


**MAR GREGORIOS COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF COMMERCE (SH-I)**  
**PROJECT DETAILS 2019-2021**

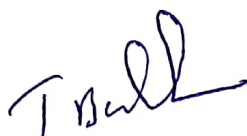
| S.NO. | NAMES                | TITLE   | PLACE         |
|-------|----------------------|---|---------------|
| 1     | AGNEL RUFUS NINAN    | A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE MARKETING  | QUESTIONNAIRE |
| 2     | AKILEN N A           | A STUDY ON JOB CHARACETISTIC MODEL AND EMPLOYEE ENGAGEMENT IN CORPORATE COMPANIES   | QUESTIONNAIRE |
| 3     | ASHWIN RAJ K M R     | A STUDY ON CONSUMER PERCEPTION TOWARDS ROYAL ENFIELD BIKES IN CHENNAI CITY  | QUESTIONNAIRE |
| 4     | BIBIN SEBASTIAN B    | A STUDY ON CUSTOMER SATISFACTION TOWARDS UBER CAB SERVICES WITH SPECIAL REFERENCE TO AMBATTUR CITY                            | QUESTIONNAIRE |
| 5     | NIBIN JOHN ABRAHAM   | A STUDY ON CONSUMER PREFERNECE TOWARDS POST OFFICE SAVING SCHEMES WITH SPECIAL REFERENCE TO CHENNAI CITY                      | QUESTIONNAIRE |
| 6     | PHILIP PRAKASH X     | A STUDY ON CONSUMER SATISFACTION TOWARDS E - BANKING SERVICES WITH SPECIAL REFERENCE TO SBI                                   | QUESTIONNAIRE |
| 7     | RUBAN RAJ M          | A STUDY ON GREEN HR PRACTICES AMONG IT EMPLOYEES WITH SPECIAL REFERENCE TO CHENNAI CITY                                       | QUESTIONNAIRE |
| 8     | SARAVANANMALA RAAGUL | A STUDY ON CONSUMER'S RESPONSE TOWARDS THE SERVICE OF CONVENTIONAL AND CORPORATE RETAIL STORES                                | QUESTIONNAIRE |
| 9     | SUJEESH S            | A STUDY ON CONSUMER SATISFACTION TOWARDS HEROS SPLENDOR SPECIAL REFERENCE TO CHENNAI CITY                                     | QUESTIONNAIRE |
| 10    | SUNISH R             | A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CAB SERVICES WITH SPECIAL REFERENCE TO CHENNAI CITY                              | QUESTIONNAIRE |
| 11    | VINOD V P            | A STUDY ON CONSUMERS PREFERENCE AND PERCEPTION TOWARDS ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO CHENNAI CITY     | QUESTIONNAIRE |
| 12    | ABIRAMI S R          | A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING APPLICATION WITH SPECIAL REFERENCE TO CHENNAI CITY              | QUESTIONNAIRE |
| 13    | ANNAH SHARLY M       | A STUDY ON CONSUMER SATISFACTION TOWARDS TATA CARS IN CHENNAI CITY  | QUESTIONNAIRE |
| 14    | DEEKSHA S            | A STUDY ON INVESTORS PERCEPTION TOWARDS SELECTED MUTUAL FUNDS   | QUESTIONNAIRE |
| 15    | JAYASHREE C          | A STUDY ON CONSUMER BEHAVIOUR TOWARDS FAST FOOD WITH SPECIAL REFERENCE TO ANNA NAGAR  | QUESTIONNAIRE |
| 16    | JENIFER RESTY B      | A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS MOBILE PHONES WITH SPECIAL REFERENCE TO CHENNAI CITY                            | QUESTIONNAIRE |
| 17    | KEERTHEESWARI S      | A STUDY ON CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS PURCHASE OF BUSCUITS WITH REFERENCE TO CHENNAI CITY             | QUESTIONNAIRE |
| 18    | RADHIKA K            | A STUDY ON CONSUMER PERCEPTION ON DIMENSION OF TV ADVERTISEMENTS IN MARKETING DUARBLES WITH SPECIAL REFERENCE TO CHENNAI CITY | QUESTIONNAIRE |
| 19    | SUJITHA A            | A STUDY ON CONSUMER PREFERNECE TOWARDS AAVIN MILK AND MILK PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY                    | QUESTIONNAIRE |

