SAFE PALAKKAD

N.S.S. TALUK UNION BUILDING, FORT MAIDAN, PALAKKAD-678 001, KERALA.
PHONE : +91-491-3291260, 2510512. e-mail : wecare@safenetin.net , web: www.safenetin.net

A REPORT

On

A STUDY ON BRAND IMAGE AND PERCEPTION AMONG RETAILERS TOWARDS THE IMPEX WITH REFERENCE TO KOZHIKODE DISTRICT, KERALA

By

Mr. MUHAMMED SABITH.K

Reg. No. LCAVMBA224

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SIVAKUMAR S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD,

KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND IMAGE AND PERCEPTION AMONG RETAILERS TOWARDS THE IMPEX WITH REFERENCE TO KOZHIKODE DISTRICT, KERALA"** submitted by **Mr. MUHAMMED SABITH.K (Reg No: LCAVMBA224)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 8/8/23

[illegible] August 2023
KCM/HRD/PC/0161

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Muhammed Sabith K**, with **Registration No. LCAVMBA224**, an MBA student at the LEAD College of Management, Palakkad, has successfully completed his Academic Project titled "**A STUDY ON BRAND IMAGE AND PERCEPTION AMONG RETAILERS TOWARDS IMPEX WITH REFERENCE TO KOZHIKODE DISTRICT, KERALA**" in the Marketing Department at our organization from 05th June 2023 to 31st July 2023.

We wish him all the success in his future endeavors.

For KCM Appliances Pvt. Ltd.,

Nasiruddeen Alungal
Chief People Officer

KCM Appliances Pvt.Ltd.
42/45E, Panachikkal Tower,
Calicut Road, Narukara (PO),
Manjeri, Malappuram- 676122
+91 483 276 5767
mail@kcmappliances.com
impexappliances.com

A PROJECT REPORT

On

A STUDY ON LABOUR WELFARE MEASURES AND IT'S IMPACT ON EMPLOYEE COMMITMNET

By

Ms. MEENU SARA MATHEW

RE. No. LCAVMBA056

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON LABOUR WELFARE MEASURES AND IT'S IMPACT ON EMPLOYEE COMMITMENT"** submitted by **Ms. MEENU SARA MATHEW (Reg No: LCAVMBA056)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8.9.2023

KAMCO
Kerala Agro Machinery Corporation Ltd.
(A Government of Kerala Undertaking)
Regd. Office : Athani - 683 585, Ernakulam District, Kerala, India
Phone : (0091) 0484 2474301 (5 Lines), 2475041, Fax : (0091) 0484-2474589
E-Mail : mail@kamcoindia.com, Website : www.kamcoindia.com
CIN : U29211KL 1973 SGC002492

CERTIFICATE

*This is to certify that Ms MEENU SARA MATHEW (Reg No. LCAVMBA056) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic " **A STUDY ON LABOUR WELFARE MEASURE AND IT'S IMPACT ON EMPLOYEE COMMITMENT**" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish her all success in her future endeavours.*

KERALA AGRO MACHINERY CORPN. LTD.
EKM. DIST.
DATE.....
ATHANI-683585

SENIOR MANAGER (HR)

A PROJECT REPORT

On

A STUDY ON THE IMPACT OF BRAND IMAGE ON CONSUMER PREFERENCE WITH REFERENCE TO NEXO FOOTWEARS PVT.LTD, CALICUT

By

Ms. MEGHA LAKSHMI ST

Reg. No. LCAVMBA057

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST-2023

GSTIN/UIN : 32AAECN2405M1ZO
CIN No : U19200KL2017PTC030437
Ph : 0495-2422466
E-mail : nexofootwear@gmail.com
Web : www.nexofootwear.com

NEXO FOOTWEAR PVT. LTD.

7/287C, Palakkulam, Kolathara (P.O), Calicut -673655, Kerala.

Date 31-07-2023

CERTIFICATE

This is to certify that Ms. MEGHA LAKSHMI ST (Reg No. LCAVMBA057) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON THE IMPACT OF BRAND IMAGE ON CONSUMER PREFERENCE WITH REFERENCE TO NEXO FOOTWEARS PVT.LTD"as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in her future endeavors.

With Best Regards

NEXO FOOTWEAR (P) LTD. PIN: 673655 P.O. KOLATHARA, CALICUT

Babu.T

H.R. Manager

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF BRAND IMAGE ON CONSUMER PREFERENCE WITH REFERENCE TO NEXO FOOTWEARS PVT.LTD, CALICUT"** submitted by **Ms. MEGHA LAKSHMI ST (Reg No: LCAVMBA057)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 2/8/23

A REPORT

On

IMPACT OF STRATEGIC CHOICE CYCLE ON SHAREHOLDERS PROFIT MAXIMISATION WITH THE REFERENCE TO PROFITABILITY FACTOR IN VAZHAKULAM AGRO AND FRUIT PROCESSING LIMITED

By

Mr. MELVIN VINCENT

Regn. No. LCAVMBA207

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"IMPACT OF STRATERGIC CHOICE CYLE ON SHAREHOLDERS PROFIT MAXIMAIZATION WITH THE REFRENCE TO PROFITABILITY FACTOR IN VAZHAKULAM AGRO AND FOOD PROCESSING COMPANY LIMITED"** submitted by **Mr. MELVIN VINCENT (Reg No: LCAVMBA207)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Vazhakulam Agro and Fruit Processing Company Ltd.
(A Government Of Kerala Undertaking)
VAFPCL
CIN: U15309KL2013SGC035271, GSTIN : 32AAECV6239R1ZQ
ISO : 22000:2018
+91 485 2989095
+91 485 2261547
+91 485 2261551 (Fax)
jiveagrofruit@gmail.com
www.jivekerala.com

VAFPC/HRD/11/503

July 20, 2023

CERTIFICATE

This is to certify that **Mr. Melvin vincent (LCAVMBA207)**, 4th semester MBA student of Lead College of Management Dhoni, Palakkad had undergone a project work entitled **"Impact of Strategic Choice Cycle on Shareholders Profit Maximization with the Reference to Profitability Factor in Vazhakulam agro and Fruit Processing Company Limited"** in our company for a period for 60 days as a part of his curriculum. He has collected all relevant data available with us for this purpose.

His conduct and interest in learning various aspects connected with this study were found to be good We wish him all success in future.

For Vazhakulam Agro and Fruit Processing Company Limited

Administrative Officer (Adm & HRD)

VAZHAKULAM AGRO AND FRUIT PROCESSING CO. LTD.
MUVATTUPUZHA - 686670
KERALA
IX/266-271, AVOLY P.O.

A REPORT

On

A STUDY ON EFFECTIVENESS OF ADVERTISEMENT STRATEGIES WITH REFERENCE TO TIERRA FOOD, INDIA PVT LTD ELAMANNOOR, ADOOR

By

MERIN VARGHESE

Reg. No: LCAVMBA058

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF ADVERTISEMENT STRATEGIES WITH REFERENCE TO TIERRA FOOD INDIA PVT LTD ELAMANNOOR, ADOOR"** submitted by **Ms. MERIN VARGHESE (Reg No: LCAVMBA058)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/23

TierraFood

www.tierra.in

11-07-2023

CERTIFICATE OF COMPLETION

This is to certify that **Ms.Merin Varghese** bearing University Register number- **LCAVMBA058** pursuing her Master of Business Administration at Lead College of Management Palakkad affiliated to Calicut University, has successfully completed Project Work of " **A Study on Effectiveness of Advertisement Strategies** "in Marketing Department of our company the certificate of completion has been issued to that effect.

Yours faithfully,

Tierra Food India Pvt. Ltd. Pin: 691 524 Elamannoor

Anju Aniyan

Executive-HR
Email - hr@tierra.in

A REPORT

ON

A STUDY ON MEASURING FINANCIAL DISTRESS USING MACHINE LEARNING APPROACH WITH REFERENCE TO BERGER PAINT INDIA LTD

BY

Mr. MICHAEL L

REG NO: LCAVMBA208

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHAHBAZ BABAR KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
Tel: 0491 295 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A study on measuring financial distress using machine learning approach with reference to Berger Paint India Ltd."** submitted by Mr. MICHAEL.L **(Reg No: LCAVMBA208)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23

Berger

CERTIFICATE

This is to certify that Mr. Michael. L, REG NO: LCAVMBA208, MBA student of LEAD college of management, Dhoni has done the project work titled **"Measuring financial distress using machine learning approach with reference to Berger paints India ltd"** at this corporation with necessary guidance from our officers.

Yours Faithfully

Manu Mohan
Area Sales Manager
Kannur Depo
Berger Paints India Ltd.

Paints India Limited

A Report

On

A STUDY ON BRAND CONSCIOUSNESS OF CUSTOMERS TOWARDS RUBCO MATTRESS IN KANNUR

By

Mr. MIDHUN S KUMAR

(Reg. No.: LCAVMBA210)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD- 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND CONSCIOUSNESS OF CUSTOMERS TOWARDS RUBCO MATTRESS IN KANNUR"** submitted by **Mr. MIDHUN S KUMAR (Reg No: LCAVMBA210)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr. Archana PV
Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/25

KERALA STATE RUBBER CO-OPERATIVE LTD
Rubco House, South Bazar, Kannur- 670 002, Kerala, India
Ph: 91-497-2709740, 2711134, 2711378, Fax: 91-497-2711030
Website: www.rubcogroup.com
E-mail: info@rubcomail.com, info@rubcogroup.com

RUBCO

No: A&P/INT/Q-212

Date : 04-08-2023

CERTIFICATE

This is to certify that Mr Midhun S Kumar (Reg No: LCAVMBA210), Second Year MBA Student of LEAD college of Management, Dhoni, Palakkad. Student has successfully completed his Project Work on "A Study on Consumer preference and Brand consciousness with reference to RUBCO Mattress in Kannur" in our Organization for a Period of 30 days Commencing from June to July 2023 He has completed the Organization Study satisfactorily and submitted Project Report on the same

We wish all the best in his careers

For Kerala State Rubber Co-operative Ltd.,

General Manager (HR) I/c .

KERALA STATE RUBBER CO-OP. LTD. RUBCO HOUSE SOUTH BAZAR KANNUR-670 002

A PROJECT REPORT

On

A STUDY ON INCUBATION CURRICULUM TO UNDERSTAND EFFECTIVENESS OF STARTUP INCUBATION PROGRAM IN ENHANCING PERFORMANCE

By

Mr. MIDHUN V M

Regn.No. LCAVMBA211

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

inQ. INNOVATION

INNOV QUOTIENT PRIVATE LIMITED
Second Floor #59, 100 feet road, Indiranagar,
Bangalore, Karnataka – 560038
Email: connect@inqinnovation.com

20th July 2023

CERTIFICATE

This is to certify that Mr. MIDHUN V M (Reg No. LCAVMBA211) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON INCUBATION CURRICULUM TO UNDERSTAND EFFECTIVENESS OF STARTUP INCUBATION PROGRAM IN ENHANCING PERFORMANCE" as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for theproject work. We wish all success in his future endeavors.

Regards

INNOV QUOTIENT PRIVATE LIMITED

Dileep Ebrahim

COO &Cofounder

inQ Innovation

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA
NATIONAL BOARD of ACCREDITATION
MBA

Accredited by NBA for Academic Year 2022-23 to 2024-25 valid upto 30.06.2025
Programme (PG) MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled "**A STUDY ON INCUBATION CURRICULUM TO UNDERSTAND EFFECTIVENESS OF STARTUP INCUBATION PROGRAM IN ENHANCING PERFORMANCE**" submitted by **Mr. MIDHUN V M (Reg No: LCAVMBA211)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF GREEN MARKETING IN CONSUMER PURCHASE BEHAVIOR WITH SPECIAL REFERENCE TO DECATHLON SPORTS INDIA, HYDERABAD

By

Ms. MILY JOSHYLAL

Reg. No: LCAVMBA059

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

AUGUST-2023

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A study on the effectiveness of green marketing in consumer purchase behaviour with special reference to Decathlon Sports India Hyderabad"** submitted by **Ms. MILY JOSHYLAL (Reg No: LCAVMBA059).** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

DECATHLON

SPORT FOR ALL, ALL FOR SPORT

14/07/2023

HYDERABAD

CERTIFICATE

This is to certify that Ms.Mily Joshylal (LCAVMBA059), MBA student from Lead college of management, under university of calicut, has successfully completed "A study on the effectiveness of green marketing in consumer purchase behaviour with special reference to decathlon sports india pvt ltd, Hyderabad. Her performance and conduct during the project work was good.

Decathlon Sports India Pvt. Ltd.

SPORT LEADER COACH - LOGESH
DECATHLON HYDERABAD

A STUDY ON THE REVENUE RECONCILIATION BETWEEN INCOME GL AND GSTR-1, HAPAG LLOYD, MUMBAI

MAJOR PROJECT REPORT

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Submitted by

Mr MOBY MONSY SAM

Reg. No. LCAVMBA212

UNDER THE GUIDANCE OF

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

(Affiliated to university of Calicut)

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON REVENUE RECONCILIATION BETWEEN INCOME GL AND GSTR-1, HAPAG-LLOYD, MUMBAI "** submitted by **Mr. MOBY MONSY SAM (Reg No: LCAVMBA212)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8/8/23

Hapag-Lloyd

CERTIFICATE

This is to certify that

Mr.Moby Monsy Sam (Reg No. LCAVMBA212)
4th Semester Student at Lead College of Management, Dhoni, Palakkad

has successfully done his major project for a period of 30 days on the topic "Revenue Reconciliation between GL and GSTR-1". We found him to be sincere, enthusiastic and result-oriented. He worked very well as a member of our team during the tenure. We wish all success in his future endeavours.

01/08/2023

Preeti Bendele

Preeti Bendele
HR Manager
Hapag-Lloyd AG

A REPORT

On

A STUDY ON ANALYSIS OF CAPITAL STRUCTURE OF STEEL MANUFACTURING COMPANIES WITH THE SPECIAL REFERENCE TO STEEL INDUSTRIALS KERALA LIMITED (SILK) FOUNDRY UNIT OTTAPALAM, PALAKKAD

By

Mr. MOHAMMED HIDAYATHULLA C P

(Reg. No: LCAVMBA213)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr.FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3683

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ANALYSIS OF CAPITAL STRUCTURE OF STEEL MANUFACTURING COMPANIES WITH THE SPECIAL REFERENCE TO STEEL INDUSTRIALS KERALA LIMITED (SILK) FOUNDRY UNIT OTTAPALAM, PALAKKAD."** submitted by **Mr. MOHAMMED HIDAYATHULLA C P (Reg No: LCAVMBA213)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023

Project guide

Director
LEAD College of Management
Dhoni, Palakkad-678 009

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

സ്റ്റീൽ ഇൻഡസ്ട്രിയൽസ് കേരള ലിമിറ്റഡ്
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)
STEEL INDUSTRIALS KERALA LIMITED
(A Government of Kerala Undertaking)
SILK
CIN : U27106KL19755GC002656 GST No.32AAECS2705F7ZP
FOUNDRY UNIT, PALAPPURAM P.O., OTTAPALAM-679 103, PALAKKAD DIST., KERALA
0466 : 2244345, 2245154 silkotp@gmail.com, silkottapalam@yahoo.com www.steelindustrials.kerala.gov.in

SILK/FUO/HRD/2023/1084 05.08.2023

CERTIFICATE

This is to certify that Mr.Mohammed Hidayathulla C P (Reg. No. LCAVMBA213) MBA Student of LEAD College of Management, Palakkad has done his Project work for a period of 60 days in our facilities for the preparation of his report titled "A STUDY ON ANALYSIS OF CAPITAL STRUCTURE OF STEEL MANUFACTURING COMPANIES WITH SPECIAL REFERENCE TO STEEL INDUSTRIALS KERALA LIMITED(SILK) FOUNDRY UNIT,OTTAPALAM,PALAKKAD"

This Certificate is issued to him for partial fulfilment of his academic curriculum.

We wish him all success.

FOR STEEL INDUSTRIALS KERALA LIMITED

SENIOR MANAGER

Steel Industrials Kerala Ltd. Foundry Unit Ottapalam

സിൽക്ക് നഗർ, അത്താണി പി.ഒ., തൃശൂർ - 680 581, ഫോൺ : 0487-2201421, 2201422, 2201423, ഫാക്സ് : 0487-2201331
Silk Nagar, Athani P.O., Thrissur - 680 581, Ph : 0487-2201421, 2201422, 2201423, Fax : 0487-2201331

A REPORT

On

A STUDY ON FUNDAMENTAL CAPITAL STRUCTURE WITH SPECIAL REFERENCE TO SAKTHI GEAR PRODUCTS

By

Mr. MOHAMMED JUNAID PK

Regn. No.: LCAVMBA222

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

DR. SHAHBAZ BABAR KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

August, 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **A STUDY ON FUNDAMENTAL CAPITAL STRUCTURE WITH SPECAIL REFERENCE TO SAKTHI GEAR PRODUCTS** submitted by **Mr. MOHAMMED JUNAID PK (Reg. No. LCAVMBA222),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide:
Dr. Shahbaz Babar Khan

Director
Dr. Thomas K George

Place: Palakkad
Date: 08/08/2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

SAKTHI GEAR PRODUCTS

Date: 29-07- 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MOHAMMED JUNAID PK (Reg. No: LCAVMBA222) Final Year Master of Business Administration (MBA)** Student of **LEAD College of Management - Dhoni, Palakkad (Affiliated to University of Calicut)** has undertaken a project title **"A study on fundamental capital structure with special reference to sakthi gear products"** for a period of 60 days (MBA MAJOR PROJECT).

In our company premises as part of the curriculum. We have noticed that during the period he has shown keen interest in his assignment and was also regular in attendance.

He has completed the project work successful. We wish him all success.

For Sakthi Gear Products,

SAKTHI GEAR PRODUCTS

G. Devarajan

General Manager
[Mr.G.Devarajan]

Manufaturer and Supply of Ferrous & Non- Ferrous Machined Components, Gears and Ball Valves
704, Palli Street, Chinnavedampatti, Ganapathy, Coimbatore-641 049. Phone: 0422-2364100, 101
E-Mail: sales@sakthigear.com. www.sakthigear.com

TÜV SÜD

An ISO 9001 : 2008 Company

A PROJECT REPORT

On

THE EFFECT OF EMOTIONAL INTELLIGENCE ON PERSONAL EFFICACY IN THE CONTEXT OF KOSO INDIA PVT LTD, KANJIKKODE PALAKKAD

By

Mr. MOHAMMED NISAMUDHEEN KN

Regn. No. LCAVMBA214

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@leaci.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE EFFECT OF EMOTIONAL INTELLIGENCE ON PERSONAL EFFICACY IN THE CONTEXT OF KOSO INDIA PVT LTD, KANJIKKODE PALAKKAD"** submitted by **MOHAMMED NISAMUDHEEN KN Reg No: LCAVMBA214**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 08/08/2023.

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

August 4, 2023

CERTIFICATE

This is to certify that **Mr Mohammed Nisamudheen K N (Reg.No: LCAVMBA214).** MBA student of LEAD College of Management, Dhoni P.O, Palakkad has completed his project work in this organization on the topic "THE EFFECT OF EMOTIONAL INTELLIGENCE ON PERSONAL EFFICACY IN THE CONTECT OF KOSO INDIA PRIVATE LIMITED, KANJIKODE" for a period of 1 month as part of his curriculum.

We wish him all success.

For **KOSO INDIA PRIVATE LIMITED**

Vivek P.
HR & Admin

KOSO INDIA PRIVATE LIMITED PALAKKAD 678623

KOSO KOSO INDIA PRIVATE LIMITED

Registered Office & Factory 1 :
H-33 & 34, MIDC, Ambad, Nashik-422 010
Maharashtra, India | www.koso.co.in
Telephone : +91 253 2408811
Fax No. : +91 253 2384413
CIN : U31200MH2004PTC146735

Factory 3 :
Industrial Development Area,
Kanjikode West, Palakkad-678623
Kerala, India
Telephone. : +91 491 2564560

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF FLEET MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO DRIVER LOGISTICS LLP, KOCHI, KERALA

By

Mr. MOHAMMED SHAMJIN TP

(Reg. No.: LCAVMBA215)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF FLEET MANAGAMENT SYSTEM WITH SPECIAL REFERENCE TO DRIVER LOGISTICS LLP, KOCHI, KERALA"** submitted by **Mr. MOHAMMED SHAMJIN T P (Reg No: LCAVMBA215)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/2023

DRIVER
LOGISTICS

PROJECT CERTIFICATE

July 17, 2023

This is to certify that Mr. Mohammed Shamjin TP a student of lead collage of management who is pursuing MBA Marketing & HR having registration number LCAVMBA215 successfully completed his project from May 2023 to July 2023 at DRIVER LOGISTIC LLP.

During the project he demonstrated good work ethics with a self-motivated attitude to learn new ideas and concepts His performance was excellent and was able to complete the project successfully on time with relevant documentation.

The project undertaken by him was "A study on the Effectiveness of Fleet Management system with Special references to Driver Logistics.

We wish him all the very best for his future endeavors.

For Driver Logistics LLP

Aqil Ashique
Chief Executive Officer

DRIVER LOGISTICS LLP
COCHIN-682022

A REPORT

On

A STUDY ON SERVICE QUALITY WITH REFERENCE TO MINAR ISPAT PRIVATE LIMITED

By

Mr. MUHAMMED SHINAS M S

Reg No: LCAVMBA226

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. Smitha

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Managemen
Dhoni, Palakkad, Kerala – 67800
info@lead.ac.in | www.lead.ac
Tel.: 0491 255 369

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON SERVICE QUALITY WITH REFERENCE TO THE MINAR ISPAT PVT LTD"** submitted by **MUHAMMED SHINAS M S, Reg No: LCAVMBA226** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 9-8-2023

MIPL/60/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that ***Mr.MUHAMMED SHINAS.MS*** *(ReNo:LCAVMBA226)4th Semester MBA student of* Lead College Of Management Dhoni,Palakkad. *Affiliated to the University of Calicut. has Undertaken a project title* ***"A Study On Service Quality With Reference To Minar Ispat Private Limited"***

It is observed that he has taken very much care during his projectwork and we found him hard working and enthusiastic in his activities

We wish all success in his future

For Minar Ispat Pvt Ltd

A.Zulfiker
General Manager

Minar Ispat Pvt. Ltd. Kozhikode 673 008 Ph: 0495 2490503 Kuttikattoor

A REPORT

On

A STUDY ON NEED ANALYSIS OF DIGITIZATION OF MEDICAL RECORDS WITH SPECIAL REFERENCE TO CUBEINNOVATORS TECHNOLOGIES PRIVATE LIMITED

By

Mr MUHAMMED RAOOF K A

Reg. No: LCAVMBA223

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Dr. SHAHABAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI PO,

PALAKKAD, KERALA-678009

AUGUST -2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON NEED ANALYSIS OF DIGITIZATION OF MEDICAL RECORDS WITH SPECIAL REFERENCE TO CUBELNNOVATORS TECHNOLOGIES PRIVATE LIMITED"** submitted by **Mr. MUHAMMED RAOOF K A (Reg No: LCAVMBA223**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 06/06/23

Head Office

CubeInnovators Technologies Private Limited

Date: 7th July 2023 **Ref:** CUBE-OK-PIBI-2023-01

PROJECT CERTIFICATE

To Whomsoever It May Concern

This is to certify that **Mr. Muhammed Raoof K. A (LCAVMBA223)** pursuing his MBA at **LEAD Collage of management Dhoni**, Palakkad has completed the Project at **CubeInnovators Technologies Private Limited** from **25th May 2023** for a period of 30 days on the topic **A Study On Need Analysis Of Digitization Of Medical Records** With Special Reference To CubeInnovators Technologies Private Limited in partial fulfilment for the award of Degree of Master of Business Administration.

