

ACADEMIC YEAR (2022-2023)



**J.K.K.MUNIRAJAH COLLEGE OF
TECHNOLOGY
T.N.Palayam(po),Gobi(tk)-638506, Erode(dt).**

**Metric
No
1.3.2**

S.No	Name of the course	course code	programme offering	Experiential learning			Number of students
				project work	field work	inplant training	
(2022-2023) Regulation-2021							
1	Project Work	BA4411	MASTER OF BUSINESS ADMINISTRATION	✓			36
2	Human Resource Management	BA4203	MASTER OF BUSINESS ADMINISTRATION	✓			8
3	Information Management	BA4106	MASTER OF BUSINESS ADMINISTRATION	✓			2
4	Managerial Economics	BA4103	MASTER OF BUSINESS ADMINISTRATION	✓			4
5	Marketing Management	BA4207	MASTER OF BUSINESS ADMINISTRATION	✓			5
6	Consumer Behavior	BA4009	MASTER OF BUSINESS ADMINISTRATION	✓			4
7	Services Marketing	BA4011	MASTER OF BUSINESS ADMINISTRATION	✓			4
8	International Finance	BA4006	MASTER OF BUSINESS ADMINISTRATION	✓			2

Green

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T.N. PALAYAM (Po)-638 506.**

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

Approved by AICTE, New Delhi And Affiliated to Anna University, Chennai.

Accredited by NAAC with "A" grade

T.N. Palayam (Po), Gobi (Tk), Erode (Dt) – 638 506

DEPARTMENT OF MANAGEMENT STUDIES



S.No	Name of the Course that include experiential learning through Project Work/Internship/Field Visit
1	Project Work
2	Human Resource Management
3	Information Management
4	Managerial Economics
5	Marketing Management
6	Consumer Behavior
7	Services Marketing
8	International Finance

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COURSE OBJECTIVE:

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business.

UNIT I INTRODUCTION

9

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

9

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET

9

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

9

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

9

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short- run and long-run – Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

TOTAL: 45PERIODS**COURSE OUTCOMES:**

- To introduce the concepts of scarcity and efficiency;
- 2. To explain principles of microeconomics relevant to managing an organization
- 3. To describe principles of macroeconomics
- 4. To have the understanding of economic environment of business.
- 5. To study about the policies that regulate economic variables

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 7th edition 2008.
3. N. Gregory Mankiw, Principles of Economics, 8th edition, Thomson learning, New Delhi, 2017.
4. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.
5. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017.
6. Panneerselvam. R, Engineering Economics, 2nd Edition, PHI Learning, 2014.

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REFERENCES :

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.
3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill,, 6th Edition 2018.
4. Ravinder Kumar, Legal Aspects of Business, New Delhi: Cengage Learning, 4 th edition, 2016.
5. Sinha P.K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi
6. Taxmann, GST Manual with GST Law Guide & Digest of Landmark Rulings, 11th Edition, 2019
7. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2015.
8. Dr. Vinod K. Singhania, Direct Taxes Planning and Management, 11 th, 2007.
9. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 15 th edition 2017.
10. Daniel Albuquerque, Legal Aspect of Business, Oxford,2 nd edition, 2017
11. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 4 th Edition-2016.
- 12.V.S. Datey, GST Ready Reckoner, 9 th edition, 2019

BA4106

INFORMATION MANAGEMENT

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COURSE OBJECTIVES:

- To understand the importance of information in business
- To know about the recent information systems and technologies.

UNIT I	INTRODUCTION	9
Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems.		
UNIT II	SYSTEM ANALYSIS AND DESIGN	10
System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.		
UNIT III	DATABASE MANAGEMENT SYSTEMS	8
DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.		
UNIT IV	INTEGRATED SYSTEMS, SECURITY AND CONTROL	9
Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.		
UNIT V	NEW IT INITIATIVES	9
Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing		
TOTAL : 45 PERIODS		

COURSE OUTCOMES:

1. Learn the basics of data and information system.
2. Understand the system development methodologies.
3. Understand database management system and its types.
4. Learn the various technologies in information system and its security.
5. Gains knowledge on effective applications of information systems in Business.


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COURSE OUTCOMES:

1. Identify the concepts of financial decision of an organisation
2. Recognize the time value of money
3. Learn the capital budgeting and cost of capital techniques
4. Understand how to decide the decision of capital structure and distribution of dividend
5. Assess the short-term and long-term sources of finance

REFERENCES :

1. I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017.
1. AswathDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 13th Edition, 2014.
3. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th edition, Cengage Learning 2015.
4. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012.

BA4203

HUMAN RESOURCE MANAGEMENT

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COURSE OBJECTIVE:

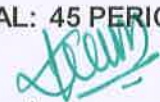
- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	9
Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.		
UNIT II	HUMAN RESOURCE PLANNING AND RECRUITMENT	9
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process.		
UNIT III	TRAINING AND DEVELOPMENT	9
Types of training methods –purpose- benefits- resistance. Executive development programme – Common practices - Benefits – Self development – Knowledge management.		
UNIT IV	EMPLOYEE ENGAGEMENT	9
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.		
UNIT V	PERFORMANCE EVALUATION AND CONTROL	9
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.		

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Students would have gained knowledge on the various aspects of HRM
2. Students will gain knowledge needed for success as a human resources professional.
3. Students will develop the skills needed for a successful HR manager
4. Students would be prepared to implement the concepts learned in the workplace.
5. Students would be aware of the emerging concepts in the field of HRM


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COURSE OBJECTIVES:

- To understand the changing business environment and the fundamental premise underlying market driven strategies.
- To identify the indicators of management thoughts and practices.

UNIT I INTRODUCTION

9

Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.

UNIT II MARKETING STRATEGY

9

Marketing strategy formulations – Key Drivers of Marketing Strategies – Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS

9

Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods

UNIT IV BUYER BEHAVIOUR

9

Understanding Industrial and Consumer Buyer Behavior – Influencing factors – Buyer Behaviour Models – Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

9

Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations – Cause related marketing – Ethics in marketing – Online marketing trends - social media and digital marketing

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Applied knowledge of contemporary marketing theories to the demands of business and management practice.
2. Enhanced knowledge of marketing strategies for consumer and industrial marketing
3. Deep understanding of choice of marketing mix elements and managing integrated marketing channels
4. Ability to analyze the nature of consumer buying behaviour
5. Understanding of the marketing research and new trends in the arena of marketing

REFERENCES:

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012
3. Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning, 2012.
4. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.
5. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
6. A. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
7. Micheal R. Czinkota, Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition 2006.
8. Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th edition, 2018.

COURSE OBJECTIVE:

- To understand the International Financial Environment, Management and Risks involved.