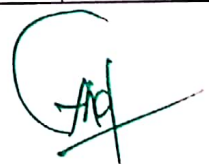
  
Head of the Department

  
Dr. M. SIVARAJAN M.B.A., M.Phil., M.A., M.Phil., Ph.D.,  
Principal  
MAR GREGORIOS COLLEGE OF ARTS & SCIENCE  
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**MAR GREGORIOS COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF COMMERCE (Sh-I)**  
**PROJECT DETAILS 2018-2020**

| S.NO. | NAMES                   | TITLE   | PLACE         |
|-------|-------------------------|---|---------------|
| 1     | DEEPAK GOWTHAM C        | A STUDY ON CONSUMER PREFERENCE TOWARDS VARIOUS BRANDED PERFUMES IN CHENNAI CITY   | QUESTIONNAIRE |
| 2     | EBANEZAR JOHNSON A      | A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING   | QUESTIONNAIRE |
| 3     | GOWTHAM L               | A STUDY ON CUSTOMER PREFERENCE TOWARDS NILGIRIS PRODUCTS IN ANNA NAGAR  | QUESTIONNAIRE |
| 4     | HARISH S                | A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION IN DTH SERVICES WITH SPECIAL REFERENCE TO CHENNAI CITY                                   | QUESTIONNAIRE |
| 5     | JAYAKUMAR J             | A STUDY ON TURNOVER INTENTION OF THE EMPLOYEES AT RELIANCE RETAIL PVT LTD , MADHAVARAM, CHENNAI   | QUESTIONNAIRE |
| 6     | LOGESH G                | A STUDY ON WORK LIFE BALANCE OF TEACHERS WITH SPECIAL REFERENCE TO CHENNAI CITY   | QUESTIONNAIRE |
| 7     | MOHAMED ARSHAD AHAMED M | A STUDY ON CUSTOMER PERCEPTION AND PURCHASE INTENTION OF ELECTRIC CARS AND BIKES [ ELECTRIC VECHILES ] WITH SPECIAL REFERENCE TO CHENNAI CITY | QUESTIONNAIRE |
| 8     | RANJITH S               | A STUDY ON CONSUMER PREFERENCE IN PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS  | QUESTIONNAIRE |
| 9     | RUTHRAKUMAR U           | A STUDY ON SATISFACTION OF CONSUMERS REGARDING BAJAJ PULSAR MOTOR BIKES WITH SPECIAL REFERENCE TO CHENNAI CITY                                | QUESTIONNAIRE |
| 10    | SAGAYA SANTHOSH A       | A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENTS SYSTEMS   | QUESTIONNAIRE |
| 11    | SAMUEL DANIEL S         | A STUDY ON RETAIL DYNAMICS IN RELIANCE TRENDS WITH SPECIAL REFERENCE TO T NAGAR IN CHENNAI  | QUESTIONNAIRE |
| 12    | SOLOMON PRADEEP KUMAR V | A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA BIKE PROTECT  | QUESTIONNAIRE |
| 13    | ALBY JOSE               | A STUDY ON RELATIONSHIP BETWEEN EMPLOYEE AND EMPLOYER IN AN ORGANISATION  | QUESTIONNAIRE |
| 14    | MONISHA V               | A STUDY ON DIGITAL MARKETING STRATEGY BUY ZOMATO FOR CUSTOMER ACQUISITION   | QUESTIONNAIRE |
| 15    | NEMA PRIYA R            | A STUDY ON EFFECTIVENESS OF EMPLOYEES SAFETY AND HEALTH AT RANE [MADRAS] LTD PUDUCHERRY   | QUESTIONNAIRE |
| 16    | ROJA G                  | A STUDY ON THE IMPACT OF ADVERTISEMENT OF CONSUMER PURCHASE BEHAVIOUR WITH REFERENCE TO COSMETIC PRODUCTS IN CHENNAI CITY                     | QUESTIONNAIRE |