Best wishes,

For CubeInnovators Technologies Private Limited

Anu C Santhosh

HR Department

CUBEINNOVATORS TECHNOLOGIES PVT LTD ★ KOCHI-682303 ★

A PROJECT REPORT

On

A STUDY ON CONSUMER ATTITUDE TOWARDS IN-HOUSE BRANDS OF RELAINCE TRENDS

By

Mr. MONUPRASAD R

Reg No. LCAVMBA216

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M.S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD–678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
NIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
Accredited by NBA for Academic 2022-23 to 2024-25 & up to 30.06.2025 of programme (PG) : MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER ATTITUDE TOWARDS IN-HOUSE BRANDS OF RELIANCE TRENDS"** submitted by **Mr. MONUPRASAD.R (Reg No: LCAVMBA216)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

Reliance
RETAIL

Date: 08.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MONUPRASAD R (LCAVMBA216)** student of **Lead College of Management Palakkad** has completed his project at **Reliance Fashion & Lifestyle Stores** from **01 June 2023 to 15 July 2023** as part of their **MBA** course curriculum.

The topic assigned was **"A STUDY ON CUSTOMER ATTITUDE TOWARDS IN HOUSE BRANDS OF RELIANCE TRENDS"** and he is found to be sincere and enthusiastic incollecting various information for completing the work.

We wish him all the best in future endeavors.

For Reliance Retail Ltd.

Authorized Signatory

A REPORT

On

A STUDY ON BRAND PREFERENCE TOWARDS KLF NIRMAL INDUSTRIES (P) LTD

By

Mr. MRIDUL K SURESH

Regn. No. LCAVMBA217

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA MS

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND PREFERENCE TOWARDS KLF NIRMAL INDUSTRIES (P) LTD"** submitted by **Mr. MRIDUL K SURESH, Reg No: LCAVMBA217** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by his in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

K L F Nirmal Industries (P) Ltd.
Regd. Office: Fr. Dismas Road, P. B. No. 40, Irinjalakuda - 680121
Thrissur Dt., Kerala, India. Tel: +91 480 2826704 - 707, Fax: 2825708
Visit us: www.klfnirmal.com, E-mail: klfgroup@klfnirmal.com
GST: 32AADCK4657K1ZE
CIN: U15143KL2008PTC022690

KLF/2023-24/013
July 29, 2023

CERTIFICATE

This is to certify that **Mr. Mridul K Suresh (Reg.No LCAVMBA217) MBA** student of **Lead College of Management, Dhoni, Palakkad** has successfully completed his Project Work on the topic **" A STUDY ON BRAND PREFERENCE TOWARDS KLF NIRMAL INDUSTRIES PVT. LTD "** in our Company for 45 days as a part of the curriculum.

During the period we found that he is sincere, dedicated, hardworking and fully devoted to the study.

We wish him all success in future endeavors.

For KLF Nirmal Industries (P) Ltd.

Authorised Signatory

KLF NIRMAL INDUSTRIES PRIVATE LIMITED

A PROJECT REPORT

On

A STUDY ON AWARENESS OF FINANCIAL INCLUSION INITIATIVES BY THE PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO SOUTH INDIAN BANK (SIB), KOTTAKKAL BRANCH, MALAPPURAM, KERALA

By

Mr. MUBASHIR

(Reg. No: LCAVMBA218)

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Managemen
Dhoni, Palakkad, Kerala – 6780
info@lead.ac.in | www.lead.ac
Tel : 0491 255 369

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON AWARENESS OF FINANCIAL INCLUSION INITIATIVES BY THE PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO SOUTH INDIAN BANK (SIB), KOTTAKKAL BRANCH, MALAPPURAM, KERALA"** submitted by **Mr. MUBASHIR (Reg No.: LCAVMBA218).** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Director
LEAD College of Management
Dhoni, Palakkad-678 009

Director

08/08/2023

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

SOUTH INDIAN Bank
EXPERIENCE NEXT-GEN BANKING

Human Resources Department

Ref: HRD:TM:P:CERT:53:23-24 dated 09.08.2023

CERTIFICATE

*Certified that **Mr. Mubashir** has completed a project work on the topic **"A Study On Awareness Of Financial Inclusion Initiatives By The Private Sector Banks With Special Reference To South Indian Bank (SIB), Kottakkal Branch, Malappuram, Kerala"** at Branch Kottakkal, of the Bank during the period from 02.06.2023 to 31.07.2023*

We wish him all the best in his future endeavours.

Ram Mohan V
Deputy General Manager
Human Resources Department

THE SOUTH INDIAN BANK LTD. H.R. DEPT. H.O. THRISSUR

A REPORT

ON

A STUDY ON ADVERTISING AND SALES PROMOTION TECHNIQUES USED BY RETAIL BUSINESSES WITH SPECIAL REFERENCE TO WAGONMART

By

MUHAMMED ADHAM T

Reg No: LCAVMBA220

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA P.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
Accredited by NBA for Academic 2022-23 to 2024-25 i.e.up to 30.06.2025 of programme PG: MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ADVERTISING AND SALES PROMOTION TECHNIQUES USED BY RETAIL BUSINESSES WITH SPECIAL REFERENCE TO WAGONMART"** submitted by **Mr. MUHAMMED ADHAM T (Reg No: LCAVMBA220)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr. Archana. P.V
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

Wagonmart

07th August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. MUHAMMED ADHAM T (Reg. No. LCAVMBA220) MBA student of LEAD College of Management- Dhoni, Palakkad, has successfully completed his project report on the topic **"A STUDY ON ADVERTISING AND SALES PROMOTION TECHNIQUES USED BY RETAIL BUSINESS WITH SPECIAL REFERENCE TO WAGONMART CALICUT RETAIL LLP"** for the period of 60 days.

During the project we have found that he found that he is sincere, dedicated, hardworking and fully devoted to the project.

We wish all success in his future endeavours.

For Wagonmart Calicut Retail LLP

WAGONMART CALICUT RETAIL LLP
Regional Office
Kozhikode

Authorized Signatory

Wagonmart Calicut Retail LLP
Ground Floor, Four Wings Avenue, Near Salafi Masjid,
Ramanattukara, P.O. Kallai, Kozhikode - 673003

+91 6235 333 777
www.wagonmart.in

Delivering happiness

A REPORT

On

STRATEGICAL FINANCIAL ANALYSIS AND OPTIMIZATION OF LIQUIDITY RISK: A CASE STUDY ON MALABAR CEMENTS LTD

BY

Mr. MUHAMMED SAFVAN K S

Regn. No.: LCAVMBA225

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. MUBARAK RAHMAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA, 678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
Tel : 0491 256 0693

CERTIFICATE

This is to certify that the project report titled **"STRATEGICAL FINANCIAL ANALYSIS AND OPTIMIZATION OF LIQUIDITY RISK: A CASE STUDY ON MALABAR CEMENTS"** submitted by **Mr. MUHAMMED SAFVAN K S (Reg No: LCAVMBA225)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

MALABAR CEMENTS LIMITED
(A Government of Kerala Undertaking)

08/08/2023

PA/TRG/PRJ/163/2023

CERTIFICATE

This is to certify that **Mr. Muhammed Safvan K S (REG NO :LCAVMBA225)** **2nd year MBA** student of Lead College of Management, Palakkad completed his **"Project"** for 30 days from 15.06.2023 in **M/s Malabar Cements Ltd**, Walayar, Palakkad, Kerala, as partial fulfillment of his course curriculum.

For Malabar Cements Ltd

ASST.ADMN OFFICER

Registered Office & Works:
Walayar - 678 624, Palakkad District, Kerala, Telephone : 0491-2863600, 0491-2862373/74, Fax: 0491-2862230
Cement Grinding Unit:
Pallippuram, Cherthala - 688 541, Alappuzha District, Kerala. Telephone: 0478-2552186, 2553967, Fax: 0478-2553688
Email : ro@malabarcements.com, website : www.malabarcements.co.in GSTIN : 32AABCM5814C1Z2

A REPORT

On

A STUDY ON THE EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES OF MODERN DISTROPOLIS LTD, ANAKKAYAM

By

Mr. MUHAMMED SUHAIL. S

Reg. No. LCAVMBA228

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION(MBA)

UNDER THE GUIDANCE OF

Mr. SIJIN TC

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES OF MODERN DISTROPOLIS LTD, ANAKKAYAM"** submitted by **Mr. MUHAMMED SUHAIL S (Reg No: LCAVMBA228)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

MODERN
DISTROPOLIS

CERTIFICATE

This is to certify that **Mr. MUHAMMED SUHAIL. S** (Registration No. **LCAVMBA228**) 4th Semester **MBA** student of LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, University of Calicut had undergone "**A Study on The Effectiveness of Sales Promotional Activities of Modern Distropolis Ltd** " in our company for a period of 60 working days and he has successfully completed the project.

Place : Anakkayam

Date : 29th July, 2023

MODERN DISTROPOLIS LIMITED ANAKKAYAM

Date : 29/7/23

Authorized Signatory

MODERN DISTROPOLIS LIMITED,
A.P. IX / 78B, MODERN INDUSTRIAL COMPLEX, CHEPPUR, ANAKKAYAM P.O.,
MALAPPURAM DIST., KERALA STATE, INDIA. PIN: 676 509
Toll Free: 1800 121 2354, Tel: +91 483 - 2782354, 2781354
E-mail : modern@moderndistropolis.com www.moderndistropolis.com
CIN : U51909KL2012PLC031679

12/7A, Nedumbassery Panchayath, Kariyad, Makkaji P.O. Pin 683585, Angamaly, Ernakulam, Ph. 0484 2611888, Email: elmbranch@moderndistropolis.com
No.5, Krishna Avenue (Nagar) Colo To TNHB Colony, Veeriyampalayam Road, Civil Aerodrome Post, Coimbatore 641014, Phone +91 9384769966, Email: modernmb@gmail.com
No.1A, Airport Road, Kamaraj Nagar, Avaniapuram, Madurai - 625012, Tamilnadu, Phone: +91- 9087 088 887, Email: modernmb@gmail.com

GSTIN No. 32AAICM4130G1ZW

A

REPORT ON

AN ANALYSIS OF SUSTAINABLE PACKAGING AND CONSUMER PREFERENCES WITH REFERENCE TO TYFORD TEA LIMITED

Major Project Report

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

MUHAMMED YEHIYA

Reg. no.: LCAVMBA227

Under the Guidance of

Mr. SIJIN TC

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

July 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AN ANALYSIS OF SUSTAINABLE PACKAGING AND CONSUMER PREFERENCES: WITH REFERENCE TO TYFORD TEA LIMITED"** submitted by **Mr. MUHAMMED YEHIYA (Reg NO. LCAVMBA227)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

YFORD

TYFORD TEA LIMITED

CIN : U15491KL1915PLC001144

ephone Nos.
fice : (04869) 242088
ctory : (04869) 242268
b. &Whats App : 8547115337
ilway Station - S. R. Kottayam (82 km)
TIN : 32AAACT9247M2ZZ

TYFORD ESTATE
FAIRFIELD P. O.,
ELAPPARA, PIN - 685 501
DIST : IDUKKI, KERALA, INDIA
E-MAIL : tyfordtea@aban.com
tyfordtea@gmail.com
Courier : INDIA POST

03.08.2023

CERTIFICATE

This is to certify that ***Sri.MUHAMMED YEHIYA(Register No.LCAVMBA227),4th Semester MBA Student at LEAD COLLEGE OF MANAGEMENT ,DHONI,PALAKKAD*** *has successfully completed his major project work on the topic "AN ANALYSIS OF SUSTAINABLE PACKAGING AND CONSUMER PREFERENCES at TYFORD TEA LTD, ELAPPARA" as a part of the curriculum.*

He was found to be sincere and enthusiastic in collecting various information and data required for the project work . We wish all success in his future endeavours.

TYFORD TEA LIMITED
FAIRFIELD P.O.
PIN 685 504
TYFORD ESTATE

29/1483 B, Vyttila - Thripunithura Road, Vyttila, Cochin - 682 019, Kerala, India
E-mail : abancochin@aban.com Phone:+91 484 - 2303415 - 19

A PROJECT REPORT

On

A STUDY ON MARKET ANALYSIS AND COMPETITIVE STRATEGIES IN THE MOTORBIKE INDUSTRY WITH SPECIAL REFERENCE TO MANGATTIL MOTORS, TIRUR

By

Ms. MUHSINA.C.K

(Reg. No: LCAVMBA060)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. SIJIN.T.C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON MARKET ANALYSIS AND COMPETITIVE STRATEGIES IN THE MOTORBIKE INDUSTRY WITH SPECIAL REFERENCE TO MANGATTIL MOTORS, TIRUR** submitted by **Ms. MUHSINA.C.K (Reg No: LCAVMBA060)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Projectguide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8.8.2023

SUZUKI

MANGATTIL SUZUKI

04/08/2023

MGT/HR/23/08-1

CERTIFICATE

This is to certify that **MS. MUHSINA CK (Reg.No:LCAVMBA060)** 4th Semester MBA Student at LEAD College of management, Dhoni,Palakkad has successfully completed her major project work on the topic" **A STUDY ON MARKET ANALYSIS AND COMPETITIVE STRATEGIES IN THE MOTORBIKE INDUSTRY WITH SPECIAL REFERENCE TO MANGATTIL MOTORS,TIRUR** "as a part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

For **Mangattil Motors Pvt Ltd**

Shaibin p

HR Manager

Mangattil Motors Pvt. Ltd.,
Tirur Road, Moochikkal, Tirur, Malappuram Dt.,
Kerala - 676307, Phone: 04942 425199, 426199
e-mail: mangattilsuzuki@gmail.com, web: www.mangattilsuzuki.com

A PROJECT REPORT

On

A STUDY ON IMPACT OF ADVERTISING EFFECTIVENESS TOWARDS PREETHI SILKS, PALAKKAD

By

Mr. MUHTHAJ P

(Reg. No: LCAVMBA229)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. SIVAKUMAR S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF ADVERTISING EFFECTIVENESS TOWARDS PREETHI SILKS, PALAKKAD"** submitted by **Mr. MUHTHAJ P (Reg No: LCAVMBA229)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

PREETHI GROUP

04th August, 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MUHTHAJ P** (Reg No. LCAVMBA229) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "**A STUDY ON IMPACT OF ADVERTISING EFFECTIVENESS TOWARDS PREETHI SILKS, PALAKKAD**" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success.

For Preethi Group

Sankari Gireesh

HR Officer

Preethi Corporate Office, Preethi Corporate Tower
Calicut Airport - 673647, Ph:18008914199
info@preethisilks.in, www.preethisilks.com

A STUDY ON IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION OF EMPLOYEES AT SHIJI ENGINEERING WORKS, BANGALORE

Major Project Report

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Submitted by

NAIR ABHAY VIJAY

(Reg. no: LCAVMBA230)

Under the Guidance of

Dr. S A SuryaKumar

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "**A STUDY ON IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION OF EMPLOYEES AT SHIJI ENGINEERING WORKS, BANGALORE**" submitted by **Mr. NAIR ABHAY VIJAY (Reg No: LCAVMBA230)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfilment of Master of Business Administration under the University of Calicut.

08/08/2023

Project guide

Director

Place: Palakkad

Date: 08/08/2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

SHIJI ENGINEERING WORKS

Fabrication of Pipe Lines, Equipments, Steel Structurals Erection, Pharma & Chemical Plants, Maintenance Job Etc.

Flat No. 202, Mohan Heights, Monarch (G), Wayle Nagar, Khadakpada, Kalyan (W) - 421 301.

28/07/2023

CERTIFICATE

This is to certify that Mr. NAIR ABHAY VIJAY (Reg No. LCAVMBA230) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION OF EMPLOYEES AT SHIJI ENGINEERING WORKS, BANGALORE " as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish him all success in his future endeavors.

SHIJI ENGINEERING WORKS

For Shiji Engineering work,

Sr Manager Administration

A PROJECT REPORT

ON

A STUDY CONDUCTED FOR UNDERSTANDING THE IMPACT OF CREDIT SCORING ON LOAN REPAYMENT OF PNY SABHA FINANCE LTD, THRISSUR

By

NAVANEETH PREMAN K K

Reg No: LCAVMBA232

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY CONDUCTED FOR UNDERSTANDING THE IMPACT OF CREDIT SCORING ON LOAN REPAYMENT OF PNY SABHA FINANCE LTD"** submitted by **Mr. NAVANEETH PREMAN K K (Reg No: LCAVMBA232)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

PNY SABHA FINANCE LTD.

PNY SABHA FINANCE LIMITED

CIN : U65910KL1995PLC009493

Regd. Office : 7/278 A, Peringottukara Namboothiri Yogakshema Sabha Building, Anthikad, Thrissur-680641 PH:0487-2630208

Website : www.pnysabha.com Toll Free No. : 18004250208 E-mail : accounts@pnysabha.com

CERTIFICATE

This is to certify that Mr. Navaneeth Preman K K (LCAVMBA232) fourth semester MBA student of LEAD COLLEGE OF MANAGEMENT, Calicut University has successfully completed his project work at PNY Sabha Finance Ltd, Anthikad, Thrissur with the title "A STUDY CONDUCTED FOR UNDERSTANDING THE IMPACT OF CREDIT SCORING ON LOAN REPAYMENT OF PNY SABHA FINANCE LTD. For a Period of 60 days in partial fulfillment of his course curriculum.

We wish him all the success in his future endeavors.

Regards,

Akhil Satheesan

Chief Financial Officer

PNY SABHA FINANCE LIMITED H.O. ANTHIKAD THRISSUR PIN-680641

A REPORT

ON

A STUDY ON CONSUMER BRAND PREFERENCE OF MOTHER'S AGRO FOODS PVT LTD

By

Ms. NAYANA K N

REG NO: LCAVMBA061

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SIVAKUMAR. S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 256 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER BRAND PREFERENCE OF MOTHER'S AGRO FOODS PVT LTD"** submitted by **Ms. NAYANA K N (Reg No: LCAVMBA061)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 8/8/23

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

MOTHER'S®
Est.1974

CERTIFICATE

This is to certify that Ms. NAYANA K N (Reg No:LCAVMBA061) 4th semester MBA STUDENT at lead College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " A STUDY ON CONSUMER BRAND PREFERENCE OF MOTHERS AGRO FOODS PVT LTD" as a part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

MOTHER'S
AGRO FOODS (P) LTD.
Industrial Development Area
Angamaly South - 683 573
Ernakulam Dist.

HR MANAGER

MOTHERS AGRO FOODS (P) LTD.

02.08.2023

Mother's Food Products
Industrial Development Area, Angamaly South,Ernakulam Dist, Kerala - 683573, India
+91 484 2452048 mfp@mothersfoods.in www.mothersfoods.in

A PROJECT REPORT

On

A STUDY ON COMPETITION IN SOUTH INDIA FOR THE FERTILIZERS AND CHEMICALS TRAVANCORE Ltd (FACT), COCHIN

By

Ms. NEETHU NARAYANAN

Reg. No. LCAVMBA062

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. P. RAJAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3600

Affiliated to
VERSITY OF
CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
NBA for Academic
2-23 to 2024-25
to 30.06.2025
gramme PG : MBA

Member of
CBSP
CBSP

Member of
MDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON COMPETITION IN SOUTH INDIA FOR THE FERTILIZERS AND CHEMICALS TRAVANCORE LTD (FACT) COCHIN"** submitted by **Ms. NEETHU NARAYANAN (Reg No: LCAVMBA062)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/2023

FACT

दि फर्टिलाइज़र्स एण्ड केमिकल्स ट्रावनकोर लिमिटेड
THE FERTILISERS AND CHEMICALS TRAVANCORE LIMITED
(भारत सरकार का उद्यम)/ (A Government of India Enterprise)

प्रशिक्षण केन्द्र / TRAINING CENTRE
मुख्यालय / Head Office
उद्योगमंडल / Udyogamandal - 683 501

दूरभाष / Phone : 0484 - 2567544, 2567467, 2567583, 2556750, 2559621, 2567423, 2567380, 2567424
ई-मेल/ Email : fldc@factltd.com, sdc@factltd.com

DGM (T&D) CERT-PW/49/2023-24 **15.07.2023**

CERTIFICATE

Certified that **Ms. NEETHU NARAYANAN**, student of MBA in LEAD College of Management, Palakkad has successfully completed her Project Work titled **"A Study on Competition in South India for the Fertilizers and Chemicals Travancore"** in FACT, Udyogamandal during the period from 19.06.2023 to 15.07.2023.

We wish the student all the best in her future endeavors.

Abraham P Varghese
Project Coordinator

Antony K D
Engineer (Trg&Dev)

A REPORT

ON

A STUDY ON FACTORS AFFECTING PASSENGER CAR MOTOR OIL BRAND SELECTION IN GARAGES WITH SPECIAL REFERENCE TO CHENNAI CITY

By

Mr. NIDHIN T S

REG NO: LCAVMBA233

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S. SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON FACTORS AFFECTING PASSENGER CAR MOTOR OIL SELECTION IN GARAGE'S WITH SPECIAL REFERENCE TO CHENNAI CITY"** submitted by **Mr. NIDHIN T S (LCAVMBA233)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/08/2023

TIDE WATER OIL CO. (INDIA) LTD.

Regional Office : "Seshachalam Centre" I 10th Floor
No. 636/1 I Anna Salai I Nandanam I Chennai 600 035
Tel: 9144 30969000 / 24349050
E-mail : mailsr@veedol.com I Website : www.veedol.com

An ISO 9001 : 2015, ISO 14001 : 2015 & ISO 45001 : 2018 Certified Company
GSTIN SR States : Karnataka - 29AABCT1122C1ZX ; Kerala - 33AABCT1122C1ZA ; Tamilnadu - 33AABCT1122C1Z8
Puducherry - 34AABCT1122C1Z6 ; Telangana - 36AABCT1122C1Z2 ; Andhra Pradesh - 37AABCT1122C1Z0

August 8, 2023

This is to certify that Mr. Nidhin T S, Reg No. LCAVMBA233 has successfully completed his project work for a period of 60 days from June – July '23 at Tide Water Oil Co. Ltd, Chennai under our guidance.

The project report titled "A Study on factors affecting passenger car motor oil brand selection in garages with special reference to Chennai city" submitted by him, is a bonafide work carried out by him in partial fulfilment of the requirements for the award of degree of Master of Business Administration of the University of CalicuT.

For TIDE WATER OIL CO. (I) LTD.

D. ANANDAN
VICE PRESIDENT (SR & WORKSHOPS)

TIDE WATER OIL CO. (I) LTD. Chennai 600 035

Regd. Office : Yule House I 8 Dr. Rajendra Prasad Sarani I Kolkata 700 001
HO. : Ph : 033-2242 1086 I Fax : 033-2242 1087 I E-mail : tidecal@veedol.com I CIN : L23209WB1921PLC004357

Veedol

A REPORT

On

ASSESSING THE IMPACT OF GOVERNMENT REGULATIONS ON THE MARKETING STRATEGIES OF ORIENTAL INSURANCE COMPANY

By

Mr. NIDHIN VARGHESE EAPEN

Reg. No.: LCAVMBA234

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA P.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"ASSESSING THE IMPACT OF GOVERNMENT REGULATIONS ON THE MARKETING STRATEGIES OF ORIENTAL INSURANCE COMPANY"** submitted by **Mr. NIDHIN VARGHESE EAPEN (Reg No: LCAVMBA234)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr. Archana P.V

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

दि ओरिएण्टल इंश्योरेंस कम्पनी लिमिटेड
(भारत सरकार का एक उपक्रम)
पंजीकृत एवं मुख्य कार्यालय
पं : 25/27,आसफ अली रोड, नई दिल्ली - 110 002
वेबसाइट www.orientalinsurance.org.in पर
सिन:यू66010डीएल1947जीओआई007158
कृपया अपना पत्राचार पॉलिसी जारी करने कार्यालय से करें।

THE ORIENTAL INSURANCE COMPANY LIMITE
(A Govt. of India Undertaking)
Regd. & Head Office:
A-25/27, Asaf Ali Road, New Delhi - 110 002
Visit us at www.orientalinsurance.org.in
CIN:U66010DL1947GOI007158
Address all communications to Policy Issuing Office

CERTIFICATE

We The Oriental Insurance Co Ltd, Divisional Office Kanjirappally hereby certify that **Mr Nidhin Varghese Eapen** (Reg No LCAVMBA234) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"ASSESSING THE IMPACT OF GOVERNMENT REGULATIONS ON THE MARKETING STRATEGIES OF ORIENTAL INSURANCE COMPANY LTD"** as part of his curriculum. We also certify that the student is very sincere and enthusiastic in collecting various data and information required for his project. We wish him all success in his future endeavers.