UNIT I INTERNATIONAL TRANSACTIONS

9

Overview and Evolution of International Finance –Institutions for International Finance – Internationalization process –International Monetary and Financial System – Balance of Payments – Exchange rate and money supply – International parity relations – Purchasing power parity – interest rate parity – Forward rate parity.

UNIT II MULTINATIONAL FINANCIAL MANAGEMENT

9

Process of overseas expansion – Reasons for cross-border investing – The theory of investment – techniques of project evaluation - Approaches for investment under uncertainty - FDI – Measuring and Managing Risk – International M&A – Financial Techniques in M&A – Regulations of M&A in major countries.

UNIT III INTERNATIONAL MONETARY SYSTEM

9

Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions – forward market — Hedging and Speculation – Hedging FX Transaction Exposure - The Eurocurrency market – international banking – structure and instruments

UNIT IV BORROWING AND LENDING : INTERNATIONAL SOURCES OF FINANCE

9

Bond Markets of various countries – Fixed and floating rate notes - Syndicate loans – Syndicated Eurocredits – ADR – GDR – Managing interest rate risk – Bond prices and yields – Bond Management – tools and techniques

UNIT V INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS

9


Country and political risk analysis – benefits and risks of international portfolio investment – assessing country creditworthiness – futures markets and instruments – option markets and instruments – option pricing – option pricing theory in financial risk assessment

TOTAL :45 PERIODS**COURSE OUTCOMES:**

1. Learn about evolution, process and system of International Finance
2. Identify the concepts of international merger and acquisitions, financial techniques and regulations
3. Understand about international monetary system
4. Knowing about ADR, GDR and bond management
5. Explore the learning in international risk assessment

REFERENCES :

1. Apte P.G., International Financial Management, Tata McGraw Hill, 2011.
2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
3. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
4. Eunand Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2011.
5. Website of Indian Government on EXIM policy


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COURSE OBJECTIVE:

- To study and understand the consumer' behavior in-order to effectively utilise the market' potential

UNIT I INTRODUCTION

9

Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.

UNIT II INTERNAL INFLUENCES

9

Influences on consumer behavior – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.

UNIT III EXTERNAL INFLUENCES

9

Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior

UNIT IV CONSUMER BEHAVIOR MODELS

9

Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making.

UNIT V PURCHASE DECISION PROCESS

9

Consumer decision making process – Steps, Levels and decision rules - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student understands

1. Consumer orientation and consumption
2. Intrinsic influences
3. Effects of external influences
4. Models of consumer and industrial buying
5. The decision making process

REFERENCES:

1. RamanujMajumdar, Consumer Behaviour - Insights from Indian Market, PHI, 2010.
2. Leon G.Schiffman and Leslie LasarKanuk, Consumer Behavior, Pearson Education, India, ninth edition, 2010.
3. Barry J.B., Eric G.H., Ashutosh M., Consumer Behaviour - A South Asian Perspective, Cengage Learning, 2016.
4. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.

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BA4011

SERVICES MARKETING

L T P C
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COURSE OBJECTIVE:

- To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.
- To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT I INTRODUCTION

9

Introduction– Definition– Service Economy – Evolution and growth of service sector – Nature and Scope of Services–Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

UNIT II SERVICE MARKETING OPPORTUNITIES

9

Assessing service market potential – Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION

9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES

9

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services–Entertainment & public utility Information technique Services

TOTAL: 45 PERIODS

COURSE OUTCOMES:

On successful completion of the course students will be able to:

1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
2. Develop and justify marketing planning and control systems appropriate to service-based activities
3. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
4. Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
5. Recognise the challenges faced in services delivery as outlined in the services gap model

REFERENCES:

1. Chiristopher H. Lovelock and JochenWirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi, 8th edition, 2016.
2. John.E.G.Bateson, K.Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
5. Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3rdEdition,Wiley,2007.
6. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited,4th Edition 2014, New Delhi.
7. Vinnie Jauhari&kirti Dutta (2017), Services Marketing, Text and cases, 2nd edition.

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TAMIL NADU
ERODE (DT).



**A STUDY ON TRAINING AND
DEVELOPMENT SPECIAL REFERENCE
WITH IN SAKTHI SUGARS LIMITED,
ERODE.**



PROJECT REPORT

Submitted by

Name of Student: M.CITHESWARAN

Register No:731221631005

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION


in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


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T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON TRAINING AND DEVELOPMENT
SPECIAL REFERENCE WITH SAKTHI SUGARS
LIMITED, ERODE**

is the bonafide record of project work done by

Name of Students: M.CITHESWARAN

Register No: 731221631005

of MBA during the year 2021 to 2023.

B. L. K.
Project Guide

S.P.S. 13/7/23
**Head of the Department
Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam - 638 506.**

Submitted for the Project Viva-Voce examination held on 13.07.2023

S.P.S. 13/7/23
Internal Examiner

9
External Examiner

S.P.S.
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T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).**

ABSTRACT

The present study of the research entitled "A STUDY ON TRAINING AND DEVELOPMENT OF THE EMPLOYEES IN SAKTHI SUGARS LIMITED AT ERODE" was undertaken to know the training and development of the employees working in this organization. The purpose of this study is to understand the level of employees training and development. The study found out that employees are are about training; employees are motivated through training; and training and development results into higher performance. The duration of the study is two months. The population is 500 with sample size of 120 employees has been taken for getting relevant information for the study through a questionnaire. The primary data were collected through the questionnaire. The secondary data are collected from the company records, journals, books and websites. Sampling's was selected the method of simple random sampling. Analysis part was done by simple analysis technique such as (percentage analysis) and Statistical analysis technique such as Chi-square, Correlation. The study provides some findings that were interrupted from the analysis of the collected data. The suggestions were given by the researcher which may help the company to improve training and development.



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3.3 CONCLUSION

The study on training and development of the employees in sakthi sugar limited at Erode. All the trainings are given to the employees as per the norms in their organization, which gives the employee training satisfaction and increases their productivity. The organization has to develop the technological methods in machines, to reduce the workforce of the employees and to make more productivity. The organization has given efficient and effective training and development to their employees.

The employee morale is good in the company. So, that the employees can do their job more effectively.



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GOBI (Tk), ERODE (Dt).



**“ A STUDY ON RECRUITMENT &
SELECTION IN TVS TRAINING
& SERVICES**



CHENNAI

PROJECT REPORT

Submitted by

Name of Student: JIJI JOSEPH

Register No: 731221631013

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


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DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled "**A STUDY ON RECRUITMENT AND SELECTION IN TVS TRAINING AND SERVICES**" is the bonafide

record of project work done by

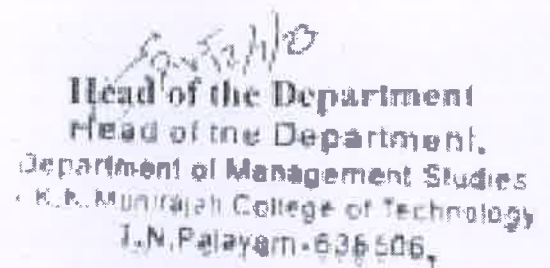
JJI JOSEPH

Register No: 731221631013

of MBA during the year 2021 to 2023.

