



# NIRMALA COLLEGE MUVATTUPUZHA

Muvattupuzha P. O., Ernakulam Dist., Kerala - 686 661

Telephones: 0485 2832361, 2836300

e-mail: nirmalacollege@gmail.com, Website: www.nirmalacollege.ac.in

**FOURTH CYCLE NAAC ACCREDITATION 2019**

## CRITERION 1

### CURRICULAR ASPECTS

1.3.3. Percentage of students undertaking field projects/ internships  
(current year data)

[CLICK HERE](#)

*Submitted to*



THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

## CRITERION 1

### CURRICULAR ASPECTS

1.3.3. Percentage of students undertaking field projects/ internships (current year data)

M.Com Finance-Field Project



**NIRMALA COLLEGE, MUVATTUPUZHA**  
**DEPARTMENT OF COMMERCE(SELF)**  
**PROJECT LIST P G**

<b>SL.NO</b>	<b>NAME OF CANDIDATE</b>	<b>PROJECT TITLE</b>
1	AKHILA SHAJI	A STUDY ON PASSENGERS SATISFACTION TOWARD KOCHI METRO RAIL LTD
2	ALPHY SONY	BRAND LOYALTY TOWARDS HEALTH DRINKS IN ARAKKUZHA GRAMA PACHAYATH
3	ANEESHKUMAR KUNJUMON	A STUDY ON CUSTOMER PREFERENCE TOWARDS GOLD,AS AN INVESTMENT WITH SPECIAL REFERENCE TO KOTHAMANGALAM MUNICIPALITY
4	ANIDA GEORGE	A STUDY ON COSTUMER SATISFACTION OF KSEB SERVICES AFTER CONVERTING KSEB LTD WITH SPECIAL REFERENCE TO KOTHAMANGALAM MUNICIPALITY
5	ANNU THOMAS	A COMPARITIVE STUDY ON CUSTOMER PERCEPTION TOWARDS HOME APPLIANCES WITH SPECIAL REFERENCE TO THODUPUZHA MUNICIPALITY
6	ASHNA MARIYA BENNY	A STUDY ON FACTORS INFLUENCING CONSUMER BEHAVIOUR WHILE SHOPPING AT SHPPING MALL IN THRISUR CITY
7	ATHIRA ANIL	A STUDY ON CONSUMER BEHAVIOUR TOWARDS JEEVA MILK WITH SPECIAL REFERENCE TO KOTHAMANGALM MUNICIPALITY
8	BINU C.K	A STUDY ON INVESTMENT PATTERNEN OF SALARIED PEOPLE IN MUVATTUPUZHA MUNICIPALITY
9	EMILY ALEXANDER	A STUDY ON THE IMPACT OF SCHEME PMAY ON RURAL PEOPLE WITH SPECIAL REFERENCE TO NEDUMKANDAM GRAMA PANCHAYATH
10	FOUSIA HASSAN	A STUDY ON TAXPLANNING MEASURES ADOPTED BY SALARIED WOMN

		BASED ON KOTHAMANGALAM TALUK
11	KARTHIKA K R	EFFECTIVENESS OF ADVERTISEMENT OF COSMETICS PRODUCT WITH SPECIAL REFERENCE TO NELLIKUZHI PANCHAYATH
12	KEVIN JOHN	CUSTOMER SATISFACTION OF FLIPKART - A STUDY WITH SPECIAL REFERENCE TO KOTHAMANGALM MUNICIPALITY
13	MANU THANKACHAN	CONSUMER PREFERENCE AND SATISFACTION TOWARDS CELLULAR SERVICE PROVIDERS WITH SPECIAL REFERENC TO MUVATTUPUZHA CITY
14	MARIA BENNY	A STUDY ON MALE SELF HELP GROUPS IN ADIMALI PANCHAYATH
15	NAJMA C H	A STUDY ON THE IMPACT AMONG NREGS AMONG WOMEN WORKERS IN PARATHODU PANCHAYATH
16	NEETHU PRAKASH	A STUDY ON THE CUSTOMER PERCEPTION ONLINE BANKING SERVICE WITH SPECIAL REFERENCE TO KOTHAMANGALAM MUNICIPALITY
17	PARVATHY PRADEEP	ONLINE SHOPPING AMONG COLLEGE STUDENTS- A STUDY WITH SPECIAL REFERENCE TO NIRMALA COLLEGE MUVATTUPUZHA
18	PRINCY BABY	A STUDY ON SATISFACTION LEVEL OF PAYTM USERS WITH SPECIAL REFERENCE TO ANGAMALY
19	ROSMI ABRAHAM	A STUDY ON CONSUMER PREFERENCE OF MOBILE BRAND WITH SPECIAL REFERENCE TO MUVATTUPUZHA MUNICIPALITY
20	SALISHA GEORGE	A STUDY ON WORK LIFE BALANCE OF FEMALE NURSES WITH SPECIAL REFERENCE TO MOSC MEDICAL COLLEGE KOLENCHERY
21	SANDRA SONY	A STUDY ON MARKETING PROBLEMS FACED BY CARADAMOM PRODUCERS IN KATTAPPANA
22	SILPA SASI	MARKET PENETRATION OF PRIVATE LIFE INSURANCE COMPANIES IN RURAL AREA
23	SONIYA BABU	A STUDY ON PASSENGER SATISFACTION OF UBER WITH SPECIAL REFERENCE TO HEERA APARTMENT TRIPUNITHURA