Place: Kanjirappally
Date : 26-07-2023

DIVISIONAL MANAGER.

SANTHOSH
DIVISIONAL MANAGER

A REPORT

ON

A STUDY ON BRAND LOYALTY OF THE CUSTOMERS TOWARDS NUCLEUS LABS AND PHARMACEUTICAL IN WAYANAD DISTRICT, KERALA.

By

Mr. NIGIL V REJI

Reg No: LCAVMBA291

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A. ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND LOYALTY OF THE CUSTOMERS TOWARDS NUCLEUS LABS AND PHARMACEUTICALS IN WAYANAD DISTRICT, KERALA"** submitted by **Mr. NIGIL V REJI (Reg. No.: LCAVMBA291)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 04/08/2023

NUCLEUS Lab and PHARMACEUTICALS
...For The Ailing Humanity...
Floor, Nucleus Apartment, Kothanoor Dinne, JP Nagar
- 560076. E-mail : nucleuslabbglr@gmail.com

25/121/23-24.05 04/08/2023

To Whom It May Concern

This is to certify that Mr. Nigil V Reji (Reg No. LCAVMBA291) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad Dist has successfully completed his major project work on the topic "A Study on Brand Loyalty of the Customers towards Nucleus Labs and Pharmaceutical Bangalore ,Registered office At Ernakulam District, Kerala" As part of the curriculum. We found him sincere, energetic and enthusiastic in collecting various usefull information's and data's required for the project work.

We wish him all success in his future Endeavours.

For

General manager
Nucleus lab& pharmaceuticals

NUCLEUS LAB BANGALORE

Managing Director
Nucleus lab& pharmaceuticals

04/08/23

NUCLEUS LAB BANGALORE

NUCLEUS LAB BANGALORE - 560076

Corporate Office in Kerala :
Nucleuslab and Pharmaceuticals, Puthussery Road, Kizhakkekotta, Tripunithura, Ernakulam - 682 301
Ph : 0484-4855224, email : nucleuslabbglr@gmail.com, www.nucleuslab.in

A PROJECT REPORT

On

A STUDY ON BRAND PERCEPTION OF KIRTILALS JEWELLERS AMONG DIFFERENT CUSTOMER SEGMENTS

By

Ms. NIMISHA SHAJU

Regn.No. LCAVMBA063

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M.S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND PERCEPTION OF KIRTILALS JEWELLERS AMONG DIFFERENT CUSTOMER SEGMENTS"** submitted by **Ms. NIMISHA SHAJU (Reg No: LCAVMBA063)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

KIRTILALS

01.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that ***Ms. Nimisha Shaju (Reg. No: LCAVMBA063)***, Student of LEAD College of Management, has successfully completed her Project work titled "A study on brand perception of Kirtilals Jewellers among different customer segments " at **"KIRTILAL KALIDAS JEWELLERS PVT LTD"** MBA-2nd Year In Marketing Department from **10th June 2023 To 20th July 2023.**

During the mentioned period of Internship, training her attendance and performance were *"Excellent"*.

She has evinced keen interest in learning new things during the period of her Internship.

We wish her all the success in her future endeavours.

Regards,

Kirtilal Kalidas Jewellers Pvt. Ltd.
CDE

Dr. R. Sangeetha,
Group Head - HR

A REPORT

On

A STUDY ON INFLUENTIAL MOTIVATIONAL FACTORS WITH RFERENCE TO KITEX LTD, KIZHAKKAMBALAM

By

MS. NIRANJANA BOBBY

Regn. No: LCAVMBA064

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGEOF MANAGEMENT DHONI,

PALAKKAD, KERALA -678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INFLUENTIAL MOTIVATIONAL FACTORS WITH REFERENCE TO KITEX LTD KIZHAKKAMBALAM"** submitted by **Ms. NIRANJANA BOBBY (Reg No: LCAVMBA064)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08-08-2023

KITEX LIMITED
An ISO 9001: 2015 Certified Company
P.B. No. 4, Kizhakkambalam- 683 562, Aluva, Kerala, India.
Tel: 0091 484 2680601, 2680600 Fax: 0091 484 2680666
Email: kitex@kitexgroup.net Web: www.kitexgroup.net
GSTIN: 32AABCK5803E1ZY CIN: U74140KL1975PLC002744

KTL/PRO/CER04-01 02.08.2023

CERTIFICATE

This is to certify that Ms.Niranjana Bobby (Reg.No: LCAVMBA064), MBA student of Lead College Of management, Dhoni, Palakkad- 678 009 has successfully completed her Project with Kitex Limited, Kizhakkambalam .

She has undergone Project in HR for a period of two months from 1st June 2023 to 31st July 2023 and assigned the topic " A Study emphasis on Motivational Factors in Kitex Limited ".The Project was completed in time and we appreciate her sincere effort in making it successful.

The overall rating for her performance during the Project is good. We wish her all the very best for the future.

For KITEX LIMITED

KITEX LIMITED ALUVA 683 562 KIZHAKKAMBALAM

K. C. PILLAI
GENERAL MANAGER (MKTG. & ADMN.)

APROJECTREPORT

On

A STUDY ON CUSTOMER BUYING BEHAVIOR OF ELECTRIC SCOOTERS IN PALAKKADDISTRICT

By

Mr.NISHAL RASI K

Regn.No.LCAUMBA125

Submittedto

UNIVERSITYOFCALICUT

Inpartialfulfillmentoftherequirementsfortheawardofdegreeof

MASTEROFBUSINESSMANAGEMENT

Underthe Guidanceof

Dr.V R NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENTDHONIP.O.,PALAKKAD,KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER BUYING BEHAVIOR OF ELECTRIC SCOOTERS IN PALAKKAD DISTRICT"** submitted by **Mr. NISHAL RASI K (Reg No: LCAUMBA125)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

AM Wings Honda
Wings To Your Dreams

HONDA

AMW/HRD/PR63/2023-24

29/July/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. NISHAL RASI K (Reg No: LCAUMBA125) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has accomplished the 60-days major project work on the topic "A STUDY ON CUSTOMER BUYING BEHAVIOUR OF ELECTRIC SCOOTERS IN PALAKKAD DISTRICT" as part of the curriculum. we found him sincere, meticulous, enthusiastic, and result oriented.

He has worked well as a fragment of the team during his tenure. We take this prospect to thank him and wish him all the best of luck in all his future endeavours.

Duration of Project (with AM WINGS Honda, From May 11th to July 9th)

For AM Wings Two Wheelers (P) ltd.

PRASAD B

HR Manager

AM WINGS HONDA HONDA PALAKKAD

AM Wings Honda. (A Unit of AM Wings Two-Wheelers Pvt Ltd)
CIN : U50401KL2013PTC034254

Sales, Service & Spares :
S.No. 1450/1A, Adjacent to Subix Park, Nurani, Palakkad Dt., Kerala - 678 004, Mob: 8943799799,
Toll Free No. : 1800 123 1316, e-mail : contact@amwingshonda.com, amwingshonda@gmail.com

A REPORT

On

A STUDY ON THE INFLUENCE OF SALES PROMOTIONAL ACTIVITIES OF PETER ENGLAND, PALAKKAD

By

MR. NISHANDH R

Regn. No: LCAVMBA236

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD, KERALA, 678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INFLUENCE OF SALES PROMOTIONAL ACTIVITIES, PALAKKAD"** submitted by **Mr. NISHANDH R (Reg No.: LCAVMBA236)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08.08.2023

FELIX FASHION RETAILERS

PETER ENGLAND

Date: 2nd august 2023

TO WHOM IT MAY CONCERN

This is to certify that Mr.Nishandh R (LCAVMBA236) final year Master of Business Administration student of Lead College of Management, Palakkad has done a major project work titled "A STUDY ON THE INFLUENCE OF SALES PROMOTIONAL ACTIVITIES OF PETER ENGLAND PALAKKAD" in our company premises as part of the curriculum. We have noticed that during the period he has shown keen interest in his assignment and was also regular in attendance.

Company name: PETER ENGLAND Division of Aditya Birla Fashion & Retail Limited.

Issuing person name: SHIYAS C.A

Designation: SHOWROOM MANAGER

Signature

Felix Fashion Retailers LLP
PETER ENGLAND SHOWROOM
Ground Floor, Sree Nandanam Arcade
Stadium Bypass Road, Palakkad-678 013
PH: 0491- 2932509

A REPORT

On

A COMPARATIVE STUDY OF BUYER BEHAVIOUR AMONG VARIOUS FOUR WHEELERS OF MAHINDRA AT MAHINDRA MOTORS, PVT LTD, PALAKKAD.

By

MR. NITHINRAJ.G

Regn. No: LCAVMBA238

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

DR. A.ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA, 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A COMPARATIVE STUDY OF BUYER BEHAVIOUR AMONG VARIOUS FOUR WHEELERS OF MAHINDRA AT MAHINDRA MOTORS, PVT LTD PALAKKAD"** submitted by **Mr. NITHINRAJ.G (Reg No: LCAVMBA238)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

mahindra Rise

This is to certify that Mr. Nithin Raj .G (Reg No. LCAVMBA238) 4th Semester MBA student at LEAD College of Management,Dhoni ,Palakkad has successfully completed his major project work on the topic " A" Comparative Study of buyer behaviour of various four wheelers of Mahindra at PBM(Mahindra Group) as part of the curriculam .He was found to be sincere and enthusiastic in collecting various information and data required for the project work .We wish all success in his future endeavours.

PBM AUTOMOTIVE LLP
No. 22/404-7 (Old No. 14/706-B), Meena Nagar, Kalmandapam, Palakkad, Kerala - 678 001
Ph : 0491 2545787, 9562998877 | E-mail : pbm85@gmai.com | GSTIN : 32AAYFP6321M1ZP
PALAKKAD ▸ PATTAMBI ▸ VADAKKENCHERY

A REPORT

On

A STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE COMMITMENT OF GS AUTO INTERNATIONAL PVT LTD

By

Mr. NITIN BIJU

Regn.No. LCAVMBA237

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION(MBA)

UNDER THE GUIDANCE OF

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA
NATIONAL BOARD of ACCREDITATION
NBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE COMMITMENT OF GS AUTO INTERNATIONALS PVT LTD"** submitted by **Mr. NITIN BIJU (Reg No: LCAVMBA237)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

GS AUTO INTERNATIONAL LTD.

Dated:11.07.2023

TO WHOM IT MAY CONCERN

This is to certify that Mr.Nitin Biju , student of M.B.A –**(Reg.no. LCAVMBA237) of LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, has done his major project titled A STUDY OF IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE COMMITMENT IN OUR COMPANY** from 17.06.2023 to 11.07.2023. His overall performance during the training period was excellent. We wish him success in future life.

For GS Auto International Ltd.

11/07/23

Rattan Deep Sodhi
General Manager- HR

REGD. OFFICE & WORKS : G. S. ESTATE, G.T. ROAD, LUDHIANA-141 010. (INDIA)
Phone # 91-161-2511001/2/3/4/5 Fax # 91-161-2510885 Website # www.gsgroupindia.com
CIN : L34300PB1973PLC003301

A PROJECT REPORT

On

A STUDY ON THE CUSTOMER SATISFACTION ON AFTER SALES SERVICES WITH SPECIAL REFERENCE TO POPULAR HYUNDAI, PERINTHALMANNA

By

Mr. NIVIN VISHNU K V

Reg. No: LCAVMBA239

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. P RAJAN

PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 valid up to 30.06.2025. Name of programme PG | MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE CUSTOMER SATISFACTION ON AFTER SALES SERVICES WITH SPECIAL REFERENCE TO POPULAR HYUNDAI, PERINTHALMANNA"** submitted by **Mr. NIVIN VISHNU K V (Reg No: LCAVMBA239)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director
Director
LEAD College of Management
Dhoni, Palakkad-678 009

Place: Palakkad
Date: 9/8/23

HYUNDAI

PMW HRD **28th July 2023**

TO WHOMSOEVER IT MAY CONCERN

is is to certify that **Mr. Nivin Vishnu K V** (Reg. No. LCAVMBA239), **Master Of Business lministration** student of **LEAD College of Management Dhoni, Palakkad**, has successfully npleted his project work entitled **"A STUDY ON THE CUSTOMER SATISFACTION ON TER SALES AND SERVICE WITH SPECIAL REFERENCE TO POPULAR HYUNDAI RINTHALMANNA"** under my guidance in our organization for 45 days.

ing this period he is found to be diligent, hard working and have completed this project work with erity and commitment. We wish him all success in her future endeavors.

Popular Motor World Pvt ltd

POPULAR MOTOR WORLD PRIVATE LTD. * PERINTHALMANNA

a Haridas
an Resource Department

PULAR HYUNDAI
pular Motor World Private Limited
aravi Tower, Bldg No . AP / 3 -114 A
irurkkad, Perinthalmanna, Malappuram - 679 351
04933- 298000
MAIL pmwsales@popularhyundai.com www.popularhyundai.com

Registered Office: 33/236/1-A, Geethanjali Jn., NH-47 Bye Pass, Vyttila, Kochi-682 019
Ph: 0484 - 2803500-08, Fax: 0484-2803511
E-mail: kochi@popularhyundai.com
CIN- U 50101KL2004PTC016842

A REPORT

On

A STUDY ON CUSTOMER'S PERCEPTION AND SATISFACTION TOWARDS HONDA TWO WHEELERS WITH SPECIAL REFERENCE TO AM WINGS HONDA, PALAKKAD

By

N R VAISHAGH

Regn. No: LCAVMBA240

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. V R NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI

P.O PALAKKAD, KERALA - 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER'S PERCEPTION AND SATISFACTION TOWARDS HONDA TWO WHEELERS WITH SPECIAL REFERENCE TO AM WINGS HONDA, PALAKKAD"** submitted by **N R VAISHAGH (Reg No: LCAVMBA240)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09-05-2023

AM Wings Honda
Wings To Your Dreams

HONDA

AMW/HRD/PR62/2023-24

29/July/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr. N R VAISHAGH** (Reg.No.LCAVMBA240), 4TH SEMESTER MBA student of LEAD College OF management, Dhoni Palakkad has successfully completed his project on **"A STUDY ON CUSTOMER'S PERCEPTION AND SATISFACTION TOWARDS HONDA TWO WHEELERS WITH SPECIAL REFERENCE TO AM WINGS HONDA,PALAKKAD"** in our organisation.

Project Duration: 60 Days

We wish him all the best for his future endeavours.

For AM Wings Two Wheelers (P) ltd.

AM WINGS HONDA PALAKKAD

HR Manager

AM Wings Honda. (A Unit of AM Wings Two-Wheelers Pvt Ltd)
CIN : U50401KL2013PTC034254

Sales, Service & Spares :
S.No. 1450/1A, Adjacent to Subix Park, Nurani, Palakkad Dt., Kerala - 678 004, Mob: 8943799799,
Toll Free No. : 1800 123 1316, e-mail : contact@amwingshonda.com, amwingshonda@gmail.com

A REPORT

On

A STUDY ON CUSTOMER AWARENESS AND BEHAVIOUR TOWARDS NEWBORN SCREENING WITH REFERENCE TO LIFECELL DIAGNOSTICS

By

Mr. P C RAMACHANDRAN

Regn. No. LCAVMBA241

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER AWARENESS AND BEHAVIOUR TOWARDS NEWBORN SCREENING WITH REFERENCE TO LIFECELL DIAGNOSTICS"** submitted by **Mr. P C RAMACHANDRAN (Reg No: LCAVMBA241)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08-08-2023

LifeCell Diagnostics

8/8/2023

CERTIFICATE

This is to certify that **Mr. P C Ramachandran (Reg No. LCAVMBA241)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic " **A STUDY ON CUSTOMER AWARENESS AND BEHAVIOR TOWARDS NEWBORN SCREENING WITH REFERENCE TO LIFECELL DIAGNOSTICS**" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For Life Cell International Pvt Ltd

AJAY JAPAMANI
I Center Head I

LIFE CELL INTERNATIONAL PVT. LTD. COCHIN

A Project Report

on

A STUDY ON THE EFFECTIVENESS OF ONLINE ADVERTISING CAMPAIGN OF INDIAN TERRAIN

By

Mr. P SHAMIL NOUSHAD

Reg No: LCAVMBA243

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V SMITHA

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that, the project report entitled **"A STUDY ON THE EFFECTIVENESS OF ONLINE ADVERTISING CAMPAIGN OF INDIAN TERRAIN"** submitted by **Mr. P SHAMIL NOUSHAD (Reg. No: LCAVMBA243),** a student of fourth semester MBA of this institution, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place:Palakkad

Date: 08/08/2023

INDIAN TERRAIN

Date: 3rd August 2023

CERTIFICATE

This is to certify that Mr. P SHAMIL NOUSHAD (Reg No. LCAVMBA243) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON THE EFFECTIVENESS OFONLINE ADVERTISING CAMPAIGNS OF INDIAN TERRAIN" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

NS
Indian Terrain
17/1032(2), Victoria College Road,
Palakkad-678 001

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS INTERNATIONAL AND INDIAN BRANDS IN RETAIL INDUSTRY

MAJOR PROJECT REPORT

By

PARVATHY B

Reg. No. LCAVMBA065

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTIONS TOWARDS INTERNATIONAL AND INDIAN BRANDS IN RETAIL INDUSTRY"** submitted by **Ms. PARVATHY B (Reg No: LCAVMBA065)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 05/08/23

Ceekay
...are of Legends

Cee Kay & Sons®

Quality Handloom Fabrics
GSTIN: 32AAEFC2061M1ZP

Date: 07 July 2023

PROJECT CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Parvathy B (LCAVMBA065) pursuing her MBA at LEAD College of Management, Dhoni, Palakkad has completed the project at Cee Kay & Sons from 25th May 2023 for a period of 30 days on the topic A Study On Consumer Perceptions Towards International Brands And Indian Brands In The Retail Industry with special reference to Cee Kay & Sons in partial fulfillment for the award of Degree of Master Of Business Administration.

Best Wishes,
For Cee Kay & Sons

Signature

0484-281155, 282255, 282234
4884477

C.K. Road, Kuthampully P.O.,
Thiruvilwamala Via
Thrissur Dt., Kerala-680594

ceekayandsons@gmail.com
www.ceekayandsons.com

A REPORT
On

A STUDY ON IMPACT OF BRAND LOYALTY ON CUSTOMER SATISFACTION ON STAR PIPES AND FITTINGS (P) LTD, THRISSUR

By

PRANAV JOSHY

Reg No: LCAVMBA242

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

DR. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD
OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "A **STUDY ON IMPACT OF BRAND LOYALTY ON CUSTOMER SATISFACTION ON STAR PIPES AND FITTINGS (P) LTD, THRISSUR"** submitted by **PRANAV JOSHY (Reg No: LCAVMBA242).** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

Place: Palakkad
Date: 28/08/2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

star
PIPES & FITTINGS

Date: 29.07.2023

CERTIFICATE

This is to certify that Mr. PRANAV JOSHY (Reg. No LCAVMBA242) a student of MBA- LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. PRANAV JOSHY has accomplished project on "A STUDY ON IMPACT OF BRAND LOYALTY ON CUSTOMER SATISFACTION ON STAR PIPES AND FITTINGS (P) LTD, THRISSUR".

He has successfully completed 60 days long project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure. We take this prospect to thank him & wish him all the best for his future.

We wish him all success.

STAR PIPES & FITTINGS THRISSUR 680 003 T/285, AYYANTHOLE

For STAR PIPES & FITTINGS

SHIJU SIVASANKARAN
MARKETING MANAGER

Kanjani Road, Thrissur - 680 003, Kerala, India. Tel : 0487 - 2386762, 3, 4 (3 Lines)
Fax : 91 - 487 - 2386924. E-mail : mail@starpipes.in Web : www.starpipes.in

A REPORT

On

AUTOMOTIVE INDUSTRY TRANSFORMATION – A TRANSFER PRICING PERSPECTIVE WITH SPECIAL REFERENCE TO KVR TATA PALAKKAD

By

PURUSHOTHAMAN M P

Regn. No.: LCAVMBA244

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Mr. V PRAMOD

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI,

PALAKKADKERALA-678009

AUGUST - 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AUTOMOTIVE INDUSTRY TRANSFORMATION – A TRANSFER PRICING PERSPECTIVE WITH SPECIAL REFERENCE TO KVR TATA PALAKKAD"** submitted by **Mr. PURUSHOTHAMAN M P (Reg No: LCAVMBA244)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8-8-2023

KVR AUTOMOTIVE PRIVATE LIMITED
Passenger Car Dealer

TATA MOTORS

Date: 5-8-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. PURUSHOTHAMAN M P** (Reg No: LCAVMBA244) 4th Semester MBA Student at LEAD College of Management, Dhoni Palakkad has Successfully completed his major project work on the topic **"AUTOMOTIVE INDUSTRY TRANSFORMATION – A TRASFER PRICING PERSPECTIVE"** in **KVR AUTOMOTIVE PVT. LTD PALAKKAD** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

Regards,

5-8-23

MANAGER (HRD)

PUTHUR LINK ROAD JUNCTION
CALICUT BYPASS ROAD
PALAKKAD, KERALA - 678001
Info: 7034166611
Email: sales.pgt@kvrautomotive.com
CIN No. U50400KL2019PTC060642
GSTIN: 32AAHCK9098A1ZI

A REPORT

On

ANALYZING CONSUMER BEHAVIOR AND MARKETING STRATEGIES A CASE STUDY OF MAK BUILDIERS IN PERINTHALMANNA, KERALA

By

RAFI P M

Regn. No.: LCAVMBA293

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR T V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ANALYZING CONSUMER BEHAVIOR AND MARKETING STRATEGIES A CASE STUDY OF MAK BUILDIERS IN PERINTHALMANNA, KERALA"** submitted by **Mr. RAFI P M (Reg No.: LCAVMBA293),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director
Director
LEAD College of Management
Dhoni, Palakkad-678 009

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 14/09/2023

MAK BUILDERS

MAK BUILDERS LLP

sales@makbuilders.in
info@makbuilders.in

03 August 2023

CERTIFICATE

This is to certify that **Mr. RAFI PM (Reg No. LCAVMBA293)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"ANALYZING CONSUMER BEHAVIOR AND MARKETING STRATEGIES FOR MAK BUILDERS IN PERINTHALMANNA, KERALA "** as part of the curriculum.

He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

For MAK Builders

M MAK BUILDERS LLP
Door No: 30/333, 1st Floor
Aysha Commercial Complex
Calicut Road, Perinthalamanna
Malappuram Dt., PIN. 679 322

Complex, First Floor, Perinthalmanna

+91 8943 800 555, +91 9645 690 112

A REPORT

On

AN ANALYSIS ON THE EFFECTIVENESS OF MARKETING STRATEGIES WITH REFERENCE TO POSITIVE BUSINESS SOLUTIONS

By

Mr. RAHEES KT

Regn. No.: LCAVMBA245

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. SIJIN TC

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"AN ANALYSIS ON THE EFFECTIVENESS OF MARKETING STRATEGIES WITH REFERENCE TO POSITIVE BUSINESS SOLUTIONS"** submitted by **Mr. RAHEES K T (Reg No: LCAVMBA245)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/23.