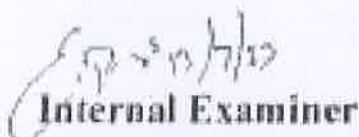


Project Guide



Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam-638 506,

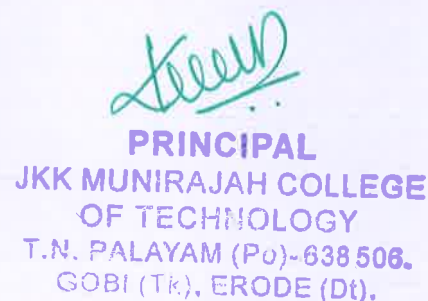
Submitted for the Project Viva-Voce examination held on 13/07/2023



Internal Examiner



External Examiner




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ABSTRACT

The study was undertaken to know the study on recruitment and selection in TVS training and services. It consists of the systematic evolution of employees with respect to their performance on the job and potential for development. The objectives of the study are to identify the process of recruitment selection of TVS training and services. The methodology followed for conducting the study include the specification of research design, sample design, questionnaire, data collection -primary and secondary data. The statistical tools used for analyzing the collected data are used for calculating, that are Simple percentage analysis, One-way ANOVA, Chi-square test and Correlation.

Research methodology is a way to systematically solve the research problem. The research methodology, which follows is the backbone of the study. The study is primarily based on the primary data collected through questionnaire from TVS training and services. The major findings of the study are 70% of the employees in the company are male and 30% of the employees are female. Majority of the employees in the organization are between the age of 30-39 years. The major suggestion of the study is intelligence test should be implemented in selection process to test the knowledge of the candidates.

The objectives of Human Resource Department are Human Resource Planning, Recruitment and Selection, Training and Development, Career planning, Transfer and Promotion, Risk Management, Performance Appraisal and so on. Each objective needs special attention and proper planning and implementation. For every organization it is important to have a right person on a right job. Recruitment and Selection plays a vital role in this situation. Shortage of skills and the use of new technology are putting considerable pressure on how employers go about Recruiting and Selecting staff. It is recommended to carry out a strategic analysis of Recruitment and Selection procedure. Also training need identification is necessary after selection process. A formal definition states, "It is the process of finding and attracting capable applicants for the employment. The process begins when new recruits are sought and ends when their applicants are selected"


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5.2 CONCLUSIONS

The human element of organization is the most crucial asset of an organization. Taking a closer perspective, it is the very quality of this asset that sets an organization apart from the others, the very element that brings the organization's vision into fruition.

The essence of recruitment can be summed up as 'the philosophy of attracting as many applicants as possible for given jobs'. The true value of this definition is what guided recruitment activities in the past. These days, however, the emphasis is on aligning the organization's objectives with that of the individual's. By making this a priority, an organization safeguard. After all, satisfied workforce is a stable workforce which also ensures that an organization has reliable performance. The process of recruitment and selection in TVS training and services are good. The company sources of recruitment are very effective. The main source of internal recruitment is employee referral as rewards are provided to employee to encourage this kind of recruitment. Recruitment is a never ending process in the organization. Selecting the qualified and skilled candidate is the main motto of the organization. The excellent pattern of interview is followed in case of selection process. Candidate eligibility verification program is a greatest merit to the organization to avoid unfaithful candidates in the organization. The systematic procedure is followed in recruitment and selection process.


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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON EFFECTIVENESS OF NEW
AGE STRATEGIES IN DIGITAL
MARKETING WITH FOCUS ON
ACQUISITIONAL STRATEGIES**



PROJECT REPORT

Submitted by

Name of Student: DINESH D

Register No: 731221631007

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

Seen

PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

MAY 2023

This is to certify that the project entitled

**A STUDY ON EFFECTIVENESS OF NEW AGE STRATEGIES IN DIGITAL
MARKETING WITH FOCUS ON ACQUISITIONAL STRATEGIES**


is the bonafide record of project work done by

Name of Students


Register No: 73J221631007

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Head of the Department,
Department of Management Studies,
K.K.Munirajah College of Technology
T.N.Palayam-638 506.

Submitted for the Project Viva-Voce examination held on 13/07/23


Internal Examiner


External Examiner



PRINCIPAL
**JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY**
T.N. PALAYAM (Po)-638 506.
GOBI (Tk.), ERODE (Dt).

5.3. CONCLUSION

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of Digital marketing.

This method of marketing has lifted the business domain to new heights. The limitations of internet marketing are few in number, while the advantages are sure to boost any business up towards the most fantastic and profitable opportunities.

Modern market has transferred to the online world where companies can now reach customers worldwide, using different forms of online marketing. Not only does this increase the potential market and the number of potential customers, but it also provides companies with the chance of establishing the position on global market and thus reaching for greater success and achievement of long-term goals.


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).



**CONSUMER BEHAVIOUR TOWARDS
BIG BAZZAR WITH THE SPECIAL
REFERENCE OF COIMBATORE BRANCH**



PROJECT REPORT

Submitted by

Name of Student: NISHANTILB

Register No: 731221631026

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

[Handwritten Signature]

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (PG)-638 506.
GOBI (TK), ERODE (DD).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

CONSUMER BEHAVIOUR TOWARDS

BIG BAZZAR WITH THE SPECIAL

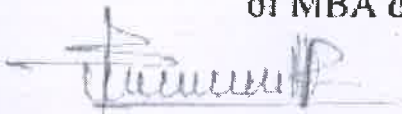
REFERENCE OF COIMBATORE BRANCH

is the bonafide record of project work done by

Name of Students: NISHANTH.B

Register No: 731221631026

of MBA during the year 2021 to 2023.

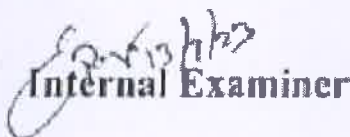


Project Guide



Head of the Department
Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam - 638 506

Submitted for the Project Viva-Voce examination held on 13/7/2023



Internal Examiner



External Examiner

PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (PG)-638 506,
GOBI (TK), ERODE (DI).

ABSTRACT

Research in common man's language refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic, in fact research is an art of scientific investigation.

Research is done to gain familiarity with a phenomenon event / product / service or to determine the frequency with which something occurs, with which it associated with something else or to test a hypothesis of causal relationship between variables.

In short customer perception research is the objective and formal process of systematically obtaining, analyzing and interpreting the data for actionable decision making in customer perception towards an organization (Big Bazaar, in my study).