*[Handwritten Signature]*  
 PRINCIPAL  
 NIRMALA COLLEGE  
 MUVATTUPUZHA



**“A STUDY OF FACTORS INFLUENCING  
CONSUMER BEHAVIOUR WHILE SHOPPING  
AT SHOPPING MALL IN THRISSUR CITY”**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam  
in Partial Fulfillment of the Requirement for the Award of*

**DEGREE OF MASTER OF COMMERCE**

By

**ASHNA MARIYA BENNY - Reg.No:170011017258**

*Under the guidance of*

**MS. NINU JOSE**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**“A STUDY ON CONSUMER BEHAVIOUR TOWARDS  
JEEVA MILK WITH SPECIAL REFERENCE TO  
KOTHAMANGALAM MUNICIPALITY”**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in partial*

*Fulfillment of the Requirement for the Award of*

***DEGREE OF MASTER OF COMMERCE***

By

**ATHIRA ANIL - Reg.No:170011017259**

*Under the guidance of*

**Mrs. PRIYA K DEV**

*Assistant Professor*



**DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**"A STUDY ON SATISFACTION LEVEL OF PAYTM  
USERS WITH SPECIAL REFERENCE TO ANGAMALY"**

*Dissertation Submitted to Mahatma Gandhi University, Kottayam  
in Partial fulfillment of the Requirement for the Award of the  
Degree of Master of Commerce*

*By*

**PRINCY BABY**

**(Reg. No: 170011017270)**

*IV<sup>th</sup> semester M.com (Finance)*

*Under the guidance of*

**Ms. DARSANA SAJIKUMAR**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**“A STUDY ON CONSUMER PREFERENCE OF  
MOBILE BRANDS WITH SPECIAL REFERENCE TO  
MUVATTUPUZHA MUNICIPALITY”**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in Partial*

*Fulfillment of the Requirement for the Award of*

**DEGREE OF MASTER OF COMMERCE**

By

**ROSMI ABRAHAM - Reg.No:170011017273**

*Under the guidance of*

**Mrs. AnnMariya George**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**



**“A STUDY ON WORK-LIFE BALANCE OF FEMALE  
NURSES WITH REFERENCE TO MOSC MEDICAL  
COLLEGE HOSPITAL, KOLENCHERY”**

*Dissertation submitted to Mahatma Gandhi University,*

*Kottayam in partial fulfillment of the  
requirement for the award of degree of*

**MASTER OF COMMERCE**

BY

**SALISHA GEORGE**

(Reg. No.170011017274)

Under the supervision of

**Ms. SWATHYCHITHRA K.S.**

Assistant Professor



**DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON MARKETING PROBLEMS FACED BY  
CARDAMOM PRODUCERS IN KATTAPPANA  
MUNICIPALITY”**

*Dissertation Submitted to the Mahatma Gandhi University*

*In partial fulfilment of the  
Requirements for the award of  
The Master of Commerce*

*By*

**SANDRA SONY (Reg. No.170011017275)**

*IVth Semester M.Com (finance)*

*Under the Guidance of*

**Ms. RAKHY RAJAN**

*Assistant Professor*



**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**MARKET PENETRATION OF PRIVATE LIFE INSURANCE  
COMPANIES IN RURAL AREAS**