POSITIVE BUSINESS SOLUTIONS
Opp. P.M.G. Hr. Sec. School, Near Govt. Victoria College, PALAKKAD
Tel. : 0491 2528 555, 2538 555; Cell : 98470 38107
email : hykonpositive@gmail.com, www.positiveindia.in
Hykon Powering the Nation

GSTIN/EPS6691Q1ZP

28.07.2023

TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Mr. RAHEES KT (Reg. No. LCAVMBA245)** 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"AN ANALYSIS ON EFFECTIVENESS OF MARKETING STRATEGIES"** as part of the curriculum.He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

For Positive Business Solutions

CEO

Jubilee Tower, Jubilee Jn., Calicut Road, **Perinthalmanna** Tel : 0493 322 3334; Cell : 97477 97000, 98474 98108
Ongallur,Manjalungal, **Pattambi**, Ph: 9744498107

A REPORT

On

A STUDY TO IDENTIFY THE CREDIT RISK MANAGEMENT OF STATE BANK OF INDIA (SBI)

By

Mr. RAHUL R

Reg. No. LCAVMBA248

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. MUBARAK RAHMAN P

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management

DHONI, PALAKKAD

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY TO IDENTIFY THE CREDIT RISK MANAGEMENT OF STATE BANK OF INDIA (SBI) "** submitted by **RAHUL R Reg No: LCAVMBA248**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/08/2023

SBI
The banker to every Indian

ഭാരതീയ സ്റ്റേറ്റ് ബാങ്ക്
भारतीय स्टेट बैंक
STATE BANK OF INDIA

Palakkad
04.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Rahul R (Reg No. LCAVMBA248), final year MBA student at LEAD College of Management residing at Angaraparambu, West Yakkara, Palakkad 678014 has done a major project work titled "A Study to identify the Credit Risk Management of State Bank of India" in our company premises as a part of the curriculum. We have noticed that during the period, he has shown keen interest in his assignment work and was also regular in attendance.

It is clarified that this certificate is issued without any risk and responsibility on the part of State Bank of India or any of its officials in any respect whatsoever, more particularly either as guarantor or otherwise. This certificate must be taken as a private & confidential report given by the Bank without prejudice and on the express condition that State Bank of India and its officials are held free bu you from any liability in connection with it.

Yours faithfully

स्टेट बैंक/ For STATE BANK OF INDIA

सहायक प्रबन्धक / Asst. General Manager
आर ए एस एम ई सी, पालक्कड / RASMEC,Palakkad (10213)
Assistant General Manager

STATE BANK OF INDIA ★ PALAKKAD ★ RASMEC

bank sbi
+91 491 - 2530367
+91 491 - 2504224
+91 491 - 2504654
sbi.10213@sbi.co.in

ആർ എ എസ് എം ഇ സി പാലക്കാട്
സ്റ്റേറ്റ് ബാങ്ക് ബിൽഡിംഗ്
ഇംഗ്ലീഷ് ചർച്ച് റോഡ്
പാലക്കാട് ജില്ല
കേരള - 678 001

आर ए एस एम ई सी पालक्कड
स्टेट बैंक बिल्डिंग
इंग्लीश चर्च रोड
पालक्कड जिला
केरल - 678 001

RASMEC Palakkad
State Bank Building
English Church Road
Palakkad District
Kerala - 678 001

A REPORT

On

"A STUDY ON THE IMPACT OF DIGITAL TECHNOLOGIES ON TWO WHEELER FINANCE COMPANY WITH REFERENCE TO L&T FINANCE "

By

Mr. RAHUL R

Reg.No.:LCAVMBA247

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O.,PALAKKAD,KERALA -678009

August 2023

LEAD
COLLEGE OF MANAGEMENT
LEAD College of Managemen
Dhoni, Palakkad, Kerala – 67800
info@lead.ac.in | www.lead.ac.
Tel : 0491 255 369

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF DIGITAL TECHNOLOGIES ON TWO-WHEELER FINANCE COMPANY WITH REFERENCE TO L&T FINANCE"** submitted by **Mr. RAHUL R (Reg. No: LCAVMBA247)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

Financial Services

To,

The Head of the Institution

LEAD College of Management, Dhoni Palakkad, Kerala

Date - 1/8/2023

Sub: - Completion of Project Work

Sir/madam,

This is to certify that Mr. Rahul R a student of MBA- LEAD COLLEGE OF MANAGEMENT, DHONI , PALAKKAD, Kerala. Rahul R has accomplished project on **"A STUDY ON THE IMPACT OF DIGITAL TECHNOLOGIES ON TWO WHEELER FINANCE COMPANY "** . He has successfully completed 60 days long project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure. We take this prospect to thank him & wish him all the best for his future..

Sincerely,

Nanavath Gopal

Area Sales Manager

L&T Finance Limited, Hyderabad Telangana

L&T Finance Limited, Erstwhile known as Family Credit Limited

L&T Finance Limited
Unit No.803, 8th Floor, T19 Towers, Municipaj No. 5-4-156, 157, 173 to 176, 177, 178, 179 and 184/2, Indira Nagar, Ginwala Compound, MG Road. Secunderabad - 500003.

Registered Office
15th Floor, PS Srijan Tech Park, Prot No. 52, Blonk DN, Sector-V, Sah Lake Gty, Kolk*t* 7oo 05l. Distflct 24-Parganas North
CIN: U65910wb1553FLC0g0810

T +91 22 6212 500
E +51 22 6212 5553
E customercarewsrs.com

A REPORT

On

A STUDY ON SOCIAL PERCEPTION TOWARDS EDTECH AND VISUALIZED LEARNING WITH REFERENCE TO COGNIZANCE ACADEMY PVT LTD, COCHIN

By

Mr. RAHUL. G

Regn. No: LCAVMBA246

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON SOCIAL PERCEPTION TOWARDS EDTECH AND VISUALIZED LEARNING WITH REFERENCE TO COGNIZANCE ACADEMY PVT LTD"** submitted by **Mr. RAHUL. G (Reg No. LCAVMBA246)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

COGNIZANCE
ACADEMY

Date 28/7/2023

CERTIFICATE

This is to certify that Mr. RAHUL G (Reg no: LCAVMBA246), a student of MBA - LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. RAHUL G has accomplished project on "A STUDY ON SOCIAL PERCEPTION TOWARDS EDTECH AND VISUALIZED LEARNING WITH REFERENCE TO COGNIZANCE ACADEMY PVT LTD". He has successfully completed 60 days long project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. We take this prospect to thank him & wish him all the best for his future.

Cognizance Enterprises Pvt. Ltd.

Director

Nair (Director)

Trinity, Edappally, Ernakulam
gmail.com | subha@cognizanceacademy.com
cognizanceacademy.com
2174

A Project Report

on

" A study on the aspects regarding the development of Medical footwear with reference to Win Heels Ltd "

By

RAM KIRAN P

LCAVMBA249

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. Jith R

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A study on the aspects regarding the development of Medical footwear with reference to Win Heels Ltd"** submitted by **Mr. RAM KIRAN P (Reg No: LCAVMBA249)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

WIN HEELS™
First N foremost
GSTIN : 32ALEPB1873H1ZJ
No. 32, KSIDC Industrial Estate, Kinalur, Balussery, Kozhikode - 673612, Kerala. Ph: 0495-2700097, 9387423841
E-mail : winheels@gmail.com, Web : www.winheels.com

MCR/MCP FOOTWEAR MANUFACTURING COMPANY

CERTIFICATE

This is to certify that Mr. RAM KIRAN P (Reg No. LCAVMBA249) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON THE ASPECTS THE REGARDING THE DEVELOPMENT OF MEDICAL FOOTWEAR WITH REFERENCE TO WINHEELS Ltd" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

Sanjo Babu

Manager

WIN HEELS Plot No. 32 KSIDC Industrial Estate KINALUR, KOZHIKODE-72

A REPORT

On

A STUDY ON VARIOUS IMPACTS WITH THE CHANGE IN OPERATIONS SOFTWARE WITH REFERENCE TO MIDDLE EAST AUTO PARTS PVT LTD, TRIVANDRUM

By

Mr. RAM MOHAN M

Reg .No. LCAVMBA250

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Mr. Ranjith Karat

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON VARIOUS IMPACTS WITH THE CHANGE IN OPERATIONS SOFTWARE WITH REFERENCE TO MIDDLE EAST AUTO PARTS PVT LTD, TRIVANDRUM"** submitted by **Mr. Ram Mohan M (Reg No: LCAVMBA250)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

MIDDLE EAST AUTO PARTS PRIVATE LIMITED
695001, TRIVANDRUM, KERALA, INDIA
Email: middleeastautos@gmail.com Tel: +91-8138954126

Date: 04-08-2023

CERTIFICATE OF COMPLETION

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Ram Mohan M (Reg.No: LCAVMBA250) has satisfactorily completed the project titled " **A STUDY ON VARIOUS IMPACTS WITH THE CHANGE IN OPERATIONS SOFTWARE WITH REFERENCE TO MIDDLE EAST AUTO PARTS PVT LTD, TRIVANDRUM**, as a part of the MBA in Finance and Marketing curriculum at LEAD College of Management, Palakkad.

Project Duration: 60 Days

Throughout the project, Mr. Ram Mohan M demonstrated a high level of commitment, exceptional work ethic, and profound dedication to achieving the project's objectives. His keen attention to detail and analytical skills enabled him to make valuable contributions to the organization.

We acknowledge his remarkable performance, which exceeded expectations, and commend him for successfully delivering the project within the specified timeframe.

This Certificate is awarded to Mr. Ram Mohan M as a testament to his professionalism and diligence in project execution.

Congratulations on your well-deserved success!

Sincerely,

Pranav.Sahadevan
Branch Manager
'MIDDLE EAST AUTO PARTS.PVT.LTD
1st floor of **Hatch Spaces Building**, near Bank of Baroda Sasthamangalam
Trivandrum, Kerala Pin: -695010
+91 8138954126
middleeastautos@gmail.com

A PROJECT REPORT

On

A STUDY ON CUSTOMER PERSCEPTION TOWARDS TVS MOTORS WITH SPECIAL REFERENCE TO PRINCE MOTORS, ANGADIPPURAM

By

Mr. RAMSHEED T

(Reg. No: LCAVMBA251)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERSCEPTION TOWARDS TVS MOTORS WITH SPECIAL REFERENCE TO PRINCE MOTORS, ANGADIPPURAM"** submitted by **Mr. RAMSHEED T (Reg No: LCAVMBA251)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad

TVS
AUTHORISED MAIN DEALER

PRINCE MOTORS

Date : 31-07-23

CERTIFICATE

This is to certify that MR.RAMSHEED .T (Reg No-LCAVMBA251) Student of MBA in LEAD COLLEGE OF MANAGEMENT has successfully completed the project A STUDY ON CUSTOMER PERCEPTION TOWARDS TVS MOTORCYCLE WITH SPECIAL REFERENCE TO PRINCE MOTORS from Prince TVS (AMD FOR TVS MOTOR COMPANY) Perinthalmanna branch with a project duration of 60 days.

During this tenure we found honesty in his works and character and conduct found good. We wish him all success in his future endeavours.

FOR PRINCE TVS (AMD FOR TVS MOTOR COMPANY)

For PRINCE MOTORS
(A Unit of AL Emmaar Automobile Pvt. Ltd.)
Manager(HR & Admin)

RATHEESH.K

MANAGER (HR&ADMIN)

No. 1081, Calicut Road, Kunthipuzha, Mannarkkad, Palakkad, Kerala - 678582
A Unit of Al Emmaar Automobile Pvt. Ltd.

A PROJECT REPORT

On

A STUDY ON EFFECTIVENESS OF SALES PROMOTION STRATEGIES ON DEALERS/DISTRIBUTORS WITH REFERENCE TO KAMCO

By

Ms. RANJANA JAYAKUMAR

REG NO: LCAVMBA066

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR T.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF SALES PROMOTION STRATEGIES ON DEALERS/DISTRIBUTORS WITH REFERENCE TO KAMCO"** submitted by **Ms. RANJANA JAYAKUMAR (Reg No: LCAVMBA066)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8.8.2023

KAMCO
Kerala Agro Machinery Corporation Ltd.
(A Government of Kerala Undertaking)
Regd. Office : Athani - 683 585, Ernakulam District, Kerala, India
Phone : (0091) 0484 2474301 (5 Lines), 2475041, Fax : (0091) 0484-2474589
E-Mail : mail@kamcoindia.com, Website : www.kamcoindia.com
CIN : U29211KL 1973 SGC002492

CERTIFICATE

This is to certify that Ms RANJANA JAYAKUMAR (Reg No. LCAVMBA066) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic " ***A STUDY ON EFFECTIVENESS OF SALES PROMOTION STRATEGIES ON DEALERS/DISTRIBUTORS WITH REFERENCE TO KAMCO"*** *as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish her all success in her future endeavours.*

KERALA AGRO MACHINERY CORPN. LTD.
ERNAKULAM DIST.
DATE.....
ATHANI-683585

SENIOR MANAGER (HR)

Factories at : Athani - 683 585, Ernakulam District, Kerala — Phone : (0091) 0484 - 2474301
Kanjikode - 672 621, Palakkad District, Kerala — Phone : (0091) 0491 - 2567253
Kalamassery - 683 109, Ernakulam District, Kerala — Phone : (0091) 0484 - 2555001
Mala - 683 732, Thrissur District, Kerala — Phone : (0091) 0480 - 2892506
Valiyavelicham - 670 643, Kannur District, Kerala — Phone : (0091) 0490 - 2366695

A REPORT

On

A STUDY ON EFFECTIVENESS OF DISTRIBUTIION CHANNEL OF MANNARKKAD STEELS PVT, PALAKKAD

By

Ms. RASHMI P

Regn. No: LCAVMBA067

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M.S

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
Accredited by NBA for Academic 2022-23 to 2024-25 i.e. up to 30.06.2025 of programme (PG): MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled "A STUDY ON EFFECTIVENESS OF DISTRIBUTIION CHANNEL OF MANNARKKAD STEELS PVT. PALAKKAD" submitted by **Ms. RASHMI P (Reg No: LCAVMBA067)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

MANNARKKAD STEELS PVT LTD.,
STEELS
AN ISO & ISI CERTIFIED COMPANY
VIII/960,Wise Park, Menonpara Road, Kanjikode, Palakkad - 678621
Phone: (0491) 2569760, 9847046900 Tel: Fax : 2569761
Email: mkdsteels@gmail.com, karimsteel@gmail.com Web: www.pazheri.com

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mis. **RASHMI P** (Reg: No.LCAVMBA067), 4Th Semester MBA student of LEAD COLLEGE OF MANAGEMENT, Calicut university,Palakkad- has successfully carried out project work for a period of 60 Days from 1st June 2023 to 31st July 2023 , on the topic, " **STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL OF MANNARKKAD STEELS PVT LTD,PALAKKAD"** in partial fulfillment of the requirement for the award of the Master of Business administration .

DATE: 05th August 2023

For Mannarkkad Steels Pvt Ltd

General manager

MANNARKKAD STEELS (P) LTD. PALAKKAD 678 621 WISE PARK, KANJIKODE

A PROJECT REPORT

On

A STUDY ON TRAINING PROGRAMS AND THEIR IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO MALABAR CEMENTS LIMITED, WALAYAR

By

Ms. RAVEENA RAJAN

Regn. No. LCAVMBA068

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON TRAINING PROGRAMS AND THEIR IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO MALABAR CEMENTS LIMITED, WALAYAR"** submitted by **Ms. RAVEENA RAJAN (Reg No: LCAVMBA068)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 06/08/2023

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 06-08-2023

ഭരണ ഭാഷ മാതൃഭാഷ
മലബാർ സിമന്റ്സ് ലിമിറ്റഡ്
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)
MALABAR CEMENTS LIMITED
(A Government of Kerala Undertaking)
CIN: U26941KL1978SGC002975

27/07/2023

PA/TRG/PRJ/155/2023

CERTIFICATE

This is to certify that **Ms. Raveena Rajan (REG NO :LCAVMBA068) 2ND year MBA** student of Lead College of Management, Palakkad completed her **"Project"** for 30 days from 19.06.2023 in **M/s Malabar Cements Ltd,** Walayar, Palakkad, Kerala, as partial fulfillment of her course curriculum.

For Malabar Cements Ltd

ASST.ADMN OFFICER

Registered Office & Works:
Walayar - 678 624, Palakkad District, Kerala, Telephone : 0491-2863600, 0491-2862373/74, *Fax:* 0491-2862230
Cement Grinding Unit:
Pallippuram, Cherthala - 688 541, Alappuzha District, Kerala. *Telephone:* 0478-2552186, 2553967, *Fax:* 0478-2553688
Email : ro@malabarcements.com, website : www.malabarcements.co.in GSTIN : 32AABCM5814C1Z2

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS THE FINANCIAL PRODUCTS OF HEDGE EQUITIES

By

Ms. RESHMARAJ E R

Regn.No. LCAVMBA069

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESSADMINISTRATION

UNDER THE GUIDANCE OF

Dr. ANIL KUMAR T V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION TOWARDS THE FINANCIAL PRODUCTS OF HEDGE EQUITIES"** submitted by **Ms. RESHMARAJ E R (Reg No: LCAVMBA069)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8. 8. 2023

Hedge Equities Invest with an edge

08/08/2023

PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. RESHMARAJ E R** (Reg. No – LCAVMBA069) (Hedge ID – HSAE003747),4th Semester MBA student from **LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD** has successfully completed her Project study at Hedge Equities Ltd., Cochin in the topic **"A STUDY ON CUSTOMER PERCEPTION TOWARDS THE FINANCIAL PRODUCTS OF HEDGE EQUITIES"**. During the project study, she was exposed to the various activities of our Marketing Department.

During the project, Reshmaraj E R demonstrated interpersonal and communication skills. Her performance exceeded expectations and she was able to complete the project study successfully on time.

We at Hedge Equities Ltd., wish her all the very best in her future endeavors.

For Hedge Equities Ltd.

HEDGE EQUITIES LTD. KOCHI

SCHOOL OF APPLIED ECONOMICS LIMITED HEDGE

A MAJOR PROJECT REPORT

On

ENHANCING ONLINE PRESENCE: LEVERAGING MARKETING STRATEGIES FOR ARROW HEAD(UNITED ARAB EMIRATES)

By

Ms. RESHMI BENZIGAR PETER

Regn. No.: LCAVMBA070

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Dr. Babasaheb Jogdand

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD, KERALA–678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ENHANCING ONLINE PRESENCE: LEVERAGING MARKETING STRATEGIES FOR ARROW HEAD (UNITED ARAB EMIRATES)"** submitted by **MS. RESHMI BENZIGAR PETER (Reg No: LCAVMBA070)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 05.08.2023

Arrow Head Management Services LLC
Dubai, United Arab Emirates
www.arrowhead.ae
info@arrowhead.ae

This is to acknowledge that Miss Reshmi Benzigar Reg. No - LCAVMBA070, a final semester student in the MBA program at **Lead College of Management**, has shadowed our team to research and complete her dissertation.

The topic for her research **"Enhancing Online Presence: Leveraging Digital Marketing Strategies for Arrow Head (United Arab Emirates)"** was completed under Ms. Sunitha Edward, Co-Founder of Arrow Head Management Services LLC, for 60 days.

Reshmi Benzigar was a delight to have, we wish her all the best in her future endeavors.

Sincerely,

خدمات إدارة الأعمال ش.ذ.م.م
ARROW HEAD MANAGEMENT SERVICES L.L.C
P.O. Box No. 115037, DUBAI - U.A.E

Sunitha Edward
Co-Founder
sunithae@arrowhead.ae

A MAJOR PROJECT REPORT

On

A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES IN INFLUENCING CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO KPL OIL MILLS (P)LTD, IRINJALAKUDA

By

Ms. RESHNA K R

Regn.No. LCAVMBA071

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES IN INFLUENCING CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO KPL OIL MILLS PVT LTD, IRINJALAKUDA"** submitted by **Ms. RESHNA K R (LCAVMBA071)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8-8-2023

KPL OIL MILLS
PRIVATE LIMITED
Regd. Office & Works : P.B. No.2, Kodungallur Road, Irinjalakuda - 680 121, Kerala. Ph : 0480-2825222, 9995801531-32

KPL SHUDHI COCONUT OIL
AS PURE AS MOTHER NATURE

ISO 9001 : 2015
FM 81083

Ref: KPL/PROJ/828/R-012/08-2023 08.08.2023

CERTIFICATE

This is to certify that Ms. RESHNA K R, (Register Number: LCAVMBA071) from LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, have successfully completed a project on "A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES IN INFLUENCING CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO KPL OIL MILLS (PVT) LTD, IRINJALAKUDA, during the period from June 10th 2023 to July 20th 2023 at our Head Office at Irinjalakuda.

For K.P.L. OIL MILLS (P) LTD.

Authorised Signatory

K.P.L. OIL MILLS (P) LTD. IRINJALAKUDA-680 121

A REPORT

On

A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES TO IMPROVE BRAND IMAGE OF SACHINDRA RUBBER PLUS, VALLIVATTOM

By

Mr. RIDHIK REMESH

Regn. No. LCAVMBA252

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION(MBA)

UNDER THE GUIDANCE OF

Mr. SIJIN T.C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES TO IMPROVE THE BRAND IMAGE OF SACHINDRA RUBBER PLUS, VALLIVATTOM"** submitted by **Mr. RIDHIK REMESH (Reg No: LCAVMBA252)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

Sachindra
Rubber Plus LLP
A Sachindra & Jyothy Enterprise
GSTIN : 32ACRFS1087C1ZZ

An ISO 9001-2015
Certified Company

SRP/23-24/224

31st May 2023

To

The Principal,
Lead collage of Management,
Palakkad.

We here by inform you that one of your students Ridhik Remesh (Registration No: LCAVMBA252) has completed his Project Work in our Organisation as a part of his studies. He has completed his project work in 60 days. He has conducted his project work with full dedication.

For Sachindra Rubber Plus LLP.
Raghunath Menon (Manager – Administration)

SACHINDRA RUBBER PLUS LLP

RUBBER PLUS LLP
India - 680 123
Website
www.rubberplus.in
Email
contact@rubberplus.in
whatsapp
8075350151

A REPORT

On

A STUDY ON THE CUSTOMERS PURCHASING PATTERNS OF PAINTS WITH REFERENCE TO TURBOLUX PAINTS IN ERNAKULAM DISTRICT- EMPIRICAL EVIDENCES

By

Mr. RITTO NS

Regn. No: LCAVMBA253

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ANIL KUMAR.T.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD-678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE CUSTOMERS PURCHASING PATTERNS OF PAINTS WITH REFERENCE TO TURBOLUX PAINTS IN ERNAKULAM DISTRICT- EMPIRICAL EVIDENCES"** submitted by **Mr. RITTO NS (Reg No: LCAVMBA253)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023.

Turbolux PAINTS | Discover the new

1800 4255 007 | 0494 2689 866

2nd Floor, CK Tower, Pattambi Road,
Edappal, Malappuram, 679 576 Kerala

CERTIFICATE

This is to certify that Mr. RITTO N S (Reg No. LCAVMBA253) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON CUSTOMER PURCHASING PATTERNS OF PAINTS WITH REFERENCE TO TURBOLUX PAINTS IN ERNAKULAM DISTRICT - EMPIRICAL EVIDENCE" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. The total project duration was 60 days.

We wish all success in his future endeavours.

For **Turbolux Paints Pvt. Ltd**

Jithu Raj S
Assistant HR Manager.