The basic objective of this study is to analyze the customer perception towards Big Bazaar in Hyderabad, Andhra Pradesh. Research was carried out for Hyderabad customers who were main targets for this study. Customers were asked about their perception towards Big Bazaar.




PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638506.
GOBI (Tk), ERODE (Dt).

5.3 CONCLUSION

Employees' training is the important sub system of Human Resource Development. Employee training is the specialised function and it is one of the fundamental operative functions for Human Resource Management. The stage at which training is required should be identified first and then proper scheduling and implementation should be done. Only by the individual development, the organization development will take place and that will ultimately help the organization to attain the mutual goals.

Hence it can be concluded that TKL KNITS (INDIA) PVT LTD. can reach greater heights by keeping the employees well equipped to meet the challenges of the competitive business world. It can reach new heights by giving proper and standard training to the employees and applying these training methods systematically.

On the whole the study has been a successful one and the objective of the study has been achieved. This study will be a model in similar undertaking like TKL KNITS (INDIA) PVT LTD. to update their training program and manage human resource effectively.


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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-688 506.
GOBI (TK), ERODE (Dt).



**CONSUMER AWARENESS ABOUT
HEALTH INSURANCE IN BAJAJ
FINANCE**



PROJECT REPORT

Submitted by

PRABHU DEVA.K

731221631030

In partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM - 638 506.
GOBI (TK.) (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

CONSUMER AWARENESS ABOUT HEALTH


INSURANCE IN BAJAJ FINANCE

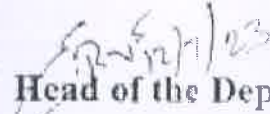
is the bonafide record of project work done by

Name of Students: PRABHU DEVA.K

Register No: 731221631030

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam - 638 506

Submitted for the Project Viva-Voce examination held on 13/07/23


Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).

ABSTRACT

The aim of the study is to understand the level of customer awareness towards the Bajaj Finserv. The study apart from knowing the customer awareness also focuses on the scope and growth of insurance sector in Coimbatore where the study is being conducted. The project focusing on Bajaj Finserv

insurance company's branch in Coimbatore ensure to successfully take up the research in knowing the customer and his reviews about the health insurance sector.

The study helps us to get a better picture as to what customer perceive about insurance plan and their awareness about the same. The study will help us in understanding what the customer prefers really through these insurance plans. Also, if the customer prefer these insurance plans, the study brings to light the customer expectations about the same. People in general have been imprisoned by the marketing and advertising campaigns of insurance companies. A high penetration of print, radio and Television ad campaigns over the years is beginning to have its impact now. Another heartening trend was in terms of people viewing insurance as a tax saving and investment instrument as much as a protective one. A very high number of respondents have opted for insurance for such purposes and it shows how insurance companies have been successful to attract public money in recent times.



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-633 506.
GOBI (Tk), ERODE (Dt).

- ❖ Insurance is long term contract and saving tool, after a time people feel less interested towards it, so time to time motivation is important that they are doing a good job

5.1 Conclusion

Our exhaustive research in the field of Medical Insurance threw up some interesting trends which can be seen in the above analysis. A general impression that we gathered during Data collection was the immense awareness and knowledge among people about various companies and their insurance products. People are beginning to look beyond LIC for their insurance needs and are willing to trust private players with their hard earned money. People in general have been imprisoned by the marketing and advertising campaigns of insurance companies. A high penetration of print, radio and Television ad campaigns over the years is beginning to have its impact now. Another heartening trend was in terms of people viewing insurance as a tax saving and investment instrument as much as a protective one. A very high number of respondents have opted for insurance for such purposes and it shows how insurance companies have been successful to attract public money in recent times.



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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506,
GOBI (TK), ERODE (Dt).



**“ A STUDY ON JOB SATISFACTION OF
THE EMPLOYEES IN**



J.A APPARELS, TIRUPUR”

PROJECT REPORT

Submitted by

SISIRA S

Register No:731221631049

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION


in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), BRODE (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled **"A STUDY ON JOB SATISFACTION OF THE EMPLOYEES IN JA APPARELS, TIRUPUR"** is the bonafide record of project work done

by

SISIRAS

Register No: 731221631049

of MBA during the year 2021 to 2023.



Project Guide



Head of the Department

Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.


Submitted for the Project Viva-Voce examination held on 13/07/2023



Internal Examiner



External Examiner



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).


ABSTRACT

This research project intends to explore the Job satisfaction of the employees in J.A. Apparel's ,Thirupur

Job satisfaction in regards to one's feeling or state of mind regarding nature of their work. Job can be influenced by variety of factors like quality of one's relationship with their supervisor, quality of physical environment in which they work, degree of fulfillment in their work, etc. Positive attitude towards job are equivalent to job satisfaction whereas negative attitude towards job has been defined variously from time to time. In short job satisfaction is a person's attitude towards job. Job satisfaction is an attitude which results from balancing & summation of many specific likes and dislikes experienced in connection with the job their evaluation may rest largely upon one's success or failure in the achievement of personal objective and upon perceived combination towards these ends. Job satisfaction & mental health is an important indicator of how employees feel about their job and a predictor of work behaviour such as organizational citizenship, Absenteeism, Turnover. Job satisfaction benefits the organization includes reduction in complaints and grievances, absenteeism, turnover, and termination; as well as improved punctuality and worker morale. Job satisfaction is also linked with a healthier work force and has been found to be a good indicator of longevity. Job satisfaction is not synonymous with organizational morale, which the possessions of feeling have being accepted by an belonging to a group of employees through adherence to common goals and confidence in desirability of these goals.

Morale is the by-product of the group, while job satisfaction is more an individual state of mind.

In this study, 100 no's of respondents have been taken as sample. Percentage analysis, Anova, correlation, chi-square have been incorporated for research analysis. The study helped in revealing the level of satisfaction of employees with reference to the various factors provided in the organization. This study clearly shows that employees under organization are More or less satisfied with the job. The organization should consider on the salary, Relationship of employees and supervisors, grievance handling and give more opportunity for the new employees.


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OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

5.2.SUGGESTIONS

- There should be a more proper training for the employees and in effective manner
- Company policies and rules should be according to the needs of the employees and it must not be strict, so that the employees does not get stressed
- A company should encourage their staffs with appraisals and promotion and surely they should provide job securities for their employees.
- Finally without salary any employees cannot work. So they should provide appropriate and adequate salary to work.

5.3.CONCLUSIONS

The conducted study is an attempt on study about the job satisfaction of employees and it factors. The study analyses about the job satisfaction of employees in the J.A apparels Tiruppur. It is found that majority of employees are satisfied with their salary and training program in their company. There are many factors influence the satisfaction of the employees. Among the various factors ranked, it was found that payment of wages and salary are satisfied proceeding to co-workers relationship are cordial, working condition are satisfied and promotional opportunities are rules and training and development satisfied respectively.