  
Head of the Department

  
Principal

Dr. M. SIVARAJAN M.B.A., M.Phil., M.A., M.Fil., Ph.D.  
Principal  
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**MAR GREGORIOS COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF COMMERCE (Sh-I)**  
**PROJECT DETAILS 2017-2019**

| S.NO. | NAMES            | TITLE   | PLACE         |
|-------|------------------|---|---------------|
| 1     | KUMAR K          | A STUDY ON CONSUMER PREFERENCE TOWARDS VARIOUS BRANDED PERFUMES IN CHENNAI CITY       | QUESTIONNAIRE |
| 2     | LIJIN T JOHN     | A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOUR IN PHARMACEUTICALS  | QUESTIONNAIRE |
| 3     | PRAKASH RAJ I    | A STUDY ON WORK LIFE BALANCE OF PROFESSORS WITH SPECIAL REFERENCE TO CHENNAI CITY     | QUESTIONNAIRE |
| 4     | RAGHAVENDRA V    | A STUDY ON INVESTMENT PATTERN WITH SPECIAL REFERENCE TO MUTUAL FUND IN CHENNAI CITY   | QUESTIONNAIRE |
| 5     | TAMIL SELVAN D   | A STUDY ON RETAIL DYNAMICS IN RELIANCE TRENDS   | QUESTIONNAIRE |
| 6     | THAVA RAJ B      | A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS BRANDED TEA IN CHENNAI        | QUESTIONNAIRE |
| 7     | MARIA GLORIA C V |   | QUESTIONNAIRE |
| 8     | VINNARASI E      | A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA CARES WITH SPECIAL REFERENCE IN CHENNAI | QUESTIONNAIRE |

*T. S. L.*

Head of the Department


*[Signature]*


Principal

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**MAR GREGORIOS COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF COMMERCE (Sh-I)**  
**PROJECT DETAILS 2016-2018**

| S.NO. | NAMES             | TITLE   | PLACE         |
|-------|-------------------|---|---------------|
| 1     | Arvind P          | A STUDY ON CONSUMER SATISFACTION TOWARDS AAVIN MILK IN CHENNAI CITY                                       | QUESTIONNAIRE |
| 2     | Karthik S         | A STUDY ON CUSTOMER PREFERENCE TOWARDS VODAFONE MOBILE PHONE SERVICE IN CHENNAI CITY                      | QUESTIONNAIRE |
| 3     | Madhan V          | A STUDY ON CONSUMERS SATISFACTION TOWARDS ONLINE SHOPPING IN CHENNAI                                      | QUESTIONNAIRE |
| 4     | Sathya Sundaram T | A STUDY ON CONSUMER SATISFACTION AND PREFERENCE TOWARDS YAMAHA MOTOR BIKES WITH REFERENCE TO CHENNAI CITY | QUESTIONNAIRE |
| 5     | Shijo Rajan       | A STUDY ON CONSUMER PERCEPTION TOWARDS PACKING AND LABELING OF PACKAGED FOOD PRODUCTS                     | QUESTIONNAIRE |
| 6     | Sudhan V          | A STUDY ON CONSUMER SATISFACTION TOWARDS USED CARS IN CHENNAI CITY  | QUESTIONNAIRE |
| 7     | Vikki Deepak R    | A STUDY ON CONSUMER BUYING BEHAVIOUR BUYING SKIN CARE PRODUCTS  | QUESTIONNAIRE |
| 8     | Cimna sunny M     | A STUDY ON IMPACT TV ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO MUGAPPAR REGION | QUESTIONNAIRE |

  
Head of the Department

  
Principal  
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**MAR GREGORIOS COLLEGE  
OF ARTS & SCIENCE  
DEPARTMENT OF COMMERCE (Sh-I)  
PROJECT DETAILS 2015-2017**

| S.NO. | NAMES         | TITLE  | PLACE         |
|-------|---------------|--|---------------|
| 1     | Sanjay M      | A STUDY ON CUSTOMER PREFERENCE TOWARDS AIRTEL MOBILE PHONE SERVICE IN CHENNAI CITY | QUESTIONNAIRE |
| 2     | Vignesh M     | A STUDY ON RETAIL DYNAMICS IN RELIANCE DIGITAL                                     | QUESTIONNAIRE |
| 3     | Mahalakshmi P | A STUDY ON AWARENESS OF LIFE INSURANCE AMONG THE RESIDENT OF NORTH CHENNAI         | QUESTIONNAIRE |

  
Head of the Department

  
Principal

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