Turbolux Paints Pvt. Ltd
Edappal, Kerala
0494 2689866

A REPORT

On

A STUDY ON THE FACTORS AFFECTING CATEGORIES AND ITS PROSPECTS IN MODERN TRADE WITH REFERENCE TO ITC PRODUCTS

By

Ms. RIYA P R

Regn. No: LCAVMBA073

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE FACTORS AFFECTING CATEGORIES AND ITS PROSPECTS IN MODERN TRADE WITH REFERENCE TO ITC PRODUCTS"** submitted by **RIYA P R (Reg No: LCAVMBA073)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Director

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

ALATHUR DISTRIBUTORS
39/1400 (3), Robinson Road
Off Mission School Junction
Palakkad - 678 014, Kerala
Tel : 0491 -2510167, 2500377
E-mail : alathurho@gmail.com

03.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that ***Ms. RIYA P R (LCAVMBA073)*** fourth semester MBA student of LEAD COLLEGE OF MANAGEMENT, University of Calicut has successfully completed her project work at **Alathur Distributors , Palakkad, Kerala** with the title "A STUDY ON FACTORS AFFECTING CATEGORIES AND ITS PROSPECTS IN MODERN TRADE WITH REFERENCE TO ITC PRODUCTS" for a period of 60 days in Partial fulfilment of her course curriculum.

Regards,
For Alathur Distributors

Manager
ALATHUR DISTRIBUTORS

A REPORT

ON

A STUDY ON MANPOWER TRAINING AND DEVELOPMENT FOR IMPROVING PRODUCTIVITY AT USHA INTERNATIONAL, ERNAKULAM

BY

Ms. RIYA BABU E

Reg. No. LCAVMBA072

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION(MBA)

Under the Guidance of

Mr. BALAMOUROUGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON MANPOWER TRAINING AND DEVELOPMENT FOR IMPROVING PRODUCTIVITY AT USHA INTERNATIONAL LIMITED, ERNAKULAM"** submitted by **Ms. RIYA BABU E (Reg No: LCAVMBA072)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

USHA®

CHN/ 720 29.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Riya Babu E (Reg. No. LCAVMBA072)** 4th semester MBA student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed her major project work on the topic **"A STUDY ON MANPOWER TRAINING AND DEVELOPMENT AS A TOOL FOR IMPROVING PRODUCTIVITY AT USHA INTERNATIONAL LTD."** as part of the curriculum.

She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish her success in all his future endeavours.

For Usha International Limited,

G. SANKAR
Sales & Administration Head

USHA INTERNATIONAL LTD. COCHIN-30

SHRIRAM®
Usha International Ltd., Door Nos. 66/4971(A3),(A6),(A8), 7th Floor, Alapatt Heritage Building
MG Road, Ernakulam- 682 035, Kerala, T : (0484) 4148162 To 167, E-mail : ernakulam@usha.com.
Registered Office : Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi - 110 001
Email : corporate@usha.com, **www.usha.com, http://care.usha.com**

A REPORT

On

A STUDY ON BRAND AWARENESS OF KERALA FEEDS LIMITED WITH SPECIAL REFERENCE TO THRISSUR DISTRICT KERALA

By

Mr ROHITH CHANDRAN K

Regn. No. LCAVMBA254

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the *Guidance* of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND AWARENESS OF KERALA FEEDS LIMITED WITH SPECIAL REFERENCE TO THRISSUR DISTRICT KERALA"** submitted by **Mr. ROHITH CHANDRAN K (Reg No: LCAVMBA254)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfilment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08.08.2023

KERALA FEEDS LTD.

(A GOVERNMENT OF KERALA UNDERTAKING)

KALLETTUMKARA - 680683, THRISSUR DIST., KERALA

KL1995SGC009521 GST No. 32AAACK9796N1ZT

CFPP/54/96(A)/L-1109/23 04th August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Rohith Chandran (Reg No. LCAVMBA254)** MBA student of Lead College of Management Dhoni, Palakkad has completed his Project Work in this Company under the topic **"A Study on Brand Awareness of Kerala Feeds Ltd, with Special Reference to Thrissur District, Kerala"** during the period from 01.06.2023 to 31.07.2023. This certificate is issued enabling him to keep in project report.

for KERALA FEEDS LTD.

04/08/23

DY MANAGER (P&A)
for MANAGING DIRECTOR

Regd. Office : Kallettumkara - 680 683, Thrissur District
Phone : (00 91 480) 2713550, 2713554 Fax : (0480) 2720194
E-mail : support.kfl@kerala.gov.in Website : www.keralafeeds.com

A PROJECT REPORT

ON

A STUDY ON FACTORS AFFECTING EMPLOYEE MOTIVATION IN INFORMATION TECHNOLOGY SERVICE INDUSTRY WITH REFERENCE TO NAUKRI, BANGALORE

BY

Ms. ROSE MARIA SANTHOSH

REG NO: LCAVMBA074

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON FACTORS AFFECTING EMPLOYEE MOTIVATION IN THE INFORMATION TECHNOLOGY SERVICE INDUSTRY WITH REFERENCE TO NAUKRI BANGALORE"** submitted by **Ms. ROSE MARIA SANTHOSH (Reg No: LCAVMBA074)**, a student of fourth semester Master of Business Administration(MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

INFO EDGE

INFO EDGE (INDIA) LTD.

This is to certify that Ms. ROSE MARIA SANTHOSH (Reg No. LCAVMBA074) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad, Kerala has successfully completed her major project work on the topic "A Study on Factors Affecting Employee Motivation in the Information Technology Service Industry" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

INFO EDGE (INDIA) LTD. Bangalore

Yours faithfully,

Renji S George

Associate Vice President- Sales

Naukri.com- Bangalore

InfoEdge (India) Limited

A PROJECT REPORT

On

EVALUATION OF THE AWARENESS AND ACCEPTABILITY OF FEDERAL BANK GOLD LOANS AMONG THE GENERAL PUBLIC IN KERALA

By

Mr. ROSHAN ABRAHAM MANOJ

Reg. No. LCAVMBA255

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. BABASAHEB JOGDAND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD – 678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"EVALUATION OF THE AWARENESS AND ACCEPTABILITY OF FEDERAL BANK GOLD LOANS AMONG THE GENERAL PUBLIC IN KERALA"** submitted by **Mr. Roshan Abraham Manoj (Reg No.: LCAVMBA255)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08.08.2023

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YOUR PERFECT BANKING PARTNER

CERTIFICATE

OF PROJECT

This is to certify that

Roshan Abraham Manoj

Student of MBA, LEAD College of Management, Palakkad has done his project work in Marketing Department of the Bank for the period from 16.06.2023 to 31.07.2023. The topic for the project work was "Evaluation of the Awareness and Acceptability of Federal Bank Gold Loans among the General Public".

Roshan Abraham Manoj has demonstrated keen interest during the period of his project work in the Bank.

Kiran N

Associate Vice President

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A REPORT

On

THE STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF OIL AND GAS SECTOR WITH SPECIAL REFERENCE TO ANGEL ONE LTD, PERUMBAVOOR

By

Ms. SALU KURIAKOSE

Regn. No.: LCAVMBA075

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA - 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF OIL AND GAS SECTOR WITH SPECIAL REFERENCE TO ANGEL ONE LTD, PERUMBAVOOR"** submitted by Ms. **SALU KURIAKOSE Reg No: LCAVMBA075**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 02/08/2023

AngelOne

04th July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Salu Kuriakose (Reg. No: LCAVMBA075),** Final Year MBA - Finance student of LEAD College of Management, Palakkad (University of Calicut) successfully completed her project work on the topic **"THE STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS OF OIL AND GAS SECTOR"** for a period of 60 days at our franchise office, Perumbavoor, Ernakulam in partial fulfilment for the award of the degree of MASTERS OF BUSINESS ADMINISTRATION (2021-2023).

She was found to be sincere and dedicated towards her project work assigned to her.

We wish all success in her future endeavour.

B. AJITH
Channel Partner,
Angel One Ltd.

ANGEL ONE LIMITED

Angel One Stock Broking

Office: GK Pillai Road, L P School Rd, near Govt Girls, Perumbavoor, Kerala - 683542

A PROJECT REPORT

On

A STUDY ON GRATIFICATION OF CUSTOMER TOWARDS YAMAHA MOTORCYCLES WITH SPECIAL REFERENCE TO PINNACLE MOTORS KARANTHUR, KOZHIKODE

By

Ms. SANAHU SALMIYA

(Reg. No: LCAVMBA076)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD
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LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 2693

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Accredited by NBA for Academic Years 2022-23 to 2024-25 i.e. up to 30.06.2025
Name of programme (PG) : MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled " **A STUDY ON GRATIFICATION OF CUSTOMER TOWARDS YAMAHA MOTORCYCLES WITH SPECIAL REFERENCE TO PINNACLE MOTORS KARANTHUR, KOZHIKODE"** submitted by **Ms. SANAHU SALMIY (Reg No: LCAVMBA076)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

PINNACLE MOTORS

Ref PNCL/PJCT/2023/072

CERTIFICATE

Date 02/07/2023

This is to certify that Ms. **SANAHU SALMIYA** (Reg No. LCAVMBA076) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA MOTORCYCLE WITH SPECIAL REFERENCE TO **PINNACLE MOTORS** KARANTHUR, KOZHIKODE" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

Best Regards,

PINNACLE MOTORS

PINNACLE MOTORS CALICUT 673571 KUNNAMANGALAM

Authorized Signature (HR)

Office Seal

PINNACLE MOTORS
29, Karanthur, Opp. Hara HaraTemple,
kunnamangalam, Calicut Kerala - 673571
Mail id: Pinnaclejamahamotors@gmail.com
for more details contact us on
+91 97457 96999
+91 97452 96999

A REPORT

On

STUDY ON ASSET AND LIABILITY MANAGEMENT WITH SPECIAL REFERENCE WITH NIRAPARA

By

Mr. SANDEEP N S

Regn. No. LCAVMBA256

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Mr. PRAMOD .V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"ASSET AND LIABILITY MANAGEMENT WITH SPECIAL REFERENCE TO NIRAPARA"** submitted by **Mr. SANDEEP N S (Reg. No: LCAVMBA256)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

K K R Group of Companies
Okkal P.O., Kalady, Ernakulam Dist., Kerala - 683 550
Tel: +91-484-2462422, 2463368, 2462154, 2462468
Fax: +91-484-2464111, email: info@nirapara.com, Website: www.nirapara.com

NIRAPARA
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CERTIFICATE

This is to certify that **Mr. Sandeep N S(LCAVMBA256)** fourth semester MBA student at Lead College of Management, Dhoni, Palakkad, under university of Calicut, has successfully completed his project '**A STUDY ON ASSET & LIABILITY MANAGEMENT WITH REFERENCE TO NIRAPARA**' at KKR Group of companies (Nirapara), Okkal, Kalady, Ernakulam, for a period of two months.

For KKR Group Companies

Sreejith T Sasi
Manager HR

KKR GROUP OF COMPANIES
NIRAPARA
OKKAL - 683 550

A REPORT

On

A STUDY ON INFLUENCE OF PACKING ON BUYING BEHAVIOUR OF CUSTOMERS OF PEOPLE'S DIARY DEVELOPMENT PROJECT (PDDP)

By

Ms. SANDRA K S

Regn. No. LCAVMBA078

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. P RAJAN

PROFESSOR & DEAN

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD

678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "**A STUDY ON INFLUENCE OF PACKING ON BUYING BEHAVIOUR OF CUSTOMERS OF PEOPLE'S DIARY DEVELOPMENT PROJECT (PDDP)**" submitted by **Ms. SANDRA K S (Reg No. LCAVMBA078)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8-8-2023

TCM Limited
(Formerly Travancore Chemical & Mfg. Co. Ltd.)
Regd.Office : House No.28/2917, "Aiswarya",
Ponneth Temple Road, Shanthi Nagar,
Kadavanthra, Cochin - 682 020.
Phone - 0484 - 2316771
Email : info@tcmlimited.in / Web. www.tcmlimited.in
CIN : L24299KL 1943PLC001192
GSTIN-32AAACT6206A1Z4

27.07.2023

CERTIFICATE

This is to certify that MS.SANDRA KS (Reg No. LCAVMBA078) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "Influence of packing on buying behaviour of customers of PDDP" as part of the curriculum. She was found sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavors.

Thanking you
Yours faithfully
For TCM Limited

Joseph Varghese
Managing Director

A PROJECT REPORT

On

A STUDY ON SERVICE QUALITY OF LOANS PROVIDED BY L&T FINANCE LIMITED

By

Ms. Sandra N S

Reg. No: LCAVMBA079

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. URMILA R MENON

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI,

PALAKKAD, KERALA

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled "A STUDY ON [illegible] QUALITY OF LOANS PROVIDED BY L&T FINANCE LIMITED" submitted by **Ms. SANDRA N S (Reg no: LCAVMBA079)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place : Palakkad

Date : 08/08/2023

L&T Financial Services

To,

The Head Of The Institution

LEAD College Of Management ,Dhoni

Palakkad, Kerala

Date:- 1/6/2023

Sub :- Permission For Doing Project Work

Sir/madam,

We are pleased to permit your student, Ms. Saudra N.S (MBA, finance),to undergo her project work in our institution on all working days from June 15th 2023 to July 15th 2023. As per our discussion, her project assignment shall focus on the service quality of loan provided by L&T financial services. This project presents an exciting opportunity for her to gain valuable insights into the industry and contribute to our organization growth.

Project overview:

Title: Service quality on loans provided by L&T finance service limited.

Objective:

The primary objective of her study is to measure the service quality of loans provided by L&T Finance Limited, Through assessing the nature of perceived service quality and its variability with regard to socio-economic variables. Further will analyze the relationship between service quality of loans provided and satisfaction level among customers.

Timeline and Reporting :

She will be required to submit a monthly progress report detailing her findings, analysis and proposed strategies.

Sincerely,

B Shiva Kishore

Area Sales Manager

L&T Financial services limited, Hyderabad Telangana

L&T Finance Limited (Formerly known as Family Credit Limited)

L&T Finance Limited
Unit No.803, 8th Floor, T19 Towers,
Municipal No. 5-4-156, 157,
173 to 176, 177, 178, 179 and 184/2,
Indira Nagar, Ginwala Compound,
MG Road, Secunderabad - 500003.

Registered Office
15th Floor, PS Srijan Tech Park,
Plot No. 52, Block DN, Sector-V,
Salt Lake City, Kolkata 700 091,
District 24-Parganas North
CIN: U65910WB1993PLC060810

T +91 22 6212 5000
F +91 22 6212 5553
E customercare@ltfs.com

www.ltfs.com

A PROJECT REPORT

On

A STUDY ON CUSTOMERS BUYING ATTITUDE TOWARDS KITEX LIMITED, KIZHAKKAMBALAM

By

Ms. SANDRA DAVIS

Reg No LCAVMBA077

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A.ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in / www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMERS BUYING ATTITUDE TOWARDS KITEX LIMITED, KIZHAKKAMBALAM"** submitted by **Ms. SANDRA DAVIS (Reg No: LCAVMBA077)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

KITEX LIMITED
An ISO 9001: 2015 Certified Company
P.B. No. 4, Kizhakkambalam- 683 562, Aluva, Kerala, India.
Tel: 00 91 484 2680600, 2686600 Fax: 00 91 484 2684866
Email: kitex@annagroup.net Web: www.annagroup.net
GSTIN : 32AABCK1586D1ZX CIN : U74140KL1975PLC002744

KTL/PRO/CER05-02 29.07.2023

CERTIFICATE

This is to certify that Ms.Sandra Davis (Reg.No: LCAVMBA077), MBA student of Lead College Of management, Dhoni, Palakkad- 678 009 has successfully completed her Project with Kitex Limited, Kizhakkambalam .

She has undergone Project in Marketing for a period of 45 days 15th June 2023 to 29th July 2023 and assigned the topic " A Study on Customers Buying Attitudes towards Kitex Limited ".The Project was completed in time and we appreciate her sincere effort in making it successful.

The overall rating for her performance during the Project is good. We wish her all the very best for the future.

For KITEX LIMITED

KITEX LIMITED ALUVA 683 562 KIZHAKKAMBALAM

K. C. PILLAI
GENERAL MANAGER (MKTG. & ADMN.)

A REPORT

On

A STUDY ON THE INFLUENCE OF CUTOMER SERVICE ON CUSTOMERSATISFACTIONATMAXFASHION

By

Ms. SANDRA S

Reg.No. LCAVMBA080

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. JITH R
ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA-678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 256 3693

CERTIFICATE

This is to certify that the project report titled **"A Study on Influence on Customer Service on Customer Satisfaction at Max Fashion"** submitted by **Ms. Sandra S, (Reg No: LCAVMBA080)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

LANDMARK GROUP

01st August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.Sandra S (Reg No. LCAVMBA080), 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic "A STUDY ON INFLUENCE OF CUSTOMER SERVICE ON CUSTOMER SATISFACTION IN MAX FASHION" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in her future endeavors.

For Lifestyle International Pvt Ltd.

Max Retail Division

Deepika C

Human Resources

max

Lifestyle International Pvt. Ltd
Max Retail Division,
No AK-2, 1st floor, RBN Tower,
4th Avenue,
Shanthi colony, Anna Nagar,
Chennai - 600 040
Phone:044-662

A REPORT

On

A STUDY ON CUSTOMER BRAND PREFERENCE & AWARENESS OF OLIO FOOD PRODUCTS, KOCHI

By

MS. SANDRA SHANOJ

Regn. No: LCAVMBA081

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER BRAND PREFERENCE AND AWARENESS OF OLIO FOOD PRODUCTS, KOCHI"** submitted by **Ms. SANDRA SHANOJ (Reg No: LCAVMBA081)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/23

Olio Foods
Mini Industrial Estate, Malipuram, Ekm Dist.
mail@oliofoods.com, www.oliofoods.com
Tel: 0484-249 3834, Mobile: 9495 808 333

1st Aug,2023

CERTIFICATE

This is to certify that *Ms. SANDRA SHANOJ (Reg No. LCAVMBA081)* 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic *"A STUDY ON CUSTOMER BRAND PREFERENCE AND AWARENESS OF OLIO FOOD PRODUCTS,* KOCHI, as part of the curriculum.

She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in her future endeavors.

For Olio Foods

Manager

HRA

OLIO FOODS
Olio
Mini Industrial Estate, Malipuram, Vypin-682 507

A PROJECT REPORT

ON

FACTORS AFFECTING THE BUYING MOTIVES OF CONSUMERS IN TEA INDUSTRY IN REFERANCE WITH HAILEYBURIYA TEA ESTATE LIMITED

By

Ms. SANDRA SOMAN

Reg No: LCAVMBA082

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

DR. A ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Accredited by NBA for Academic 2022-23 to 2024-25 up to 30.06.2025 programme (PG) : MBA

Member of
ACBSP
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled FACTORS AFFECTING THE BUYING MOTIVES OF CONSUMERS IN TEA INDUSTRY WITH REFERENCE TO **HAILEYBURIYA TEA ESTATE LIMITED** submitted by **Ms. SANDRA SOMAN (Reg No: LCAVMBA082)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

HAILEYBURIA TEA ESTATES LIMITED

CHINNAR

(INCORPORATED IN 1923)

(REGD.OFFICE : 24/432, MARAR ROAD, WILLINGDON ISLAND, KOCHI-682003 PH: 0484-2667653)

OFFICE 1	:	04869-242232	ADDRESS	:	SEMNIVALLEY ESTATE
OFFICE 2	:	04869-242408	POST OFFICE	:	ELAPPARA
GMAIL	:	chinnarcentral@gmail.com	DISTRICT	:	IDUKKI
GST NUMBER	:	32AAACH5287M1ZC	STATE	:	KERALA
PAN NUMBER	:	AAACH5287M	COUNTRY	:	INDIA
CIN NUMBER	:	L01132KL1923PLC000415	PIN	:	685501

HTEL/2023-24/441

01.07.2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Sandra Soman (Reg No.LCAVMBA082), MBA IInd Year student of LEAD College of Management, Dhoni, Palakad has successfully completed his Project work at Haileyburia Tea Estates Ltd, Elappara during the period of 01.06.2023 to 30.06.2023.

For HAILEYBURIA TEA ESTATES LTD

Senior Manager

HAILEYBURIA TEA ESTATES LTD. CENTRAL OFFICE ELAPPARA PIN - 685501 SEMNIVALLEY

A PROJECT REPORT

On

A STUDY ON BRAND PROMOTION STRATEGIES FOLLOWED BY RELIANCE GENERAL INSURANCE, (CALICUT, KERALA)

By

Ms. SANGEETHA FRANCIS

Reg.no.: LCAVMBA083

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SHAHBAZ KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

AUGUST, 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON BRAND PROMOTION STRATEGIES FOLLOWED BY RELIANCE GENERAL INSURANCE (Calicut, Kerala)"** submitted by **Ms. SANGEETHA FRANCIS (Regn. No. LCAVMBA083),** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

RELIANCE

General Insurance

PROJECT COMPLETION CERTIFICATE

Date: 20-7-23

TO WHOM IT MAY CONCERN

This is to certify that Sangeetha Francis has done her internship in Sales at Reliance General Insurance, Calicut under the guidance of Amith Kumar from 26th June 23 to 20th July 23

She has worked on a project titled "A Study on Brand Promotion Strategies Followed by Reliance General Insurance". During her internship she has demonstrated maximal efficiency, sincerity, and hard work. Her performance exceeded our expectations and she was able to complete the project on time.

Garima Shukla

Garima Shukla

(Human Resources)

RELIANCE GENERAL INSURANCE COMPANY LIMITED

RGICL CALICUT

A REPORT

On

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO INDUS MOTORS, TRIVANDRUM

By

Mr. SANJAY S KUMAR

Reg No. LCAVMBA257

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD, KERALA - 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
by NBA for Academic 22-23 to 2024-25 to 30.06.2025
programme (PG) : MBA

Member of
CBSP
CBSP

Member of
MDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO INDUS MOTORS, TRIVANDRUM"** submitted by **SANJAY S KUMAR Reg NO. LCAVMBA257** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Director
LEAD College of Management
Dhoni, Palakkad-678 009

Dr. Archana P.V
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-23

MARUTI SUZUKI
Way of Life!

This is to certify that Mr. SANJAY S KUMAR (Reg no: LCAVMBA257) a student of MBA-LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. SANJAY S KUMAR has accomplished project on "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO INDUS MOTORS, TRIVANDRUM".He has successfully completed 60 days long project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure. We take this prospect to thank him & wish him all the best for his future.

Thanks & Regards

Deepak S
Showroom Manager
Indus Motor Co. Pvt. Ltd

INDUS MOTOR CO.Pvt. LTD.
CORDIAL TOWERS, NEAR ST. MARY'S SCHOOL, PATTOM P.O., TRIVANDRUM - 695 004
PHONE : 0471 - 2445774, 2446076, FAX : 2440862, E-mail : tvmssm@indusmotor.com

Peevees

A REPORT

ON

A STUDY ON THE INTERNET MARKETING STRATEGIES EMPLOYED BY GENROBOTICS

BY

Mr. SAROOP SUNIL

REG NO: LCAVMBA258

SUBMITTED TO

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SIJIN T C

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ONLINE MARKETING STRATEGIES EMPLOYED BY GENROBOTICS"** submitted by **Mr. SAROOP SUNIL (Reg No. LCAVMBA258)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023.

GENROBOTICS®

GENROBOTIC INNOVATIONS PVT.LTD

ROBOTICS AND AI RESEARCH CENTRE, 4TH FLOOR, CDAC-KNOWLEDGE RESOURCE CENTRE BUILDING, TECHNOPARK CAMPUS, KAZHAKOOTAM THIRUVANANTHAPURAM DISTRICT, KERALA, INDIA, PIN: 695581

Phone: + 91 9074558551 +91 9074558552, CIN:U74999KL2017PTC049500

Website: www.genrobotics.org Email:info@genrobotics.org

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Saroop Sunil [Register No: LCAVMBA258]** of MBA with specialization in Marketing Major [2021-2023], Lead college of Management Dhoni, Palakkad, Kerala-678009 has successfully completed his project study on **"A Study of Internet Marketing Strategies employed by Genrobotics"** at Genrobotic Innovations Pvt Ltd, Technopark for a period of 45 days from 10th June 2023 to 25th July 2023.

