

DEPARTMENT OF COMMERCE AND MANAGEMENT
SRI SARADA NIKETAN COLLEGE OF SCIENCE FOR WOMEN,

KARUR-05.

STUDENT PROJECTS: 2021-2023
M. Com

Sl. No.	Name	Register Number	Title of the Project	Guide
1	M.Bhargavi	P211111126	A Study on Consumer Satisfaction towards Shopsy Online Shopping with Special Reference to Karur Town	Mrs.K.Sindhuja MBA.,M.Phil.,
2	A.Dharani	P211111127	A Study on Consumer Buying Criteria and its Impact on the Purchase of Mobile Phones in Karur	Dr.S.Kavitha M.Com.,M.Phil.PGDCA.,Ph.d
3	P.Dibischa	P211111128	A Study on Consumer Satisfaction towards Zomato Food Ordering in Karur Town	Mrs.K.Balambal M.Com., M.phil.,
4	M.Divya Bharathi	P211111129	A Study on Consumer Satisfaction towards ICICI Mobile Banking Application in Karur Town	Mrs.K.Balambal M.Com., M.phil.,
5	S.Gomathi	P211111130	A Descriptive Analysis of Smartphone Brands in Karur Town	Mrs. S.Shanthi M.Com.,M.Phil.,B.Ed.,
6	A.Keerthana	P211111131	Consumer's Awareness towards Organic Products in Karur Town	Dr.S.Kavitha M.Com.,M.Phil.PGDCA.,Ph.d
7	K.Meena	P211111132	A Study on the Effectiveness of Instagram as a Marketing Toll in Karur Town	Mrs.K.Sindhuja MBA.,M.Phil.,
8	S.Nisha	P211111133	A Study on Customer Satisfaction in the usage of Apple Call taxi Services in Karur	Mrs.R.Karthika M.Com(CA),M.Phil.,
9	T.Rajalakshmi	P211111134	The Impact of Artificial Intelligence on Online Consumer Buying Behaviour in Karur Town	Mrs.K.Balambal M.Com., M.phil.,
10	D.Ranjani	P211111135	A Study on Consumer Behaviour towards Packaged water in Karur Town	Dr.S.Kavitha M.Com.,M.Phil.PGDCA.,Ph.d

Sl. No.	Name	Register Number	Title of the Project	Guide
11	V.Sakthi Saranya	P211111136	A Study on Consumers Buying Patteren of Lakme Cosmetic Products in Karur Town	Mrs.R.Karthika M.Com(CA),M.Phil.,
12	M.Sudaroli	P211111137	A Study on Consumer Preference towards Black Forest Cake in Karur Town	Mrs. V.Renganayagi M.Com (CA), MBA.,M.Phil.,
13	N.Vasundhara	P211111138	A Study on Consumer Perference towards RO Water Purifies in Karur Town	Mrs. V.Renganayagi M.Com (CA), MBA.,M.Phil.,
14	S.Yazhii	P211111139	A Study on Consumer Preference towards Arun Ice Cream in Karur Town	Mrs. S.Shanthi M.Com.,M.Phil.,B.Ed.,