*Dissertation submitted to the*

*Mahatma Gandhi University, Kottayam*

*In Partial Fulfillment of the Requirement for the Award of Degree Of*

**MASTER OF COMMERCE**

Submitted by

**SILPA SASI**

( Reg. No. : 170011017276)

*Under the Supervision and Guidance of*

**MS. Priya K Dev**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON PASSANGER SATISFACTION OF UBER WITH  
SPECIAL REFERENCE TO HEERA APARTMENT,  
TRIPUNITHURA”**

*Dissertation submitted to the Mahatma Gandhi University*

*In partial Fulfillment of the Requirements for*

*The Degree of Master of Commerce*

**By**

**SONIYA BABU**

(Reg. No: 170011017277)

**Final year M.com- Finance Stream**

**Under The Guidance Of**

**Ms. DEVIKA SURESH**

**Assistant Professor**



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA**

**APRIL 2019**

**“A STUDY ON PASSENGER’S SATISFACTION TOWARDS  
KOCHI METRO RAIL LIMITED”**

*Dissertation Submitted To the Mahatma Gandhi University Kottayam in Partial  
Fulfillment of the Requirement for the Award of*

***DEGREE OF MASTER OF COMMERCE***

By

**AKHILA SHAJI**

**Reg. No. 170011017253**

Guide & Supervisor

**Ms. SWATHYCHITHRA K.S**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

# **BRAND LOYALTY TOWARDS HEALTH DRINKS IN ARAKUZHA GRAMA PANCHAYATH**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in Partial  
Fulfillment of the Requirement for the Award of  
DEGREE OF MASTER OF COMMERCE*

By

**ALPHY SONY - Reg.No:170011017254**

*Under the guidance of*

**MS. SWAPNA SHAJI**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**A STUDY CUSTOMER PREFERENCE TOWARDS GOLD AS  
AN INVESTMENT WITH SPECIAL REFERENCE TO  
KOTHAMANGALAM MUNICIPALITY.**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in Partial  
Fulfilment of the Requirement for the Award of*

***DEGREE OF MASTER OF COMMERCE***

By

**ANEESHKUMAR KUNJUMON**

**Reg.No:170011017255**

*IV<sup>th</sup> semester m.com (finance)*

*Under the guidance of*

**Ms. SWATHYCHITHRA KS**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**“A STUDY ON CUSTOMER SATISFACTION OF KSEB  
SERVICES AFTER CONVERTING TO KSEBL WITH  
SPECIAL REFERENCE TO KOTHAMANGALAM  
MUNICIPALITY”**

*Dissertation submitted to Mahatma Gandhi University,  
Kottayam in partial fulfillment of the requirement  
for the award of degree of*

**MASTER OF COMMERCE**

BY

**ANIDA GEORGE**

(Reg. No.170011017256)

Under the supervision of

**Ms. Rakhy Rajan**

Assistant Professor



DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE  
MUVATTUPUZHA

MARCH 2019



**“ A COMPARATIVE STUDY ON CONSUMER PERCEPTION  
TOWARDS HOME APPLIANCES WITH REFERENCE TO  
THODUPUZHA TALUK”**

*Dissertation Submitted to Mahatma Gandhi University, Kottayam*

*In Partial Fulfillment of the Requirement for the Award of the*

**DEGREE OF MASTER OF COMMERCE**

**By**

**ANNU THOMAS**

**(Reg No: 170011017257)**

*Under the Guidance of*

**Mrs. LISSY PAUL**

**ASSISTANT Professor**



**DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON INVESTMENT PATTERN OF  
SALARIED PEOPLE IN MUVATTUPUZHA  
MUNICIPALITY”**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in partial  
fulfillment of the requirement for the award of  
Degree of Master of Commerce*

Submitted By

**BINU C.K**  
(Reg.No:170011017260)

*Final Semester M.Com (Finance)*

*Under the guidance of*

**Ms. ASWATHY VIJAYAN**

*Assistant Professor*



DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019

**“A STUDY ON THE IMPACT OF THE SCHEME PMAY ON  
RURAL PEOPLE WITH SPECIAL REFERENCE TO  
NEDUMKANDAM GRAMA PANCHAYATH”**

*Dissertation Submitted to the Mahatma Gandhi University, Kottayam  
in partial fulfillment of the Requirement for the Award of*