But if an employee approaches the problem with more confident and positive, he can be satisfied and succeeded easily.



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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (R)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY OF LABOUR WELFARE
ASSOCIATION IN SRI KOVAI
BHAIKAVAA MOTOCRAFTS
(VESPA, APRILIA, BGAUSS, PURE EV) PVT.LTD**



PROJECT REPORT

Submitted by

Name of Student: ARULRAJ L

Register No: 731221631003

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (TN)-638 506.
GOBI (TK), ERODE (DT).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

A STUDY OF LABOUR WELFARE ASSOCIATION IN

SRI KOVAL BHAIRAVAA MOTOCRAFTS

(VESPA, APRILIA ,BGAUSS, PURE EV) PVT.LTD

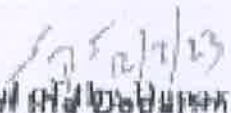
is the bonafide record of project work done by

Name of Students : ARULRAJ I.

Register No: 731221631003

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.

Submitted for the Project Viva-Voce examination held on **13.07.2023**


Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po) - 638 506.
GOBI (T) ERODE (Dt).

Conclusion

The study was conducted to find out the link between job satisfaction and the performance of employees working in private organizations. While studying the relationship of job satisfaction with different variables such as qualification, gender, occupation, family system, and marital status, it is concluded that job satisfaction has no significant association with gender, qualification, family system, as well as marital status. It is determined from the study that job satisfaction is significantly correlated with the occupation of employees. Hence, medical doctors are more satisfied with their jobs as compared to teachers and bankers. Furthermore, it is also concluded from the above results that the performance of satisfied employees is superior as compared to dissatisfied employees. Hence, the above results suggested that to improve the performance of employees such as quality of work, productivity, and leadership qualities, organizations should consider obvious factors of job satisfaction. Based on the above points we can say that employee attitudes typically reflect the morals of the company. In areas of customer service and sales, happy employees are extremely important because they represent the company to the public. So, every organization should develop strategies that strengthen the work environment and increase employee morale and employee satisfaction to enhance employee performance and productivity, which ultimately results in high profits, customer satisfaction as well as customer retention.



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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po) 638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY PERFORMANCE APPRAISAL
EFFECTIVENESS ANALYSIS at
MOBIUS365 DATA SERVICES**



PROJECT REPORT

Submitted by

Name of Student: SELVAGANAPATHI S

Register No: 731221631046

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

MAY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (P.O) - 638 506,
GOBI (TK), ERODE (DI).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

MAY 2023

This is to certify that the project entailed

PERFORMANCE APPRAISAL EFFECTIVENESS

ANALYSIS at MOBIUS365 DATA SERVICES

is the bonafide record of project work done by

SELVAGANAPATHI S

Register No: 731221631046

of MBA during the year 2021 to 2023.

Project Guide

10-3-2023
Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506

Submitted for the Project Viva-Voce examination held on 12-01-2023

12/1-2023
Internal Examiner

13/1/23
External Examiner

12/1-2023
PRINCIPAL

JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM - 638 506.
GOBI (TK), ERODE (Dt).

Promote Employee Development

Offer a range of development opportunities, such as training programs, mentoring, job rotations, or stretch assignments, to support employee growth and skill enhancement.

Align employee development plans with the outcomes of performance appraisals to ensure targeted development areas are addressed.

Continuous Performance Management

Consider adopting a continuous performance management approach that emphasizes ongoing feedback, regular check-ins, and goal tracking.

Implement technology-enabled tools and platforms to facilitate continuous communication and documentation of performance-related discussions.

Monitor and Evaluate the Effectiveness of Changes

Regularly assess the impact of implemented changes on the effectiveness of the performance appraisal process.

Collect feedback from employees and managers to identify areas of improvement and make necessary adjustments.

These suggestions aim to improve the effectiveness, fairness, and employee satisfaction with the performance appraisal process at Mobius365 Data Services.

5.3 CONCLUSION

In conclusion, the "Performance Appraisal Effectiveness Analysis" conducted at Mobius365 Data Services provides valuable insights into the current state of the performance appraisal process and its impact on employee satisfaction and organizational success. The analysis has revealed several key findings:

Overall, employees have a positive perception of the performance appraisal process, with a significant percentage expressing satisfaction or high satisfaction.

Goal alignment between individual objectives and organizational goals is positively correlated with the perceived effectiveness of performance appraisals.



**A STUDY ON THE EFFECTIVENESS OF
TRAINING PROGRAMMES AND ITS
EVALUATION AT TKL KNITS (INDIA)
PVT LTD, COIMBATORE.**



PROJECT REPORT

Submitted by

A. SARANYA

Register No: 731221631042

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (DI).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

A STUDY ON THE EFFECTIVENESS OF TRAINING

PROGRAMMES AND ITS EVALUATION AT TKL

KNITS (INDIA) PVT LTD, COIMBATORE

is the bonafide record of project work done by

A. SARANYA

Register No: 731221631042

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Department of Management Studies
J.K.K.Munirajah College of Technology

Submitted for the Project Viva-Voce examination held on **13/07/2023**
T.N. Palayam - 638 506


Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON RECRUITMENT AND
SELECTION**



PROJECT REPORT

Submitted by

Name of Student: A.PAZHANI

Register No: 731221631029

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION


in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

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STUDY ON RECRUITMENT AND SELECTION

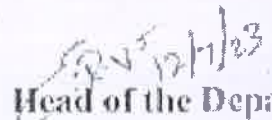
is the bonafide record of project work done by

A.PAZHANI

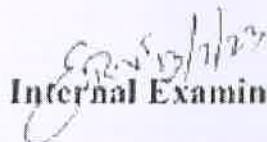
Register No: 731221631029


of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology,
T.N. Palayam - 638 506.

Submitted for the Project Viva-Voce examination held on 13/07/23


Internal Examiner



External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

5.3 CONCLUSION

For an organization to run successfully, Human Resource is very important since it acts as the heart of each and every organization. An organization either commercial or service industry has to ensure that the Human Resource it has is qualified and possess the right skill to be able to give expected results to the management. Hence for all this to be possible the management has to recruit and select the required personnel, "the right man for the right job". The study on Recruitment process Adopted by PRD RIGS PVT LTD., in Thiruchengode enables us to understand what is expected of the Human Resource Department while it recruits and selects employees to work inside the Organization. From the study the Company can use both Findings and Recommendations to be able to improve on its Recruitment and selection techniques so as to enable it to have an efficient and effective workforce. Recruitment plays a vital role in the development of the organization. Recruitment is an important procedure in building an effective team improving the proficiency. The success of the organization is measured by effective team, which come in to existences by efficient recruitment & selection process.