We Team Genrobotics wish him all the success in his future endeavors!!"

For Genrobotic Innovations Private Limited

Agil Ajith
Marketing Manager

Date: 01/08/2023

A REPORT

On

"A STUDY ON THE EFFECT OF PRODUCT AND SERVICE QUALITY ON THE CUSTOMER PERCEPTION ON PRODUCTS FROM BROCADE INDIA POLYTEX LIMITED"

By

Mr. SARUN P

Reg. No. LCAVMBA259

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

under the guidance of

Dr. ARCHANA P.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD of ACCREDITATION
NBA

Accredited by NBA for Academic Years 2022-23 to 2024-25 Valid to 30.06.2025. Name of programme PG : MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF PRODUCT AND SERVICE QUALITY ON THE CUSTOMER PERCEPTION ON PRODUCT"** submitted by **Mr. SARUN P (REG NO LCAVMBA259)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

BIPL/HR/PC/23-24 -19

07th August, 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sarun P Reg No.LCAVMBA259** is a student of Master of Business Administration School of Management Studies under my supervision during her Project period **60 Days**. I am pleased to state that he worked hard in preparing this project and he has been able to present a good picture of the concerned works. The information and findings presented in the report seems to be authentic.

Sarun P possesses a good moral character and pleasing personality. I wish him every success in life.

Brocade India Polytex Limited

HR Manager

A REPORT

ON

A STUDY ON EFFECTIVENESS OF MARKETING STRATEGY WITH REFERENCE TO RUBCO, PAMPADY, KOTTAYAM

By

Ms. SEJA NAJEEB

Reg No: LCAVMBA084

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. RAJAN. P

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"THE STUDY OF EFFECTIVENESS OF MARKETING STRATEGY WITH REFERANCE TO RUBCO, PAMPADY, KOTTAYAM"** submitted by **Ms. SEJA NAJEEB (Reg No: LCAVMBA084)**, a student of fourth semester Master of Business Administration(MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. Rajan. P

Director
Dr,Thomas George. k

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

KERALA STATE RUBBER CO-OPERATIVE LTD.
(Rubco Rubberised Coir Mattress Factory)
Rubco Nagar, Poothakuzhi, P.O, Pampady, Kottayam-686 521,
Ph: 91-481-2509257/58, 04812509295, Fax: 91-481-2509258, Toll Free No: 18004259295
E-mail:inforcm@rubcomail.com, www.rubcogroup.com

RUBCO

RUB/RCM/P&A/TPER-02/292-A/322 31.07.2023

CERTIFICATE

This is to certify that Ms.SEJA NAJEEB (Reg.No.LCAVMBA084) MBA Student of LEAD College of Management, Palakkad, has undergone Project Study on *Effectiveness of Market Strategy with reference to RUBCO* as a part of her curriculum, at our Rubberised Coir Mattress Division during the month of Jun'23-Jul'23.

For KERALA STATE RUBBER CO-OPERATIVE LTD.

P C AJITHKUMAR
ADMINISTRATIVE-CUM-PERSONNEL OFFICER

KERALA STATE RUBBER CO-OPERATIVE LTD. POOTHAKUZHY P.O

Reg. Office: Rubco House, South Bazar, Kannur-670 002, Kerala State, India
Ph: 91-497-2709749, 2711134, 2711378, Fax: 91-497-2711030, Website: www.rubcogroup.com, E-mail: info@rubcomail.com
Customer Care : 0497 2766640

A PROJECT REPORT

On

A STUDY ON MARKETING AND DISTRIBUTION STRATEGY WITH SPECIAL REFERENCE TO TRACO CABLE COMPANY LTD IRUMPANAM, ERNAKULAM

By

Ms. SELMA JOSEPH

Regn. No.: LCAVMBA085

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA-678009
AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON MARKETING AND DISTRIBUTION STRATEGY WITH SPECIAL REFERENCE TO TRACO CABLE COMPANY LTD, IRUMPANAM ERNAKULAM"** submitted by **Ms. SELMA JOSEPH (Reg No: LCAVMBA085)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

ട്രാക്കോ കേബിൾ കമ്പനി ലിമിറ്റഡ്
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)
TRACO CABLE COMPANY LIMITED
(A KERALA GOVERNMENT COMPANY)

Irimpanam P.O., Thripunithura, Ernakulam Dist, Kerala - 682309
Phone : 0484 2780237
E-mail : unithead.ipm@tracocable.com, Web : www.tracocable.com
GST No. 32AAACT9249F1ZD | CIN : U31200KL1960SGC001860

No.P&A/TRG/425

IRIMPANAM
03.07.2023

CERTIFICATE

This is to certify that Ms.Selma Joseph(Reg.No.LCAVMBA085), Final year MBA student of Lead College of Management, Dhoni.P.O., Palakkad - 678009 has done a Project Study on "MARKETING AND DISTRIBUTION STRATEGY" at TRACO CABLE COMPANY LIMITED, IRIMPANAM.

During the period we found her hard working and diligent in conducting the Project Study and completed in time.

For TRACO CABLE COMPANY LIMITED

TRACO CABLE CO. LTD. FACTORY OFFICE IRIMPANAM

DEEPA MERIN JACOB
UNIT HEAD

A REPORT

On

A STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON CONSUMER PURCHASE DECISION WITH REFERENCE TO HOME CENTRE, KANNUR

By

Mr. SHAHABAS T

Regn. No.: LCAVMBA261

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. SIJIN TC.

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON CONSUMER PURCHASE DECISION WITH REFERENCE TO HOME CENTRE, KANNUR"** submitted by **Mr. SHAHABAS T (Reg. No.: LCAVMBA261)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23

LANDMARK GROUP

PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. SHAHABAS T (Reg No. LCAVMBA261) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON CONSUMER PURCHASE DECISION WITH REFERENCE TO HOMECENTRE, KANNUR" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Regards

Mohamed Shameem S

Area HR (TN & Kerala)

M +91 8939168950

Life Style International (P) Ltd. Chennai 600 018.

lifestyle®

Lifestyle International Pvt. Ltd.
77th Town Center, Building No.3, West Wing,
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Bangalore - 560 037
Phone: +91 (80) 41706565
Fax: +91 (80) 41520149
www.lifestylestores.com
(C.IN - U52190KA1997PTC046775)

A REPORT

On

A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICES IN INDUS MOTORS PRIVATE LIMITED, KOLLAM.

By

Mr. SHAHIN S

Regn. No.: LCAVMBA262

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. A. ASHRAF ALI

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICES IN INDUS MOTORS PRIVATE LIMITED KOLLAM"** submitted by **Mr. SHAHIN S (Reg No: LCAVMBA262)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Office : Opp. Sarathy Junction, Karikode Po. Kollam - 691 005
Tel : 974599 8004, E-mail : klimwm@indusmotor.com

MARUTI SUZUKI
Way of Life!

IMC/PW/2023/05

Kollam

01-07-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. SHAHIN S** (LCAVMBA262) fourth semester MBA student of LEAD COLLEGE OF MANAGEMENT, Calicut University has successfully completed his project work at **Indus Motors Co. Pvt. Ltd, Kollam** with the title **" A study on customer satisfaction on After Sales Services in Indus Motors Private Limited, Kollam."** for a period of 30 days in partial fulfillment of his course curriculum.

AUTHORISED SIGNATURE

INDUS MOTOR CO. LTD. KOLLAM-691005 SARATHY JN., KARICODE P.O.

A PROJECT REPORT

On

A STUDY ON MARKET POTENTIAL OF PVC FITTINGS WITH REFERNCE TO SOLVE PLASTIC PRODUCTS, KOLLAM

By

Mr. SHARMIN SHAJI ALEXANDER

(Reg. No: LCAVMBA263)

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. SIVAKUMAR S

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **A STUDY OF MARKET POTENTIAL OF PVC FITTINGS WITH REFRENCE, KOLLAM** submitted by **Mr. SHARMIN SHAJI ALEXANDER (Reg. No. LCAVMBA263)** a student of fourth semester Master of Business Administration (MBA) of this college. is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Director

Project guide:

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23.

BALCO® SOLVE PLASTIC PRODUCTS PVT LTD
An ISO 9001 : 2015 Company
Conduits ISO. UPVC Pipes ISO. Fittings, Hoses and Solvent Cement
THE RIGHT CHOICE, FOR DECADES

SPPPL:HR:2023-24
August 05, 2023

CERTIFICATE

This is to certify that Mr. SHARMIN SHAJI ALEXANDER (Reg No. LCAVMBA263) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY OF MARKET POTENTIAL OF PVC FITTINGS WITH REFRENCE TO SOLVE PLASTIC PRODUCTS PRODUCTS PVT LTD, Kollam" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For Solve Plastic Products Pvt Ltd

Sarika K
Executive- Human Resources

SOLVE PLASTIC PRODUCTS PVT LTD PUNALUR 691 333

Floor, Balco Building, XXIX/456, Powerhouse Ward, Tholicode PO, 691333, Punalur, Dist. Kollam, Kerala
Factories: Punalur, Edamon, Kannur & Shencotta
CIN: U25209KL1994PTC008231 PAN: AACCS7084B TAN: TVDS02000F GSTN: 32AACCS7084B1ZN
www.balcopipes.com info@balcopipes.com : +91 6235350000, +91 475 222-2080, 222-3867

A PROJECT REPORT

ON

A STUDY ON ASSET LIABILITY MANAGEMENT WITH REFERENCE TO DENNIS MORTON, KANNUR

By

SHARUN DAS P

Reg No: LCAVMBA264

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD.V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI P.O

PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ASSET LIABILITY MANAGEMENT WITH REFERENCE TO DENNIS MORTON, KANNUR"** submitted by **Mr. SHARUN DAS P (Reg No: LCAVMBA264)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafede work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009

Place: Palakkad
Date: 08/08/2023

G'Sons Apparels

(An ISO 9001 : 2000, Certified Company)

ISO 9001

CERTIFICATE

This is to certify that Mr. Sharun Das P (Reg. No. LCAVMBA264), Student of LEAD College of Management, Dhoni, Palakkad, has completed a Project- "A Study on Asset Liability Management with reference to Dennis Morton, Kannur", for the period of 60 days, towards partial fulfilment for the award of Post Graduate Degree of Master of Business Administration, at G'Sons Apparels, Kannur.

For G'SONS APPARELS

G'Sons Apparels KANNUR, KERALA

Smitha Sudheesan

General Manager

Kannur

02.08.2023

P. O. Kuttikkakam, Edakkad, Kannur-Kerala. 670 563
Telephone: Factory: 91- 497-2835350, 2836255, Fax : 2836091, Office : 91- 497-2763288, 2763277
E-mail : dennismorton@bsnl.in, mortion@sancharnet.in
www.gsonsapparels.com , www.dennismorton.in

A PROJECT REPORT

On

A STUDY ON CUSTOMER FEEDBACK AND SATISFACTION OF RUBCO RUBBERISED COIR MATTRESSES MANUFACTURED BY KERALA STATE RUBBER COOPERATIVE LTD, KANNUR

By

Mr. SHEN SHAJI

Regn. No. LCAVMBA265

Submitted to

THE UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award

of degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S. SUDHAKAR

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER FEEDBACK AND SATISFACTION OF RUBCO RUBBERIZED COIR MATTRESSES MANUFACTURED BY KERALA STATE RUBBER COOPERATIVE LTD KANNUR"** submitted by **Mr. SHEN SHAJI (Reg no: LCAVMBA265)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place : Palakkad

Date : 09.08.2023

ERALA STATE RUBBER CO-OPERATIVE LTD.
House, South Bazar, Kannur-670 002, Kerala, India
97-2709749, 2711134, 2711378, Fax: 91-497-2711030
www.rubcogroup.com
info@rubcomail.com, info@rubcogroup.com

RUBCO

No: A&P/INT/Q-212

Date : 28th July 2023

CERTIFICATE

This is to certify that **Mr. Shen Shaji (Reg.No. LCAVMBA265),** 4th Semester MBA student at Lead College of Management, Dhoni, Palakkad, Kerala – 678009 has successfully completed his major Project work on the topic **"A STUDY ON CUSTOMER FEEDBACK AND SATISFACTION OF RUBCO RUBBERISED COIR MATTRESS MANUFACTURED BY KERALA STATE RUBBER CO-OPERATIVE LTD, KANNUR"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

For Kerala State Rubber Co-operative Ltd.,

General Manager (HR) I/c .

KERALA STATE RUBBER CO-OP. LTD. RUBCO HOUSE SOUTH BAZAR KANNUR-670 002

A REPORT

On

A STUDY ON CREDIT RISK MANAGEMENT BY USING CAMELS FRAMEWORK IN KERALA STATE FINANCIAL ENTERPRISES LTD THRISSUR

By

SHILPA.K

Regn. No. LCAVMBA087

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Mr. RANJITH KARAT

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI, PALAKKAD 678009

August 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CREDIT RISK MANAGEMENT BY USING CAMELS FRAMEWORK IN KERALA STATE FINANCIAL ENTERPRISES LTD THRISSUR"** submitted by **SHILPA.K Reg NO. LCAVMBA087** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 03/08/2023

KSFE

THE KERALA STATE FINANCIAL ENTERPRISES LIMITED
(A Government of Kerala Undertaking)
Bhadratha, Museum Road, P.B. No.510, Thrissur - 680 020, Kerala, India
Ph: +91 487 2332255, Fax: +91 487 2336232, www.ksfe.com

Ref.No: 4117

Date: 29-07-2023

CERTIFICATE

This is to certify that Ms. **SHILPA.K** (Register No.LCAVMBA087), MBA student of LEAD COLLEGE OF MANAGEMENT,DHONI, PALAKKAD has successfully carried out project work from 25-04-2023 to 25-06-2023 on the topic, "**A STUDY ON CREDIT RISK MANAGEMENT BY USING CAMELS FRAMEWORK IN KERALA STATE FINANCIAL ENTERPRISES (KSFE) LTD. THRISSUR**" in partial fulfilment of the requirement for the award of the Master of Business Administration under Calicut University.

For The KERALA STATE FINANCIAL
ENTERPRISES LIMITED,

THE KERALA STATE FINANCIAL ENTERPRISES LTD. Reg. Office TRICHUR

DEPUTY GENERAL MANAGER (P&HR)

A PROJECT REPORT

ON

A STUDY ON THE PERCEPTION OF WORK ENVIRONMENT ON EMPLOYEE LOYALTY AND EMPLOYEE SENSE OF OWNERSHIP IN HYSON MOTORS PVT LTD

BY

Ms. SHOBITHA JOSHI

REG NO: LCAVMBA266

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

MR. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON PERCEPTION ON WORK ENVIRONMENT ON EMPLOYEE LOYALTY AND EMPLOYEE SENSE OF OWNERSHIP IN HYSON MOTORS PVT LTD"** submitted by **Ms. SHOBITHA JOSHI (Reg No: LCAVMBA266)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/2023

HYSON MOTORS PVT.LTD.

TATA MOTORS

Passenger Car Dealer

To,

08.08.2023

Mr. Arjun Govind
Asst Professor
Lead College of Management
Dhoni, Palakkad 678 009

Dear Sir,

Project Completion Certificate

This is to certify that Ms. Shobitha Joshi (Reg No: LCAVMBA266) MBA student of your college has successfully completed her 60 days project work titled *"A study on the perception of work environment on employee loyalty and employee sense of ownership in Hyson Motors Pvt Ltd"*.

For Hyson Motors (P) Ltd.

A Radhakrishnan
Sr. HR/ Admin Manager

HYSON MOTORS PVT. LTD.
DATE:
THRISSUR

Puzhakkal Padam, Guruvayoor Road, Poonkunnam P.O., Thrissur-680 002
Tel : 0487-2381444, 2380800 (Off.)

A PROJECT REPORT

ON

A STUDY ON THE MARKETING ACTIVITIES OF HOME STAY BUSINESSES WITH REFERENCE TO EWA PREOPERTIES

By

SHRIRAM S NAIR

Reg No: LCAVMBA267

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment of the requirements for the award degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA P V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT,
DHONI, PALAKKAD, - 678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE MARKETING ACTIVITIES OF HOME STAY BUSINESSES WITH REFERENCE TO EWA PROPERTIES"** submitted by **Mr. SHRIRAM S NAIR (Reg No: LCAVMBA267)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr Archana PV

Project guide

Director

Place: Palakkad
Date: 8/8/2023

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Maruti Mandir, Hosabettu,
Kulai, Mangaluru, Karnataka, 575019
Tele: +91 9611412883, jnaneshsalian@gmail,com

01/08/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Shriram S Nair** (Reg No. LCAVMBA267), 4th Semester MBA Student at LEAD College of Management, Dhoni, Palakkad, has successfully completed his major project work on the topic 'A STUDY ON THE MARKETING ACTIVITIES OF HOME STAY BUSINESSES WITH REFERENCE TO EWA PREOPERTIES' as part of his curriculum. He was found to be sincere and enthusiastic throughout the stint. We wish him success in his future endeavours.

From EWA Properties, Mangalore

Jnanesh Salian,
Director, EWA Properties

A REPORT

On

A STUDY ON TRANSFORMATION OF EMPLOYEE LEARNABILITY SKILLS DURING COVID-19 PANDEMIC WITH REFERENECE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD, PALAKKAD

By

SILPA SIVAN

Reg No: LCAVMBA088

Submitted

To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE.R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD,KERALA-678009

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA
NATIONAL BOARD of ACCREDITATION
MBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON TRANSFORMATION OF EMPLOYEE LEARNABILITY SKILLS DURING COVID-19 PANDEMIC WITH REFERENECE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD, PALAKKAD"** submitted by **Ms. SILPA SIVAN (Reg No: LCAVMBA088)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by his in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

ICICI PRUDENTIAL
LIFE INSURANCE

Date: 18/07/2023

CERTIFICATE

This is to certify that **Mrs. Silpa Sivan (Reg.No:LCAVMBA088),** 4th Semester MBA student of Lead College of Management, Dhoni, Palakkad, has successfully completed her major project titled **"A Study on Transformation of Employee Learnability Skills During Covid-19 Pandemic in ICICI Prudential Life Insurance Company Limited, Palakkad"** in our organization.

We wish her all the best for her future endeavours.

Prudential Life Insurance Co. Ltd. PALAKKAD

MADHU M.
BRANCH HEAD

ICICI Prudential Life Insurance Company Limited
1st Floor, A & P Tower, Having Survey No. : 3162/1 and 3155/2, No: P22517292, Block No : 63, Ward No : 23, Stadium Bypass, Palakkad, Kerala - 678013
Regd. Office : ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025. India.
Phone: +91 22 5039 1600 • Fax: +91 22 2422 4484 • Email: corporate@iciciprulife.com • Visit us at www.iciciprulife.com

A REPORT

On

A STUDY ON PRODUCT PACKAGING STRATEGIES AND ITS IMPACT WITH SPECIAL REFERENCE TO GAYATRI RICE MILL, KOLLENGODE

By

Ms. SNEHA S S

Regn. No. LCAVMBA089

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Dr. V. N. NEDUNCHEZHIAN

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3893

Affiliated to
UNIVERSITY OF CALICUT

Approved by
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Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled "_A STUDY ON PRODUCT PACKAGING STRATEGIES AND IT'S IMPACT WITH SPECIAL REFERENCE TO GAYATHRI RICE MILL, KOLLENGODE" submitted by **Ms. SNEHA S S (Reg No: LCAVMBA089)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V N Nedunchezhian.

Director
Dr. Thomas K George

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/12/23

GAYATHRI MILLS

Vadavannur, Palakkad - 678 504

Mob : 9447930000
9447830000
9645630000
9745630000

GST : 32AASFG8521A1ZN

E-mail : gayathrimodernricemill@gmail.com

Date 01.08.2023

CERTIFICATE

This is to certify that Sneha . S.S. (Reg.no: LCAVMBA89) 4th Semester MBA Student of Lead College of Management under Calicut University has successfully completed her project work on the topic " A Study on product packaging and its strategies on rice products " with special reference with Gayathri Mills,Vadavannur,Palakkad

During this period we observed her as highly dedicated , enthusiastic to learn and disciplined

We wish all the best for successful completion of her course and further professional life

For Gayathri Mills

Gayathri Mills

Managing Partner

H . PRASAD

Managing Partner

Gayathri Mills 678507

A PROJECT REPORT

ON

A STUDY ON CONSUMER BUYING BEHAVIOUR OF HYUNDAI CARS WITH SPECIAL REFERENCE TO GRAND HYUNDAI LTD PALAKKAD

By

SNEHA.V

Regn No: LCAVMBA090

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI,

PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CONSUMER BUYING BEHAVIOUR OF HYUNDAI CARS WITH SPECIAL REFERENCE TO GRAND HYUNDAI LTD PALAKKAD"** submitted by **Ms. SNEHA V (Reg No: LCAVMBA090)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. Smitha

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/2023

HYUNDAI

Date: 29/07/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. SNEHA.V (Reg No; LCAVMBA090) MBA 4th SEMESTER student of LEAD COLLEGE OF MANAGEMENT,DHONI,PALAKKAD, had successfully completed the project work on marketing .**

"A STUDY ON THE CONSUMER BUYING BEHAVIOUR OF HYUNDAI CARS WITH SPECIAL REFERENCE TO GRAND HYUNDAI Ltd, PALAKKAD"

She was with us for 60 days During the period of her Project work with us she was found punctual, hardworking and inquisitive.

We wish them every success in life.

For,

GRAND HYUNDAI

HR,
Manager,
Grand Hyundai.

GRAND HYUNDAI
2nd MILE, KALLEKKAD
PALAKKAD - 678015
Phone : 0491-2541300

A REPORT

ON

A STUDY ON THE EMPLOYEE PERCEPTION of WORKPLACE SAFETY MEASURES AND ITS IMPACT ON EMPLOYEE WELL- BEING ULCCS Ltd

BY

Ms. SONA P RAGHAVAN

Reg. No. LCAVMBA091

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION(MBA)

Under the Guidance of

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD

678009

AUGUST 2023

THE URALUNGAL LABOUR CONTRACT CO-OPERATIVE SOCIETY LTD. NO. 10957

P.O. Madappally College, Vatakara, Kozhikode, Kerala
PIN : 673102, Tel : +91496 2518200 - 99(100 Lines)
www.ulccsltd.com, E-mail : uralungal@ulccsltd.com

ULCCS/HR/13/2/2023/334 **04-08-2023**

CERTIFICATE

This is to certify that **Ms Sona P Raghavan** (Reg No:LCAVMBA091), MBA Student of **LEAD College of management, Palakkad** She has undergone a project study **A Study On The Employee Perception About Work Place Safety Measures And Its Impacts On Employee Wellbeing At ULCCS LTD ."** as part of the partial fulfillment of the curriculum with effect from 15th June 2023 to 29th July 2023.

We wish all success in her future endeavors.

For THE URALUNGAL LABOUR CONTRACT

CO OPERATIVE SOCIETY LTD

CORPORATE HEAD-HR

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EMPLOYEE PERCEPTION ABOUT WORKPLACE SAFETY MEASURES AND ITS IMPACT ON EMPLOYEE WELL BEING AT ULCCS LIMITED"** submitted by **Ms. SONA P RAGHAVAN (Reg No: LCAVMBA091)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/23

A REPORT
On

A STUDY ON THE ROLE OF BRAND AMBASSADOR TO ENHANCE THE PERCEIVED VALUE OF AYURVEDIC PRODUCTS WITH REFERENCE TO CHOLAYIL GROUP

By

SOURAV K

REG No.: LCAVMBA268

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION
(MBA)

Under the guidance of

Mr. JITH R

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE ROLE OF BRAND AMBASSADOR TO ENHANCE THE PERCEIVED VALUE OF AYURVEDIC PRODUCTS WITH REFERENCE TO CHOLAYIL GROUP"** submitted by **Mr. SOURAV K (Reg No. LCAVMBA268)** a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

AVA CHOLAYIL HEALTH CARE PVT. LTD.