***DEGREE OF MASTER OF COMMERCE***

By

**EMILY ALEXANDER (Reg. No.170011017261)**  
*IV semester M.Com (finance)*

*Under the guidance of*

**MS. NIROSHA JOSEPH**  
*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**“A STUDY ON TAX PLANNING MEASURES ADOPTED BY  
SALARIED WOMEN BASED ON KOTHAMANGALAM THALUK”**

Submitted to the Mahatma  
Gandhi University In partial  
fulfillment of the  
Requirements for the award of

The master of Commerce

*By*

**FOUSIA HASSAN (Reg. No.170011017262)**

*IV<sup>th</sup> semester*

*M.Com(finance)*

*Under the guidance of*

**MS. NIROSHA JOSEPH**

*Assistant Professor*



**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**EFFECTIVENESS OF ADVERTISEMENT ON COSMETIC  
PRODUCT WITH SPECIAL REFERENCE OF  
NELLIKUZHI PANCHAYATH”**

*Dissertation submitted to Mahatma Gandhi University*

*In the partial fulfilment of the requirements for the*

*Degree of Master of Commerce*

**By**

**KARTHIKA K R**

**Reg. No. 170011017263**

Final Semester M.com-Finance

Under the guidance of

**Ms. Harsha Haridas**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**“CONSUMER PREFERENCE AND SATISFACTION  
TOWARDS CELLULAR SERVICE PROVIDERS  
WITH SPECIAL REFERENCE TO  
MUVATTUPUZHA CITY”**

*Dissertation Submitted to the Mahatma Gandhi University, Kottayam*

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

**MASTER OF COMMERCE**

*By*

**MANU THANKACHAN**

(Reg. No.170011017265)

*Under the supervision of*

**Mr. AJITH A M**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON MALE SELF HELP GROUPS IN  
ADIMALI PANCHAYATH”**

Dissertation Submitted to Mahatma Gandhi University  
In Partial Fulfilment of the Requirements for the Award Of The  
Degree Of Master Of Commerce

SUBMITTED BY

**MARIA BENNY**

(REG NO: 170011017266)

UNDER THE GUIDANCE OF

**Ms. ANNIE JOHN**

(Assistant Professor, Department of Commerce)



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**“A STUDY ON THE IMPACT OF MAHATMA GANDHI  
NATIONAL RURAL EMPLOYMENT GUARANTEE  
SCHEME AMONG WOMEN WORKERS IN PARATHODU  
PANCHAYATH”**

Dissertation Submitted to Mahatma Gandhi University  
In Partial Fulfilment of the Requirements for the Award Of The  
Degree Of Master Of Commerce

SUBMITTED BY

**NAJMA C.H**

(REG NO: 170011017267)

UNDER THE GUIDANCE OF

**Ms. ANNIE JOHN**

(Assistant Professor, Department of Commerce)



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**



**“A STUDY ON THE CUSTOMER PERCEPTION ON  
ONLINE BANKING SERVICES WITH SPECIAL  
REFERENCE TO KOOTHATTUKULAM  
MUNICIPALITY”**

*Dissertation submitted to Mahatma Gandhi University,  
Kottayam in partial fulfillment of the  
requirement for the award of degree of*

**MASTER OF COMMERCE**

BY  
**NEETHU PRAKASH**  
(Reg. No.170011017268)

Under the supervision of

**Ms. NINU JOSE**

Assistant Professor



DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE  
MUVATTUPUZHA

MARCH 2019

**ONLINE SHOPPING AMONG COLLEGE STUDENTS:  
A STUDY WITH SPECIAL REFERENCE TO NIRMALA  
COLLEGE MUVATTUPUZHA**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam in Partial  
Fulfilment of the Requirement for the Award of  
DEGREE OF MASTER OF COMMERCE*

By

**PARVATHY PRADEEP - Reg.No:170011017269**

*Under the guidance of*

**MS. HARSHA HARIDAS**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA  
MARCH 2019**

**"CUSTOMER SATISFACTION OF FLIPKART- A STUDY WITH  
SPECIAL REFERENCE TO KOTHAMANGALAM  
MUNICIPALITY "**

*Dissertation submitted to the Mahatma Gandhi University, Kottayam*

*in partial fulfillment of the Requirements for the award of*

***THE DEGREE OF MASTER OF COMMERCE***

*By*

**KEVIN JOHN**

**(Reg.No:170011017264)**

IVth Semester M.com(Finance)

*Under the guidance of*

**Ms. SWATHYCHITHRA K.S**

*Assistant Professor*



**DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH 2019**