The Primary functions of human resource is to select right people for the right job, so that work could be done at the right time. The major objective of the study was to study various recruitment procedure to analysis the effectiveness of the organization, to suggest various measures to make recruitment & selection process.


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (DI).



**A STUDY ON RECRUITMENT AND
SELECTION PROCESS AT
READY2JOBS MANPOWER SUPPLIERS
PVT. LTD, COIMBATORE**



PROJECT REPORT

Submitted by

REVATHI.S

Register No:731221631036

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
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GOBI (TK), ERODE (DI).**

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T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON RECRUITMENT AND SELECTION
PROCESS AT READY2JOBS MANPOWER
SUPPLIERS PVT. LTD, COIMBATORE**

is the bonafide record of project work done by

REVATHILS

Register No:731221631036

of MBA during the year 2021 to 2023.

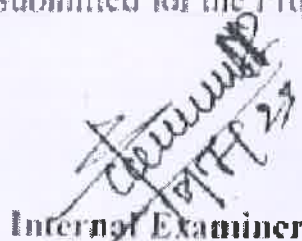


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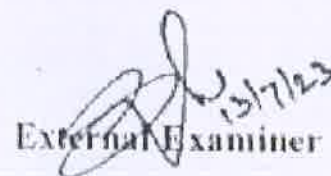


**Head of the Department
Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam - 638 506.**

Submitted for the Project Viva-Voce examination held on 13.07.2023



Internal Examiner



External Examiner



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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM - 638 506.
GOBI (TK), ERODE (DT),**

5.3 CONCLUSION

The study was conducted among the workers of the Ready2jobs covering 104 respondents. The data was collected by means of questionnaire and the data. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. The company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.



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GOBI (Tk), ERODE (Dt).



**A STUDY ON MARKETING OF TEXTILE
PRODUCTS WITH SPECIAL REFERECE TO SGC
GARMENTS**



PROJECT REPORT

Submitted by

Name of Student: SANJAYKUMAR.G

Register No: 731221631040

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

PRINCIPAL

**JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY**

**1 T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON MARKETING OF TEXTILE PRODUCTS WITH SPECIAL
REFERECE TO SGC GARMENTS**

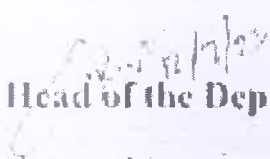
is the bonafide record of project work done by

G.SANJAYKUMAR

Register No: 731221631040

of MBA during the year 2021 to 2023.


Project Guide



Head of the Department

Head of the Department,
Department of Management Studies,
J.K.K. Munirajah College of Technology,
T.N. Palayam - 638 506.

Submitted for the Project Viva-Voce examination held on 13/7/23


Internal Examiner


External Examiner


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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

5.3 CONCLUSION:

The industry internship to SSC GARMENTS PVT LTD, UNIT - 2 T.N. Palayam, Tamilnadu, proved to be a fruitful experience. The six weeks exposure in the organization was a good learning curve in our career. It helped us to learn the practical manufacturing and processing techniques in garments right from the fabric stage to the finished and packed garment stage.

During our course of internship, we tried to grasp the concepts of apparel manufacturing, including cut to pack techniques. We also observed the process flow of various departments in the largest export house of the company. We also noted the different quality aspects that are checked throughout the production of apparel by the quality Auditors of the respective departments.

We were exposed to the daily corporate life and had a thorough understanding of the working environment and management system. All the staffs and employees in the unit were very friendly and cooperative and strictly followed the company rules and regulations.


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GOBI (TK), ERODE (Dt).



**A STUDY ON CONSUMER BUYING
BEHAVIOUR TOWARDS D-MART
COIMBATORE**



PROJECT REPORT

Submitted by

SHEEBA CATHERINE. J I

Register No: 731221631047

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

MAY 2023


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OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON CUSTOMER
SATISFACTION TOWARDS SHANTHI
GEARS PRIVATE LIMITED.**



PROJECT REPORT

Submitted by

Name of Student: P.MOHAMMED SYED MAJITH

Register No: 731221631022

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON CONSUMER SATISFACTION TOWARDS
SHANTHI GEARS PRIVATE LIMITED, COIMBATORE.**

is the bonafide record of project work done by

Name of Students : MOHAMMED SYED MAJITH P

Register No: 731221631022

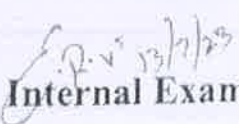
of MBA during the year 2021 to 2023.



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Head of the Department

Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.

Submitted for the Project Viva-Voce examination held on 13.07.2023


Internal Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM - 638 506.
GOBI (TR), ERODE (Dt).


External Examiner



**A STUDY ON EMPLOYEE'S WELFARE
MEASURES SPECIAL REFERENCE TO
MEHALA CARONA TEXTILES(P).LTD
MILLS TIRUPUR**



PROJECT REPORT

Submitted by

SATHISKUMAR.D

Register No:731221631045

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).**

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T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT


MAY 2023


This is to certify that the project entitled "**A STUDY ON EMPLOYEES WELFARE MEASURES SPECIAL REFERENCE TO MEHALA CARONA TEXTILES (P) LTD**", is the bonafide record of project work done by

SATHISKUMAR.D


Register No:7321221631045

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
HEAD OF THE DEPARTMENT
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. PALAYAM - 638 506
GOBI (TK), ERODE (Dt)

Submitted for the Project Viva-Voce examination held on 13/07/23



Internal Examiner

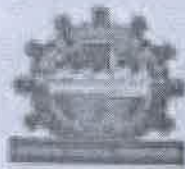

External Examiner


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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

CONCLUSIONS

The study has done with the purpose of identifying the employee welfare measures of the employees in Akruithi Apparel, Madurai. From the findings of the study the researcher suggested the take several actions. If the company take the suggestion of researcher, it will be benefited from reduction in absenteeism and increase in employee morale and thereby increase the productivity. And also facilitates the labour management relationships. Researcher will be happy if the company benefited from these finding.


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T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).



**A STUDY ON FAST MOVING
CONSUMER GOODS WITH SPECIAL
REFERENCE TO CAVINKARE**



PROJECT REPORT

Submitted by

SASIKUMAR C

Register No:731221631044

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

MAY 2023


PRINCIPAL

**JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

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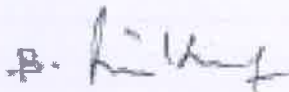
**A STUDY ON FAST MOVING CONSUMER GOODS
WITH SPECIAL REFERENCE TO CAVINKARE**

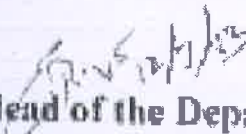
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Register No: 731221631044

of MBA during the year 2021 to 2023.