03rd August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.Sourav K student of** M.B.A **(Reg No.LCAVMBA268)** of **LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD**, has done his major project titled **A STUDY ON THE ROLE OF BRAND AMBASSADOR TO ENHANCE THE PERCEIVED VALUE OF AYURVEDIC PRODUCTS WITH REFERENCE TO AVA GROUP** from 17.06.2023 to 11.07.2023. His overall performance during the training period was excellent.

We wish him all success in his future endeavors.

For **AVA CHOLAYIL HEALTHCARE PVT LTD,**

CHRO

AVA CHOLAYIL HEALTH CARE PRIVATE LIMITED CHENNAI

Regd. Office: No.1583, J-Block, 15th Main Road, Anna Nagar, Chennai - 600 040.
Tel: 044 - 4347 1800 Fax: 044 - 2616 1671 www.avacare.in
CIN No: U74990TN2009PTC073126

A REPORT

On

A STUDY ON INVESTOR'S SATISFACTION TOWARDS CHIT FUNDS WITH SPECIAL REFERENCE TO KSFE

By

Ms. SREELEKSHMY V

Reg. No: LCAVMBA095

Submitted to,

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHAHBAZ BABAR KHAN

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD – 678009

Aug 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 266 3603

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVESTOR'S SATISFACTION TOWARDS INVESTING IN CHIT FUNDS WITH THE SPECIAL REFERENCE TO KSFE"** submitted by **SREELEKSHMY V Reg No: LCAVMBA095**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/23

KSFE

THE KERALA STATE FINANCIAL ENTERPRISES LIMITED
(A Government of Kerala Undertaking)
Bhadratha, Museum Road, RS. No.510, Thrissur - 680 020, Kerala, India
Ph: +91 487 2332255, Fax: +91 487 2336232, www.ksfe.com

Ref.No: 4117

Date: 05-08-2023

CERTIFICATE

This is to certify that Ms. **SREELAKSHMY.V** (Register No.LCAVMBA095), MBA student of LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD has successfully carried out project work for a period of 60 Days on the topic, "**A STUDY ON INVESTOR'S SATISFACTION TOWARDS CHIT FUNDS WITH SPECIAL REFERENCE TO KERALA STATE FINANCIAL ENTERPRISES (KSFE) LTD. THRISSUR**" in partial fulfilment of the requirement for the award of the Master of Business Administration under Calicut University.

THE KERALA STATE FINANCIAL ENTERPRISES LTD. Reg: Office TRICHUR

For The KERALA STATE FINANCIAL
ENTERPRISES LIMITED,

DEPUTY GENERAL MANAGER (P&HR)

A REPORT

On

A STUDY ON THE EFFECT OF SUSTAINABLE HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO BROCADE INDIA POLYTEX LTD, KANJIKODE

By

Ms. SREEJA TS

Regn. No.: LCAVMBA092

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under The Guidance Of

Dr. BALAMOURGANE R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA
by NBA for Academic
to 2024-25
to 30.06.2025
programme (PG) - MBA

Member of
CBSP
CBSP

Member of
MDISA

CERTIFICATE

This is to certify that the project report titled " **A STUDY ON THE EFFECT OF SUSTAINABLE HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO BROCADE INDIA POLYTEX LIMITED , KANJIKODE"** submitted by **Ms. SREEJA TS (Reg No:LCAVMBA092)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

BIPL/HR/PC/23-24 -20

08th August, 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sreeja TS Reg No.LCAVMBA092** is a student of Master of Business Administration, LEAD College of Management under my supervision during her Project period **45 Days**. I am pleased to state that she worked hard in preparing this project and she has been able to present a good picture of the concerned works. The information and findings presented in the report seems to be authentic.

Sreeja TS possesses a good moral character and pleasing personality. I wish her every success in life.

Brocade India Polytex Limited

HR Manager

BROCADE INDIA POLYTEX LIMITED KINFRA IITP PALAKKAD

A PROJECT REPORT

On

MEASURING THE EFFECTIVENESS OF BRAND POSITIONING STRATEGIES FOR CHIRACKAL AGROMILLS IN, PALAKKAD

By

Mr. SREEJITH A T

Regn. No. LCAVMBA270

Submitted to,

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SANGEETHA P

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Manage
Dhoni, Palakkad, Kerala – 67
info@lead.ac.in | www.lead
Tel : 0491 255

UNIVERSITY OF CALICUT

AICTE

NBA

NCBSP

NAAC

CERTIFICATE

This is to certify that the project report titled **"MEASURING THE EFFECTIVENESS OF BRAND POSITIONING STRATEGIES FOR CHIRACKAL AGRO MILLS, IN PALAKKAD"** submitted by **Mr. SREEJITH A T (Reg No: LCAVMBA270)**, a student of fourth semester Master of Business Administration (MBA) of this college. is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Sangeethas
Project guide
Dr. Sangeetha P

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 25/05/23

Chirackal Agro Mill
Marottichode, Mattoor, Kalady - 683 574
Ernakulam Dist, kerala, India

Periyar
goodness of traditional taste

Ref: CAM-275-AUG/2023-2024 **5 August, 2023**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. SREEJITH A. T. (Reg. No: LCAVMBA270)** a student of MBA- LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD, Kerala. **Mr. SREEJITH A. T.** has accomplished project on **"MEASURING THE EFFECTIVENESS OF BRAND POSITIONING STRATEGIES CHIRACKAL AGRO MILLS IN PALAKKAD".** He has successfully completed 60 days long project on this topic.

We found his sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure.

We take this prospect to thank his & wish him all the best for his future.

For CHIRACKAL AGRO MILLS

EXPORT MANAGER.
MADHUSUDHANAN KARTHA N.C

32150823895, CST No.: 32150823895C Dt. 01.04.2005
Off. : 0484 2463508, 2463751, 2460412, 2461263.
: 94477744831, Fax: 0484 2465009
: periyarrice@satyam.com
: www.periyarrice.com

FSSAI No: 11312007000657

ISO 22000:2005 Certified by IRQ
NABCB FSMS 005

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS PROGRAMMATIC ADVERTISING WITH SPECIAL REFERENCE TO LOGIN2 CREATIONS PRIVATE LIMITED

By

Mr. SREEJITH.S

REG NO: LCAVMBA271

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. Pramod. V

ASSISTANT PROFESSOR

LEAD

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION TOWARDS PROGRAMMATIC ADVERTISING WITH SPECIAL REFERENCE TO LOGIN2 CREATIONS PRIVATE LIMITED"** submitted by **Mr. SREEJITH.S (Reg. No: LCAVMBA271)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Director

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

mail@login2itsolutions.com
www.login2itsolutions.com

LogiN2
CREATIONS PVT LTD

CERTIFICATE

This is to certify that Mr.SREEJITH. S (Reg No. LCAVMBA271) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON CUSTOMER PERCEPTION TOWARDS PROGRAMMATIC ADVERTISING WITH SPECIAL REFERENCE TO LOGIN2 CREATIONS PRIVATE LIMITED" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavours.

Director

Jithin Jose
Login2 Creations Pvt Ltd

Place: Kochi
Date : 08/05/2023

A PROJECT REPORT

On

A STUDY ON TECHNOLOGY INNOVATION AND BUSINESS DEVELOPMENT IN MOULD AND DIE MANUFACTURING COMPANY WITH REFERENCE TO TRINITY

By

Mr. SREEKANTH M

Reg. No. LCAVMBA272

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON TECHNOLOGY INNOVATION AND BUSINESS DEVELOPMENT IN MOULD AND DIE MANUFACTURING COMPANY WITH REFERENCE TO TRINITY"** submitted by **Mr. SREEKANTH M (Reg No: LCAVMBA272)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

TRINITY

(Engineering Solution)

Date: 03/08/2023

CERTIFICATE

This is to certify that Mr. Sreekanth M (Reg No: LCAVMBA272) a student of MBA-LEAD COLLEGE OF MANAGEMENT, DHONI , PALAKKAD, Kerala. Sreekanth M has accomplished project on "A STUDY ON TECHNOLOGY INNOVATION IN BUSINESS DEVELOPMENT IN MOULD AND DIE MANUFACTURING COMPANY IN REFERENCE TO TRINITY". He has successfully completed 60 days long project on this topic. We found him sincere, meticulous, and enthusiastic & result oriented. He worked well as a fragment of the team during the tenure. We take this prospect to thank him & wish him all the best for his future.--

For Trinity

For TRINITY

Partners

Authorized Signatory.

Chennai
03/08/2023

Plot no 43, Arignar Anna Industrial Estate ,Mettukuppam,Vanagaram, Chennai-600095
Mail ID: trinitytoolroom@gmail.com, Ph. 9884774860, 9894468885

A MAJOR PROJECT REPORT

On

CONSUMER PERCEPTION & CONTENTMENT TOWARDS CADBURY CHOCOCHIPS WITH SPECIAL REFERENCE TO THRISSUR AREA

By

Ms. SREELAKSHMI UT

Regn. No. LCAVMBA094

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SHEENA M.S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD – 678009

AUGUST 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"CONSUMER PREFERENCE & CONTENTMENT TOWARDS CADBURY CHOCOCHIP COOKIES WITH SPECIAL REFERENCE TO THRISSUR AREA"** submitted by **Ms. SREELAKSHMI U T, Reg No. LCAVMBA094**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

Mondelēz International

Mondelez India Foods Pvt. Ltd.
(Formerly Cadbury India Limited)
Registered Office :
Unit 2001, 20th Floor, Tower 3
(Wing - C), Indiabulls Finance Centre
Parel, Mumbai - 400 013, India
(Formerly Cadbury India Limited)

T +91 (0) 22 3996 1100
www.mondelezindiafoods.com
CIN - U15430MH1948PLC006457

Mondelez India Foods Pvt Ltd.,

5th Aug 2023

TO WHOMSOEVER IT MAY CONCERN

Greetings from Mondelez!

Respected Sir/Madam,

This is to certify that Ms. Sreelakshmi UT, Fourth Semester MBA Student of LEAD college of Management Studies, Palakkad, 678009 has successfully completed her project work on the topic of **"Consumer Perception & Contentment towards Cadbury Choco chips with special reference to Thrissur area"** under the guidance of Vishnu Prasad (ASM-Kerala Central). She has completed the organization study satisfactorily and submitted project report on the same.

With Regards,

P Lakshmi

Lakshmi P

People Experience Advisor, Sales

Mondelez India Foods Pvt. Ltd

Branch Office :
1st Floor, Tower A,
Bannari Amman Towers,
No.29, Radhakrishnan Road,
Mylapore, Chennai - 600 004,
Tamil Nadu, India.

T +91 (0) 44 6627 6800

A REPORT

On

A STUDY ON THE ROLE OF SMART VISUAL MERCHANDISING ON INCREASE IN SALE OF DECATHLON RETAIL STORE WITH REFERENCES TO COIMBATORE

By

MS. SREELAKSHMI M

Regn. No. LCAVMBA093

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V. SMITHA

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI

PALAKKAD, KERALA- 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE ROLE OF SMART VISUAL MERCHANDISING ON THE INCREASE IN SALES IN DECATHLON WITH SPECIAL REFERENCE TO COIMBATORE"** submitted by **Ms. SREELAKSHMI M (Reg No: LCAVMBA093)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V. SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

DECATHLON

SPORT FOR ALL - ALL FOR SPORT

03rd August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mrs. SREELAKSHMI M**(Reg No. LCAVMBA093) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad(affiliated by University of Calicut) has successfully completed her major project work on the topic " **A STUDY ON THE ROLE OF SMART VISUAL MERCHANDISING ON THE INCREASE IN SALE IN DECATHLON WITH SPECIAL REFERENCE TO COIMBATORE** " in our organisation as part of the curriculum.

She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours

For

Decathlon Sports India Pvt Ltd,
Coimbatore.

SPORTS INDIA PVT. LTD.

A2 0-Chikkajala Village, Bellary Road, Bangalore - 562157

98989, www.decathlon.in

A REPORT

ON

A STUDY ON INCREASE IN ATTRITION RATE AMONG GEN 'Z' AND INFUSION OF ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN PAYSQUARE CONSULTANCY LIMITED

By

Ms. SRUTHI A

REG NO: LCAVMBA096

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INCREASE IN ATTRITION RATE AMONG GEN 'Z' AND INFUAION OF ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN PAYSQUARE CONSULTANCY LIMITED"** submitted by **Ms. SRUTHI A (Reg. No. LCAVMBA096)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

paysquare

CERTIFICATE

This is to certify that Ms. Sruthi A, Reg No. LCAVMBA096 has successfully completed her project work for a period of 60 days at Paysquare consultancy Limited, Mysuru under my guidance.

The project report titled "A Study on Increase in Attrition Rate among Gen Z and Infusion of Organisational Citizenship Behavior in Paysquare Consultancy Limited" submitted by her, is a bona fide work carried out by her in partial fulfillment of the requirements for the award of degree of Master of Business Administration of the University of Calicut.

For Paysquare Consultancy Limited

Authorised Signatory

Human Resource

Paysquare Consultancy Ltd.
Office - 1537, 4th Floor, Bhakti Premium, Above Unlimited (Megamart),
Mumbai - Pune Highway, Dapodi, Pune - 411 012
Pune | Bengaluru | Hyderabad | Mumbai | Mysuru | Delhi - NCR
T - 020 - 6819 8000
www.paysquare.com

A PROJECT REPORT

On

A STUDY OF CUSTOMERS ECO CONSCIENCE ATTITUDE AND BEHAVIOR TOWARDS PLASTIC CONTAINERS WITH REFERENCE TO H20 PET PACKAGING PVT LTD, KALPETTA

By

Mr. SUHAIB AP

Regn. No. LCAVMBA273

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. JITH R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMERS ECO-CONSCIENCE ATTITUDE AND BEHAVIOR TOWARDS PLASTIC CONTAINERS WITH REFERENCE TO H20 PET PACKAGING PRIVATE LTD, KERALA"** submitted by **Mr. SUHAIB A P (Reg No: LCAVMBA273)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of Bonafede work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09/08/2023

H2O PET PACKAGING PVT LTD.
Kinfra Small Industries Park
Vellaramkunnu, Chundale PO
Kalpetta, Wayanad, Kerala
673123
+91 4936 201 269
info@h2opetpackaging.com
www.h2opetpackaging.com

DATE : 31/07/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. SUHAIB AP** (Reg No. LCAVMBA273) 4th Semester MBA student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed his major project work on the topic "A study on customers Eco conscience attitude and behavior towards plastic containers with reference to **H20 PET PACKAGING Pvt Ltd**" as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish him every success in his life and career.

Regards,

Mohamed Akarath
Managing Director
H2O Pet Packaging Pvt Ltd

H2O PET PACKAGING PRIVATE LIMITED
CHUNDALE P.O
PIN 673123

A PROJECT REPORT

On

A STUDY ON INVENTORY MANAGEMENT WITH SPECIAL REFERENCE TO INSTRUMENTATION LTD KANJIKODE, PALAKKAD

MAJOR PROJECT REPORT

By

SUJISHA K

Reg. No. LCAVMBA097

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

Mr FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI,

PALAKKAD

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVENTORY MANAGEMENT WITH SPECIAL REFERENCE TO INSTRUMENTATION LTD. KANJIKODE"** submitted by **Ms. SUJISHA.K (Reg No: LCAVMBA097)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide 08/08/2023

Director

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Place: Palakkad
Date: 08/08/2023

इन्स्ट्रुमेन्टेशन लिमिटेड
Instrumentation Limited
(भारी उद्योग मंत्रालय के अधीन भारत सरकार उपक्रम)
(A GOVT OF INDIA ENTERPRISE UNDER MINISTRY OF HEAVY INDUSTRIES)
कंजिकोड पश्चिम - 678 623
पालक्कड़, केरल, भारत
Kanjikode West – 678 623
Palakkad, Kerala, India
TELEPHONE: [illegible] E-mail: [illegible] Web: www.ilpl.com
CIN: [illegible] GeM Seller ID: [illegible]

ILP/ADMN/PROJECT/2023

Dated: 05.08.2023

CERTIFICATE

This is to certify that Miss. **SUJISHA K (Reg No. LCAVMBA097)**, MBA Student of Lead College of Management, Dhoni, Palakkad – 678 009 has successfully completed a project work on **"A STUDY ON INVENTORY MANAGEMENT"** in **INSTRUMENTATION LIMITED, KANJIKODE WEST, PALAKKAD** from **26.06.2023** to **14.07.2023** by visiting us intermittently.

05/8/2023

PN UNNIKRISHNAN
DY. MANAGER (P&A)

Miss. SUJISHA K (Reg No. LCAVMBA097)
LEAD COLLEGE OF MANAGEMENT,
DHONI, PALAKKAD – 678 009.

इन्स्ट्रुमेन्टेशन लिमिटेड पालक्कड PALAKKAD 678 623 INSTRUMENTATION LIMITED

A PROJECT REPORT

ON

A STUDY ON IMPROVING THE EMPLOYEE ENGAGEMENT IN POST COVID SCENARIO AT AAVIN PACHAPALAYAM PLANT, COIMBATORE

By

Mr SURAJ RK
Regn. No. LCAVMBA274

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS MANAGEMENT

Under the Guidance of

Dr. S SURYA KUMAR
ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT DHONI
P.O.,PALAKKAD, KERALA -678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPROVING THE EMPLOYEE ENGAGEMENT IN POST COVID SCENARIO AT AAVIN PACHCAPALAYAM PLANT, COIMBATORE"** submitted by **Mr. SURAJ R K (Reg No: LCAVMBA274)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

ED1116 THE COIMBATORE DIST.CO-OP. MILK PRODUCER'S UNION LTD
Pachapalayam, Kalampalayam Post, Coimbatore – 641 010
Phone: 0422 – 2208004 &2208014 :::Email:*aavincbe@gmail.com*

Dr.P.Balapoobathi,BVSc, PGDRDM.,
General Manager i/c

Ref.No.3778 / Estt.5 /2023 Dt :07.08.2023

CERTIFICATE

This is to certify that Mr.Suraj. RK (Reg NoLCAVMBA274), 4th Semester MBA student at lead college of Management, Dhoni, Palakad has successfully completed his major project work on the topic "A study on improving the employees engagement in post Covid scenario at aavin pachapalayam Palnt, Coimbatore" as a part of curriculum. He was found to be diligent, sincere and meticulous in collecting various information and data for the project work. We wish him all success in his future endeavours.

C.D.C.M.P. UNION LTD. AAVIN CBE-10

For C.D.C.M.P.Union Ltd.,

For General Manager

A PROJECT REPORT

On

A STUDY ON FAIRNESS OF PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO TVS MOBILITY PVT LTD, ALANGAD

By

Ms. SURYA RAJESH

Regn. No. LCAVMBA099

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S A SURYAKUMAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT
DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON FAIRENESS OF PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO TVS MOBILITY PVT LTD, ALANGAD"** submitted by **Ms. SURYA RAJESH, (Reg No: LCAVMBA099)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08-08-2023

TVS MOBILITY

TVS MOBILITY PRIVATE LIMITED
X/863 A, KOTTAPPURAM JUNCTION
ALUVA - PARAVOOR ROAD
ALANGAD - 683 511

Alangad

04-08-23

TO WHOM SO EVER IT MY CONCERN

This is to certify that Ms.Surya Rajesh (LCAVMBA099), a student of MBA-LEAD College of Management, Dhoni, Palakkad has accomplished a project on "A study on fairness of Performance appraisal system" in this establishment. She has completed 40 days long project on this topic and acquired a fair knowledge about our performance appraisal system.

We wish her all the very best and all success in her future endeavors.

For TVS Mobility Private Limited,

Senior Manager-HR & Operations

TVS Mobility Private Limited
Alangad
Pin-683511

Alangad

A REPORT

On

A STUDY ON IMPACT OF ONLINE REVIEWS ON CUSTOMER PURCHASING DECISIONS IN THE RETAIL SECTOR WITH THE REFERENCE OF JOS ELECTRICALS

by

Ms. SURYA SAJAN

Regn. No.: LCAVMBA100

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Dr. ARCHANA PV

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

August 2023

LEAD
LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 256 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON IMPACT OF ONLINE REVIEWS ON CUSTOMER PURCHASING DECISIONS IN THE RETAIL SECTOR WITH THE REFERENCE OF JOS ELECTRICALS"** submitted by **Ms. SURYA SAJAN (Reg No: LCAVMBA100)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Dr. Archana P.V
Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

ON APPROVED LIST OF CENTRAL & STATE GOVERNMENTS

GSTIN : 32AABFJ9496L1ZU
TIN No. : 32150272724 dt. 1-4-2005
CST No. : 32150272734C dt. 1-4-2005
PAN No. : AABFJ 9496 L
MSME No. : UDYAM-KL-03-0028222

Phone : Office : 2354924, 2380424, 2311195, 4098633
Godown : 2371168
E-mail: jos.elect@gmail.com

JOS ELECTRICALS
P.B. No. 3555, NEAR SHENOY'S THEATRE, M.G. ROAD, ERNAKULAM, KOCHI-682 035

PROJECT CERTIFICATE

This is to certify that Ms. SURYA SAJAN(Reg No. LCAVMBA100) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic "A STUDY ON THE IMPACT OF ONLINE REVIEWS ON CONSUMER PURCHASING DECISIONS IN THE RETAIL SECTOR WITH THE REFERENCE OF JOS ELECTRICALS" as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

AUTHORISED SIGNATORY

JOS ELECTRICALS

A REPORT

On

A STUDY ON THE IMPACT OF JOB EMBEDDEDNESS ON WORK ENGAGEMENT OF EMPLOYEES AT RUBFILA INTERNATIONAL LIMITED, KANJIKODE

By

Ms. SWATHI R NAMBIAR

Reg. No.: LCAVMBA101

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mr. ARJUN GOVIND

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

PALAKKAD, KERALA - 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF JOB EMBEDDEDNESS ON WORK ENGAGEMENT OF EMPLOYEES AT RUBFILA INTERNATIONAL LIMITED, KANJIKODE"** submitted by **Ms. SWATHI R NAMBIAR (Reg No: LCAVMBA101)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT PALAKKAD - 678 009 DHONI

Director

Place: Palakkad
Date: 08/08/2023.

RUBFILA
International Limited

RIL/HRD/PRJ/2023/03
04th August 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Swathi Nambiar** (Reg.No:LCAVMBA101),) **IInd Year Master of Business Administration student of Lead College of Management,Palakkad,** has successfully completed her project titled **'A Study on the Impact Of Job Embeddeness on work engagement of employees at Rubfila International Limited'** in our Organization during the month of June-July 2023.

We wish her all the very best for future endeavors.

For Rubfila International Limited

Sudhesh.M
AGM- Finance & Legal

Registered Office NIDA, Menonpara Road, Kanjikode P.O., Palakkad - 678 621 Kerala. India
Tel : +91 491 2567261-64, Fax : +91 491 2567260
email rubfila@vsnl.com, rubfila@gmail.com, website www.rubfila.com
CIN L25199KL1993PLC007018

A REPORT

On

A STUDY ON THE EMPLOYEE ENGAGEMENT AND IT'S EFFECT ON EMPLOYEE RETENTION WITH REFERENCE TO ELITE TASTY TOAST PVT LTD

By

Ms. SWATHY V S

Regn. No.: LCAVMBA102

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. BALAMOUROUGANE. R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that, the project report entitled **"A STUDY ON EMPLOYEE ENGAGEMENT AND ITS EFFECT ON EMPLOYEE RETENTION WITH REFERENCE TO ELITE TASTY TOAST PVT LTD"** submitted by **Ms. SWATHY V S (Reg. No: LCAVMBA102),** a student of fourth semester MBA of this institution, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project Guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place:Palakkad

Date: 08/08/2023

REF NO:HR/FLE12/GEN/277/Aug/2023.