Project Guide


**Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N.Palayam - 638 506.**

Submitted for the Project Viva-Voce examination held on 13-7-2023


Internal Examiner


External Examiner


**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).**

5.3 CONCLUSION

Marketing starts before production and continues after sales. Marketing is the process of creating customers. CAVINKARE products are liked by one and all. The study shows that most of the sale is done on basis of sales promotion activities and TV advertisement etc. The important attribute of the product is quality and prices should be taken care. Product attributes like permanence and after sales service has been appreciated. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the same.



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GOBI (Tk), ERODE (Dt).



**A STUDY ABOUT RECRUITMENT
POLICY AND PROCESS IN KARYOUN
INNOVATION AND PRIVATE LIMITED,
CHENNAI**



PROJECT REPORT

Submitted by

NIVETHAA. S R

Register No: 731221631028

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION


in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

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T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

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**A STUDY ABOUT RECRUITMENT POLICY AND PROCESS IN KARYOUS
INNOVATION AND PRIVATE LIMITED, CHENNAI**

is the bonafide record of project work done by


NIVETHIAA, S R

Register No : 731221631028

of MBA during the year 2021 to 2023.



Project Guide



**Head of the Department
Head of the Department,
Department of Management Studies,
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.**

Submitted for the Project Viva-Voce examination held on 13/07/2023



Internal Examiner



External Examiner



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OF TECHNOLOGY
T.N. PALAYAM (Po) - 638 506.
GOBI (TK), ERODE (Dt).**

5.3 CONCLUSION

In general, Recruitment Process is properly established and implemented by the organization. It will help the growth of the organization in a proper mode.

Recruitment Process affects a lot on the organizational activities regarding its growth when the people are not possessed the required skill to do a job. All the study has proved the fact that there is direct and indirect relationship between the variables affect the Recruitment Process.

Time management is very essential and it should not be ignored at any level of the process. Recruitment policy is satisfactory in the organization so far, but the periodicity of recruitment is being more which needs to be reduced. Communication, personal and technical skills need to be tested for employees. Most of the employees were satisfied but changes are required according to the changing scenario as recruitment process has a great impact on the working of the organization as a fresh blood, new idea enters in the company.



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GOBI (TK), ERODE (Dt).



**A STUDY ON THE PROBLEM OF
ABSENTEEISM IN INDIAN INDUSTRY**



**N.P.K.R.R CO-OPERATIVE SUGAR
MILL LTD. THALAINAGAR, MAYALADUTHURAI**

PROJECT REPORT

Submitted by

RAMYA.M

Register No:731221631034

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODUR (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON THE PROBLEM OF ABSENTEEISM IN
INDIAN INDUSTRY N.P.K.R.R CO-OPERATIVE SUGAR
MILL LTD, THALAINAGAR, MAYALADUTHURAI**

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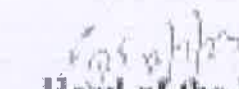
RAMYALM

Register No:731221631034

of MBA during the year 2021 to 2023.

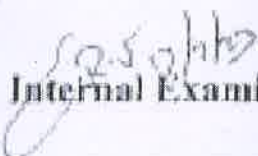


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Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.


Submitted for the Project Viva-Voce examination held on _____



Internal Examiner



External Examiner



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JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (DI).

5.2 SUGGESTIONS

- ❖ The Employer can consider the Workers experience and Performance before placing them for right job in order to avoid dissatisfaction.
- ❖ The Management can give more Bonuses to satisfy the Workers.
- ❖ The Employer can provide more Rest Hours to the Workers.
- ❖ The Management may consider giving more employee benefits.
- ❖ They can arrange more Medical facility to the Workers.
- ❖ The Management may provide some Advances and Loans to the Workers.
- ❖ The Management can adopt job rotation method, so that the workers may not feel their job is Monotonous.
- ❖ They can encourage the workers through Training and Development programmes.
- ❖ The Management can conduct the counseling to reduce workers stress.
- ❖ The Management may give us more Rewards and Awards to the workers.

5.3 CONCLUSION

From the Study it is found that absenteeism in Euro style export is normal. Mean time the company is taking some steps like oral swarming, pay cuts to reduce the absenteeism. As family problem is the main reason for absenteeism, the company cannot fully eradicate absenteeism and thus absenteeism remind unsolved problem faced by all the organization


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OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (DI).



**A STUDY ON MARKETING OF
MARIGOLD FLOWERS BY FARMERS
IN SATHIYAMANGALAM TALUK**



PROJECT REPORT

Submitted by

SIVENDRAN.M

Register No:731221631051

is partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk). ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

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A STUDY ON MARKETING OF MARIGOLD FLOWERS BY FARMERS

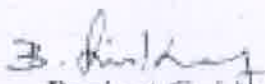
IN SATHYAMANGALAM TALUK is the bonafide record of project work done


by

SIVENDRAN.M

Register No: 731221631051

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506

Submitted for the Project Viva-Voce examination held on 13.07.23


18/7/23
Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).



**A STUDY ON CUSTOMER SATISFACTION
TOWARDS SERVICES PROVIDED BY
ECOMERCE - SNAPDEAL**



PROJECT REPORT

Submitted by

VIGNESHWARAN J

Register No:731221631058

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

MAY 2023


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (DI).

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

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This is to certify that the project entitled

A STUDY ON FAST MOVING CONSUMER GOODS

WITH SPECIAL REFERENCE TO CAVINCARE

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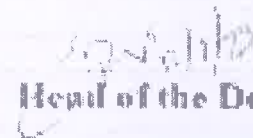
VIGNESHWARAN J

Register No: 731221631058

of MBA during the year 2021 to 2023.



Project Guide



Head of the Department

**Head of the Department,
Department of Management Studies
J.K.K. Munirajah College of Technology
T.N. Palayam - 638 506.**


Submitted for the Project Viva-Voce examination held on 13/07/2023



Internal Examiner




External Examiner



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

5.3 CONCLUSION

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the services provided by the e-services company and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters are mostly interested in online shopping. It is also found that the majority of the people who shop online buy daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase. The study reveals that majority of the respondent's likes services provided from Snapdeal India which is thus one of the leading online shopping sites in India. On top of that the most of the customers finds online shopping affordable. Transformation in the trends of shopping is occurring because of the changing lifestyle of the consumers in India and expansion in online activity. Major draw card of online Shopping is the security issues of sites.


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OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON STUDENT BUYING
BEHAVIOUR TOWARDS ONLINE
SHOPPING IN GUDALUR**



(THE NILGIRIS)

PROJECT REPORT

Submitted by

Name of Student: KARTHIK RAJA.S

Register No: 731221631015

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION


in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

A STUDY ON STUDENT BUYING BEHAVIOUR

TOWARDS ONLINE SHOPPING IN GUDALUR


(THE NILGIRIS)

is the bonafide record of project work done by

Name of Students: KARTHIK RAJA.S

Register No: 731221631015

of MBA during the year 2021 to 2023.



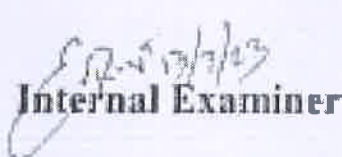
Project Guide



Head of the Department

**Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam - 638 506.**


Submitted for the Project Viva-Voce examination held on 13-07-2023



Internal Examiner



External Examiner



**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK) ERODE (DA)**

CONCLUSION

Through the survey the study give the opportunity for analysing the consumer's satisfaction of online shopping. Most of the respondent are attracted by the features like the design of the website, advertisement, discount offered. Selection of media is also a great work and from the studies it can be seen that television, friends and relatives are the best media that helps the most. There cannot be any manufacture without consumers and the business can't be done in isolation. Hence more attention should be given towards customers preference meeting their satisfaction needs. From the studies I came up with many conclusions, my project ends up with success.



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON CUSTOMER
PREFERENCES ON VARIOUS BRANDS
OF PACKAGED MILK IN GUDALUR
TOWN**



PROJECT REPORT

Submitted by

Name of Student: KEERTHIGA R

Register No: 731221631016

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

PRINCIPAL

**JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY**

**T.N. PALAYAM (Po) - 638 506.
GOBI (TK), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled

**A STUDY ON CUSTOMER PREFERENCES ON
VARIOUS BRANDS OF PACKAGE MILK IN GUDALUR
TOWN**

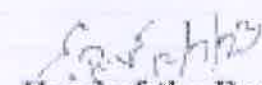
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Name of Students: KEERTHIGA R

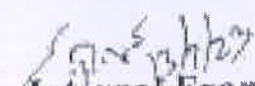
Register No: 731221631016

of MBA during the year 2021 to 2023.



Project Guide


Head of the Department
Head of the Department,
Department of Management Studies
J.K.K.Munirajah College of Technology
T.N.Palayam -638506

Submitted for the Project Viva-Voce examination held on 15.07.2023


Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638506.
GOBI (Tk), ERODE (Dt).

5.3 Conclusion

On the basic of the findings of the present study, some practicable and viable suggestions have been made in this chapter under heading of suggestions. If the concerned authorities will seriously consider all such suggestive measurements, a desired result can be achieved.

Marketing plays an important role. In the global market competition is growing day to day. Hence there is a need to fulfill the needs of the respondents in order to create satisfactions; the company should give more quality products with the reasonable price.

The study reveals that the brand preference on packaged milk. The company can concentrate on various factors like price, quality and promotional activities to increase the brand preference of packaged milk in the market.

A study present market scenario of the packaged milk satisfied with the consumers and the markets also. And the study can help to consumer and market to achieve their goal. The supplier can take a detail study about the preference improve the service.



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).



**A STUDY ON EMPLOYEE WELFARE
MEASURES AT SAKTHI SUGARS
LIMITED APPAKUDAL**



PROJECT REPORT

Submitted by

Name of Student: GANAPATHI G

Register No: 731221631009

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY 2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES

PROJECT REPORT

JULY 2023

This is to certify that the project entitled


**A STUDY ON EMPLOYEE WELFARE MEASURES AT SAKTHI SUGARS
LIMITED APPAKUDAL**

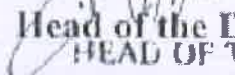
is the bonafide record of project work done by

Name of Students: GANAPATHI G

Register No: 731221631009

of MBAduring the year 2021 to 2023.



Project Guide


Head of the Department
HEAD OF THE DEPARTMENT
Department of Management Studies,
J.K.K. Munirajah College of Technology,
T.N. PALAYAM - 638 506
GOBI (TK.) ERODE (DIST)

Submitted for the Project Viva-Voce examination held on 18-07-2023


Internal Examiner


External Examiner


PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (PO)-638 506.
GOBI (TK), ERODE (Dt).

3.3. CONCLUSION

Employee welfare is anything done for the comfort and improvement of employees. Employee comprises all human efforts of body and mind, which are exchanged for a consideration of cash or kind or both. Welfare is a broad concept, referring to a condition of living of an individual or group, in a desirable and happy state of relationship with the whole environment ecological, economic and social. Ecological welfare means environmentally friendly existence, ecological balance, pollution-free atmosphere, and proper sanitation. Social welfare is the prevention of discrimination based on caste, creed, sex, and establishment of equity and fairness, ensuring safety, health and social security. The object of economic welfare means increasing individual earning and at the same time promoting economic development of society by increasing production, productivity, and quality of product and services. This study reveals employee opinion towards welfare facilities offered by Sun industry.

A successful human resource management contributes to powerful employee welfare and smooth industrial relations. This helps an industry to grow successfully in accomplishing its goals and further enter into society in an endeavor to uplift the community and humanity. The final outcome of this thesis exhibits employees were more satisfied with their job and some extent aware of labour welfare facilities offered by the organization. It is suggested that management should maintain the same level of amenities and relationship in future also Successful implementation of these suggestions will enhance the value of service to the employees, thereby management and employees can feel pleasant.



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).



**A STUDY ON CUSTOMER SATISFACTION
TOWARDSHIMALAYA PRODUCTS WITH
REFERENCE TO COIMBATORE CITY**



PROJECT REPORT

Submitted by

J.SABITHA

Register No:731221631038

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

DEPARTMENT OF MANAGEMENT STUDIES

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY

T.N. PALAYAM - 638 506.

JULY-2023

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).**

J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY
T.N.PALAYAM - 638 506.

DEPARTMENT OF MANAGEMENT STUDIES
PROJECT REPORT
JULY-2023

This is to certify that the project entitled
A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS
WITH REFERENCETO COIMBATORE CITY
is the bonafide record of project work done by

J.SABITHA

Register No:731221631038

of MBA during the year 2021 to 2023.

B. Anil Kumar
Project Guide

S. R. V. S. 12/7/23
Head of the Department
Head of the Department,
Department of Management Studies
K.K.Munirajah College of Technology
T.N.Palayam-638 506.

Submitted for the Project Viva-Voce examination held on 13_07_2023

[Signature]
13/7/23
Internal Examiner

[Signature]
PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).

[Signature]
13/7/23
External Examiner

CONCLUSION

Himalaya drug company is the oldest ayurvedic drug manufacturing company in India. Himalaya is most reputed company among the herbal products available in the market. The main object of this study is to find out the customer satisfaction and awareness towards Himalaya products. This study was conducted to know about the customer understandings about Himalaya products in the market. This study observed that most of the customers prefer Himalaya products for its quality and herbal in nature. The research study recommended the Himalaya manufacturing company to increase the awareness about the products available in the market by creating awareness through various media. This study concludes that the company must attract their customers by giving offers and discounts for its products to increase their sales and to maintain long way in the market.



PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (Tk), ERODE (Dt).