Elite

08.08.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Swathy V S (LCAVMBA102)**, from LEAD College of Management, Palakkad has successfully completed her Project on **"A Study on the Employee Engagement and it's effect on Employee retention with reference to Elite Tasty Toast Private Limited, Thrissur"** from 15th June 2023 to 15th July 2023 and submitted the report.

We wish all success in future endeavor.

Yours sincerely

For Elite Tasty Toast Pvt. Ltd.,

BIJOY. M. FRANCIS
HEAD - HUMAN RESOURCE

ELITE TASTY TOAST PVT. LTD.
Athani, Medical College P.O., Thrissur - 680 596, Kerala, India.
Phone : +91-487-2201633, 2201634, 2200658, Fax: 2200307
E-mail: breads@eliteindia.com • Web: www.elitefoods.co.in
CIN : U15411KL1995PTC009148

A REPORT

ON

A STUDY ON MANAGEMENT OF WORKFORCE CHALLENGES IN TRIVANDRUM MEDICAL COLLEGE HOSPITAL DURING COVID 19 PANDEMIC

By

MS. SWATHY S KUMAR

Regn. No.: LCAVMBA275

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

DR. BALAMOUROUGANE.R

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI, PALAKKAD

KERALA, 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON MANAGEMENT OF WORKFORCE CHALLENGES IN TRIVANDRUM MEDICAL COLLEGE HOSPITAL DURING COVID 19 PANDEMIC"** submitted by **Ms. SWATHY S KUMAR (Reg No: LCAVMBA275)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 06/08/2023.

MEDICAL COLLEGE HOPSITAL, TRIVANDRUM

DEPUTY SUPERINTENDENT, Super Specialty Block
Government Medical College, Thiruvananthapuram

Phone: 0471-2528698
0471-2528686

Email-
ssbofficemch@gmail.com

No.492/23/SSB/DYSupdt/GMCH

Dated 29.07.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. SWATHY S KUMAR (Reg No. LCAVMBA275) 4th Semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed her major project work on the topic **"A STUDY ON MANAGEMENT OF WORKFORCE CHALLENGES DURING THE COVID - 19 PANDEMIC AT TRIVANDRUM MEDICAL COLLEGE HOSPITAL"** The project was carried out for a period of 40 days as part of the curriculum. She was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in her future endeavours.

MEDICAL COLLEGE HOSPITAL THIRUVANANTHAPURAM

Dr. Sunilkumar B.S
Deputy Superintendent

Dr. SUNIL KUMAR B.S
Deputy Superintendent
Super Specialty Block
Medical College
Thiruvananthapuram

A PROJECT REPORT

ON

A STUDY ON THE BRAND AWARENESS OF THE DECATHLON SPORTS INDIA AMONG ITS CUSTOMERS

BY

Ms. THAIBATHUL MUNAVARA N R

REG NO: LCAVMBA103

Submitted To

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SIVAKUMAR S

ASSOCIATE PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI P.O., PALAKKAD, KERALA -678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3663

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Approved by NBA for Academic Years 2021-22 to 2024-25 upto 30.06.2025
Programme (PG) : MBA

Member of
CBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE BRAND AWARENESS OF DECATHLON SPORTS INDIA AMONG ITS CUSTOMERS"** submitted by **Ms. THAIBATHUL MUNAVARA N R (Reg No: LCAVMBA103)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/2023

DECATHLON

SPORT FOR ALL - ALL FOR SPORT

CERTIFICATE

This is to certify that **Ms. Thaibathul Munavara N R** (Reg No: LCAVMBA103), Fourth Semester MBA Student of LEAD college of Management Studies , Palakkad, 678009 has successfully completed her project work on the topic of **"A Study on Brand Awareness of Decathlon Sports India Among Customers"** under the guidence of **Reshma Raj A R (Sport Leader Coach).** She has completed the organization study satisfactorily and submitted project report on the same.

We wish her all the very best for her future endeavours.

Your faithfully

Decathlon Sports India Pvt.

Reshma Raj AR

DECATHLON SPORTS INDIA PVT. LTD.

Survey No. 78/10, A2 0-Chikkajala Village, Bellary Road, Bangalore - 562157

Mobile: +91 - 7676798989, www.decathlon.in

CIN: U72200KA2004FTC032858

A REPORT

On

A STUDY ON ASSET AND LIABILITY MANAGEMENT WITH REFERENCE TO PRECOT LIMITED 'C' UNIT, WALAYAR

By

Mr. THANSEER.A

Regn. No.: LCAVMBA276

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. FRACKSON C VIYANO

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

August 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ASSET AND LIABILITY MANAGEMENT WITH REFERENCE TO PRECOT LIMITED 'C' UNIT, WALAYAR"** submitted by **Mr. THANSEER A (Reg No: LCAVMBA276)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

08/08/2023

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

Precot

05/08/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Thanseer A, (Reg No: LCAVMBA276)** M.B.A Final year student of Lead College of Management, Dhoni, Palakkad has successfully completed the project work in the company on " **A Study on Asset and Liability Management** " under the guidance of Mr. Unnikrishnan A P (AGM - Accounts & Admin) towards the fulfillment of the award of Master Business Administration during the academic year 2023-2024.

We wish all success in his future endeavours.

For Precot Limited

Authorised Signatory

PRECOT LIMITED 'C' UNIT 678624. WALAYAR

ECOT LIMITED (Formerly Precot Meridian Ltd.) CIN : L17111TZ1962PLC001183
C. Chandrapuram, Walayar Dam (PO), Palakkad - 678 624
0491 - 2862355, Mobile : 9497714070, 9447172355
Mail : pc@precot.com Website : www.precot.com GSTIN : 32AABCP3038K1ZM
Office : D Block, 4th Floor, Hansdev Info Park, Nava India Road, Kalaiyarkaliyam, Coimbatore - 641 008
0091 422 4321100 | Fax : 0091 422 4321200 | Email : co@precot.com

OEKO-TEX® STANDARD 100

A PROJECT REPORT

On

A STUDY ON CUSTOMER PERCEPTION TOWARDS FRONTIER INDCO, NILGIRIS

By

Mr. TONY BABU

Regn. No.: LCAVMBA277

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Under the Guidance of

Mr. SIJIN TC

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION TOWARDS FRONTIER INDCO, NILGIRIS"** submitted by **Mr. TONY BABU (Reg No: LCAVMBA277)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023.

GSTIN : 33AADAT1349M1ZC

✆ 04262 - 267245
e-mail : frontierindco@gmail.com

THE FRONTIER INDUSTRIAL CO-OPERATIVE TEA FACTORY LTD., Ind No. 1415

ERUMAD, Konnachal P.O., 643 239, The Nilgiris, Tamilnadu.

Thiru R.PERIASAMY, B.A.,DICM,
MANAGING DIRECTOR

Dated: 31.07.2023

CERTIFICATE

This is to certify that **Mr. TONY BABU** , a IV Semester MBA (Reg.No.LCAVMBA277) student of **LEAD COLLEGE OF MANAGEMENT , CALICUT UNIVERSITY** has successfully completed his major project titled **"A Study on Customer Perception towards Frontier Indco Tea Factory, Nilgiris"** in our organization for a period of 15 days in partial fulfillment of his couse curriculum.

We wish him all success in his future endeavours.

31/7/23

MANAGING DIRECTOR

A REPORT

On

A STUDY ON ASSET AND LIABILITY MANAGEMENT OF KSE LIMITED, IRINJALAKKUDA

By

Mr. VAISAKH. A

Regn. No: LCAVMBA278

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. PRAMOD. V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

Affiliated to
UNIVERSITY OF CALICUT

Approved by
AICTE

Accredited by
NATIONAL BOARD OF ACCREDITATION
NBA

Member of
ACBSP

Member of
AMDISA

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON ASSET AND LIABILITY MANAGEMENT OF KSE LIMITED, IRINJALAKKUDA"** submitted by **Mr. VAISAKH. A (Reg No: LCAVMBA278)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date:

KSE
LIMITED
CIN No. L15331KL1963PLC002028
AN ISO 9001 : 2015 COMPANY

Post box No. 20, Irinjalakuda Kerala - 680 121
Tel : 0480-2825476, 2825576, 2826676
E-mail:kseKerala@gmail.com,Website:www.kselimited.com

PRJ.2023/ 001124 *31/07/2023*

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Vaisakh A (Reg.LCAVMBA278) MBA Student of Lead College of Management , Palakkad has successfully completed his 60 days Project on, "A Study on Asset and Liability Management on KSE Limited, Irinjalakuda " as a part of the study. He was found to be sincere and enthusiastic in collecting various data and information for completing the Project. We wish all success in his future endeavours.

For KSE LIMITED

M P ANILKUMAR
MANAGER (HR)

KSE LIMITED IRINJALAKUDA-680121

A REPORT

ON

A STUDY ON THE EFFECTIVENESS OF SALES PROMOTION TECHNIQUES OF KAIRALI STEEL AND ALLOY PVT Ltd

By

VARSHA C

Regn No: LCAVMBA104

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

DR. V SMITHA

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA- 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE EFFECTIVENESS OF SALES PROMOTION TECHNIQUES OF KAIRALI STEELS ALLOY PVT LTD, PALAKKAD"** submitted by **Ms. VARSHA C (Reg. No.: LCAVMBA104)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/08/2023

RALI STEELS & ALLOYS PVT.LTD
Kanjikode, Palakkad - 678 621, Kerala
0491 2568852, 2566954 Fax : 0491 2567006
KAIRALI TMT XD STEEL BARS
tmt.com kairalisteels@yahoo.com

Date:04.08.2023

TO WHOMSOEVER IT MAY CONCERN

THIS IS TO CERTIFY THAT THE PROJECT REPORT TITLED **"A STUDY ON THE EFFECTIVENESS OF SALES PROMOTION TECHNIQUES OF KAIRALI STEELS AND ALLOYS PVT. LTD."** IS A PROJECT WORK DONE FROM 01ST JUNE 2023 TO 29ST JULY 2023 BY **VARSHA C (REG NO. LCAVMBA104)**, STUDENT OF LEAD COLLEGE OF ,MANAGEMENT, DHONI, PALAKKAD – 678009, IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE IN MASTER OF BUSINESS ADMINISTRATION.

*For **KAIRALI STEELS & ALLOYS PVT. LTD.,***

HIJITH HARIDASAN
(CHIEF MANAGER- HR)

Kairali Steels & Alloys Pvt. Ltd. PALAKKAD Pin - 678 621 134-A, Kanjikode

A REPORT

On

A STUDY ON INVENTORY MANAGEMENT SYSTEM AND WAREHOUSE OPERATIONS WITH REFERENCE TO LULU GROUP INTERNATIONAL, TRIVANDRUM.

By

Mr. VINAI KRISHNAN R S

Regn. No.: LCAVMBA280

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. S. SUDHAKAR

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI,PALAKKAD, KERALA – 678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3883

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON INVENTORY MANAGEMENT SYSTEM AND WAREHOUSE OPERATIONS WITH REFERENCE TO LULU GROUP INTERNATIONAL, TRIVANDRUM"** submitted by **Mr. VINAI KRISHNAN R S (Reg No: LCAVMBA280)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 09.05.2023

LuLu International Shopping Malls Pvt. Ltd.
CIN : U52190KL2004PTC017414
TC. 91/270(2) | Anayara P.O.
Thiruvananthapuram 695029 | Kerala.
Tel: +91 471 2777799 | 6117799
Email: lulutvm@luluindia.com
www.lulumall.in | www.lulugroupinternational.com

Ref: LUTVM/RO/HR/848

29th JULY 2023

TO WHOM IT MAY CONCERN:

This is to certify that **Mr. VINAI KRISHNAN R.S,** student of **LEAD** College Of Management, Palakkad has successfully completed his Project on **"Study On Inventory Management System And Warehouse Operations with reference to Lulu International Shopping Mall, Trivandrum"** For **60 Days (JUNE, JULY)** with reference to the partial fulfilment of the requirements of Master Of Business Administration Program.

We wish him the very best in all his future endeavours.

Thanking You,

With Regards

For Lulu Group International

Harikrishnan R

Manager-HR

A PROJECT REPORT

On

A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON THE PROMOTIONAL PRACTICES OF KERALA TOURISM DEVELOPMENT CORPORATION (KTDC), THIRUVANANTHAPURAM

By

Mr. VINU VICTOR

Reg No LCAVMBA 281

Submitted to

UNIVERSITY OF CALICUT

In partial fulfilment the requirement for the award of degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. A. ASHRAF ALI.

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT, DHONI

PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON THE PROMOTIONAL PRACTICES OF KERALA TOURISM DEVELOPMENT CORPORATION (KTDC), THIRUVANANTHAPURAM"** submitted by **Mr. VINU VICTOR (Reg No: LCAVMBA 281)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad

Date: 08/08/2023

Kerala Tourism Development Corporation Limited
(A Govt. of Kerala Undertaking)
P.B. No. 5424, Mascot Square, Vikas Bhavan P.O
Thiruvananthapuram - 695 033 Kerala, India
Phone : +91-471-2721243/45/48, Fax : 2721249
E-Mail : info@ktdc.com, Website : www.ktdc.com

TDC
Official host to God's Own Country

20.07.2023

CERTIFICATE

This is to certify that **Mr.Vinu Victor,** doing MBA course in Lead College of Management, Dhoni, Palakkad has successfully completed his Internship in the Marketing Division, Corporate Office, Mascot Square, Trivandrum, from 07.06.2023 to 07.07.2023 in part fulfillment of the course.

PERSONNEL OFFICER.

A REPORT

On

A STUDY ON CAPITAL STRUCTURE OF THE METAL INDUSTRIES LIMITED, SHORANUR

Submitted by

VISHNU M

Reg. No: LCAVMBA282

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDENCE OF

Dr. MUBARAK RAHMAN P

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

678009

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 679009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CAPITAL STRUCTURE OF THE METAL INDUSTRIES LIMITED,SHORNOUR"** submitted by **Mr. VISHNU M (Reg No: LCAVMBA282)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 08/08/2023

THE METAL INDUSTRIES LIMITED
(A Govt. of Kerala Undertaking)
Metind Nagar, Shoranur - 679 122, Kerala
Tel. : 0466 2962268
Email : metind@themetalindustries.in
Website : www.themetalindustries.in

Ref:C-12/23-24/573 05/08/2023

CERTIFICATE

This is to certify that Mr. ***VISHNU M,*** Reg.No.LCAVMBA282, MBA student, Lead College Of Management, Dhoni, Palakkad District, Kerala State, has successfully completed PROJECTWORK in this company entitled "A STUDY ON THE CAPITAL STRUCTURE OF THE METAL INDUSTRIES LTD. SHORANUR", for a period of 60 days, as part of partial fulfillment of requirement of his course and as per letter from his institution.

During the above period he had shown keen interest in learning Industrial and Management aspects connected with his academic requirement and he was found obedient and industrious.

We wish him all success

For The Metal Industries Ltd.,

C.Radhakrishnan,
Manager (Commercial & Admin.)

THE METAL INDUSTRIES LTD. SHORANUR (A Govt. of Kerala Undertaking)

A PROJECT REPORT

On

A STUDY ON COMPETITIVE ANALYSIS OF EHAM DIGITAL IN CALICUT CITY

By

Mr. VISHNU P K

Reg. No: LCAVMBA283

Submitted to

THE UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. SMITHA V

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA

678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON COMPETITIVE ANALYSIS OF EHAM DIGITAL IN CALICUT CITY"** submitted by **Mr. VISHNU P K (Reg No: LCAVMBA283)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide
Dr. V SMITHA

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 8/8/2023

EHAM DIGITAL
ELECTRONICS & HOME APPLIANCES

EHAM DIGITAL LLP, Unison Tower, 28/3398, B1, B2,
Chevarambalam (PO), Thondayad Bye Pass, Calicut. Tel: 0495 2353353
reachus@ehamdigital.com, accounts@ehamdigital.com

Date: 28/July/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vishnu P K (Reg No. LCAVMBA283)** pursuing **MBA** from **Lead College of Management, Palakkad** has successfully completed his Project on "A study on competitive analysis" of **EHAMDIGITAL LLP** in Calicut, during the period **12/June/2023** to **18/July/2023.**

During the period of Project work, we found him sincere and hardworking.

We wish him success in all his future endeavors.

Vimal M M
Assistant Manager-HR
EHAMDIGITAL LLP

A PROJECT REPORT

ON

A STUDY ON THE IMPACT OF REATAIL STORE DESIGN AND LAYOUT ON CUSTOMER MIND WITH SPECIAL REFERENCE TO BISMI HYPERMARKET

MAJOR PROJECT REPORT

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION (MBA)

Submitted by

Mr. VISHNU S

Reg. No. LCAVMBA285

UNDER THE GUIDANCE OF

Dr. SHEENA. M.S

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD

(Affiliated to university of Calicut)

August 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala - 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3093

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE IMPACT OF RETAIL STORE DESIGN AND LAYOUT ON CUSTOMER MIND WITH SPECIAL REFERENCE TO BISMI HYPERMARKET"** submitted by **Mr. VISHNU S (Reg No: LCAVMBA285)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08-08-2023

Kairali Arcade, bus stand, near stadium, Kalmandapam, Palakkad, Kerala 678001
8111992240, 0484-7114455
palakkad.hyper@bismihypermart.com
https://bismigroup.com/Branch/BISMI-Palakkad

BISMI HYPERMARKET

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **VISHNU S (Reg No. LCAVMBA285)** 4" Semester MBA student at **LEAD College of Management, Dhoni, Palakkad** has successfully completed his major project work on the topic **"A STUDY ON IMPACT OF RETAIL STORE DESIGN AND LAYOUT ON CUSTOMER MIND WITH SPECIAL REFERENCE TO BISMI HYPERMARKET PALAKKAD"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish all success in his future endeavours.

Neethu R
HR Department

DATE:

PLACE: PALAKKAD

A REPORT

On

A STUDY ON THE FACTORS INFLUENCING CONSUMER BEHAVIOUR IN THE LIFE INSURANCE INDUSTRY WITH REFERENCE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED, PALAKKAD

By

VISHNU PRASAD

Regn. No.: LCAVMBA284

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. S. SUDHAKAR

Assistant Professor

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA-678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON THE FACTORS INFLUENCING CONSUMER BEHAVIOUR IN THE LIFE INSURANCE INDUSTRY WITH REFERENCE TO ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED, PALAKKAD"** submitted by Mr. **VISHNU PRASAD, Reg No: LCAVMBA284**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Director

Place: Palakkad
Date: 8-8-2023

ICICI PRUDENTIAL
LIFE INSURANCE

Date: 18/07/2023

CERTIFICATE

This is to certify that **Mr. Vishnu Prasad (Reg.No:LCAVMBA284)**, 4th Semester MBA student of Lead College of Management, Dhoni, Palakkad, has successfully completed his major project titled "**A Study on the Factors Influencing Consumer Behaviour in Life Insurance Industry with Reference to ICICI Prudential Life Insurance Company Limited, Palakkad**" in our organization.

We wish him all the best for his future endeavours.

Prudential Life Insurance Co. PALAKKAD

MADHU M.T.
BRANCH HEAD

ICICI Prudential Life Insurance Company Limited
1st Floor, A & P Tower, Having Survey No. : 3162/1 and 3155/2, No: P22517292, Block No : 63, Ward No : 23, Stadium Bypass, Palakkad, Kerala - 678013
Regd. Office : ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025. India.
Phone: +91 22 5039 1600 • Fax: +91 22 2422 4484 • Email: corporate@iciciprulife.com • Visit us at www.iciciprulife.com

A REPORT

On

A STUDY ON CUSTOMER BUYING BEHAVIOUR WITH REFERENCE TO PGR POWER TECH MUDAPALLUR

By

Mr. VISHNU VARDHAN R

REG NO: LCAVMBA286

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Dr. V R Nedunchezhian

PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA – 678009

AUGUST 2023

LEAD COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER BUYING BEHAVIOUR WITH REFERENCE TO PGR POWER TECH MUDAPALLUR"** submitted by **Mr. VISHNU VARDHAN R (Reg No: LCAVMBA286).** a student of fourth semester Master of Business Administration (MBA) of this college. is a record of bonafide work carried out by him/her in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date:

P.G.R. POWER TECH

Mudappallur Palakkad Kerala - 678 705
ph: 0491 2566143, 2566150, 2561126
Fax: 0491 2566143
E-mail: pgrpowertech@yahoo.com
website: www.pgrpowertech.com

IAS-ANZ

07/07/2023

CERTIFICATE

This is to certify that Mr. Vishnu Vardhan R (LCAVMBA286) pursuing his MBA at LEAD College of Management, Dhoni, Palakkad has completed the project work on the topic "A STUDY ON CUSTOMER BUYING BEHAVIOUR WITH REFERENCE TO PGR POWER TECH MUDAPALLUR " as a part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work.

We wish him all success in his future endeavours

Thanking you,

Your Faithfully

For P.G.R POWERTECH

Executive in HR

E.R. Jayasree

P.G.R. POWER TECH
MUDAPPALLUR, P.O.
PALAKKAD, KERALA-678 705
GST.No: 32AHXPR8911K1ZL

A REPORT

On

A STUDY ON CUSTOMER PERCEPTION WITH REGARD TO COMMERCIAL REAL ESTATE SERVICES OF PROPERTYPISTOL

By

Mr. ZAYAN ASHRAF PULLIKKALAKATH

Reg No: LCAVMBA287

Submitted to

UNIVERSITY OF CALICUT

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

Mr. JITH. R

ASSISTANT PROFESSOR

LEAD COLLEGE OF MANAGEMENT

LEAD COLLEGE OF MANAGEMENT

DHONI, PALAKKAD, KERALA 678009

AUGUST 2023

LEAD
COLLEGE OF MANAGEMENT

LEAD College of Management
Dhoni, Palakkad, Kerala – 678009
info@lead.ac.in | www.lead.ac.in
Tel : 0491 255 3693

CERTIFICATE

This is to certify that the project report titled **"A STUDY ON CUSTOMER PERCEPTION WITH REGARD TO COMMERCIAL REAL ESTATE SERVICES OF PROPERTYPISTOL"** submitted by **Mr. ZAYAN ASHRAF PULLIKKALAKATH) (Reg No: LCAVMBA287)**, a student of fourth semester Master of Business Administration (MBA) of this college, is a record of bonafide work carried out by him in partial fulfillment of Master of Business Administration under the University of Calicut.

Project guide

Director

LEAD COLLEGE OF MANAGEMENT
PALAKKAD - 678 009
DHONI

Place: Palakkad
Date: 08/05/2023

PROPERTYPISTOL.com

NO ONE TARGETS YOUR NEED BETTER

Date – 29th July 2023

Satyachandra Arcade, 1st floor,

SBC-108, Service Rd, HRBR Layout 3rd Block,

Kalyan Nagar, Bengaluru,

KA 560043

CERTIFICATE

This is to certify that **Mr. ZAYAN ASHRAF PULLIKKALAKATH (Reg No. LCAVMBA287)** 4th semester MBA student at LEAD College of Management, Dhoni, Palakkad has successfully completed his major project work on the topic **"A STUDY ON CUSTOMER PERCEPTION WITH REGARD TO COMMERCIAL REAL ESTATE SERVICES OF PROPERTYPISTOL"** as part of the curriculum. He was found to be sincere and enthusiastic in collecting various information and data required for the project work. We wish all success in his future endeavors.

For PropertyPistol Realty Pvt. Ltd

A. N. Agarwal

Ashish Narain Agarwal
(Authorized Signatory)