



# NIRMALA COLLEGE MUVATTUPUZHA

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**FOURTH CYCLE NAAC ACCREDITATION 2019**

## CRITERION 1

### CURRICULAR ASPECTS

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

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*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)

#### B.Com Model I-Field Projects



NIRMALA COLLEGE, MUVATTUPUZHA

**DEPARTMENT OF COMMERCE**

| <b>B Com Group Projects 2016-19 Batch</b> |  |  |
|---|--|--|
| S. No.                                    | Name   | Topic  |
| 1   | Dipin Mohanan (160021064461)<br>Faiza Asharaf (160021064462)<br>Geo Peter (160021064464)       | A study on the perception of customers on celebrity endorsement in advertisement and its influence on consumer buying behaviour                  |
| 2   | Sruthi C G (160021064443)<br>Liz Ann Jose (160021064444)<br>Aagna Treesa Joseph (160021064445) | Consumer perception towards online shopping- a study with special reference to Nirmala College Muvattupuzha                                      |
| 3   | Abel Babu (160021064447)<br>Aju V T (160021064448)   | Consumer satisfaction on event management entities- a study with special reference to Muvattupuzha Municipality                                  |
| 4   | Albin Jogy (160021064449)<br>Alen Jacob (160021064450)<br>Aliya Sidheeque (160021064451)       | Attitude and perception of the customers about plastic money: special reference to Muvattupuzha Municipality                                     |
| 5   | Alphin Steephen (160021064452)<br>AQmala Robert (160021064453)<br>Ambili Shaju (160021064454)  | Influence of advertisement on consumer behaviour- an analytical study  |
| 6   | Maria Mathews (160021064471)<br>Mariya Benny (160021064472)<br>Meenu Eldho (160021064473)      | Problems faced by pineapple cultivators: a study with special reference to Vazhakulam  |
| 7   | Akhitha K Sasi (160021064421)<br>Amarjith Gopi (160021064422)<br>Anjaly Peter (160021064423)   | A study on digital payment system with special reference to paytm  |
| 8   | Anjana V R (160021064424)<br>Anjana Renjith (160021064425)<br>Ansiya P Najeeb (160021064426)   | Effect of brand related variables on customer based brand equity- a study with special reference to the students of Nirmala College Muvattupuzha |
| 9   | Antony Roy (160021064427)<br>Anu P Chandran (160021064428)<br>Aparna Joseph (160021064429)     | A study on consumers preference to noodles with special reference to Maggi   |
| 10  | Muhammed Rafee E A (160021064474)<br>Neema Jaimon (160021064475)<br>Neenu P R (160021064476)   | Customer satisfaction on services by KSEB- with special reference to Muvattupuzha Taluk  |
| 11  | Athira Jose (160021064458)<br>Athira Karunan (160021064459)<br>Bella K Saji (160021064460)     | Assessment of service performance: a study of Kochi Metro Rail Limited   |
| 12  | Sreerag A T (160021064482)<br>Teena Shaju (160021064483)                                       | Role of ESAF on rural development- a study with special reference to Valakam Grama   |

NIRMALA COLLEGE, MUVATTUPUZHA

**DEPARTMENT OF COMMERCE**

|    |   | Panchayat  |
|----|---|--|
| 13 | Jeemon Jose (160021064437)<br>Justin Jose (160021064438)<br>Krishna Santhosh (160021064439)         | A study on customer satisfaction on various cellular service providers with special reference to Nirmala College students  |
| 14 | Midhila Prince (160021064440)<br>Sarath S Nair (160021064441)<br>Shimil Joshy (160021064442)        | Service quality of private hospitals- a study with reference to Ernakulam district   |
| 15 | Aswani P Chandran (160021064430)<br>Beema P Ali (160021064431)<br>Bismi K S (160021064432)          | Customer satisfaction about ATM services: a study with special reference to SBI in Muvattupuzha Taluk                      |
| 16 | Devi S (160021064433)<br>Gibin Joby (160021064435)<br>Gokul Prasad (160021064436)                   | A study on the customer satisfaction on after-sale service of Popular Hyundai with special reference to Muvattupuzha Taluk |
| 17 | Karthika Byju (160021064468)<br>Mahin K S (160021064469)<br>Malavika K K (160021064470)             | A customer centric study on problems of internet banking: with special reference to Ernakulam district                     |
| 18 | George Francis (160021064465)<br>Jaicy Sebastian (160021064466)<br>Jithin K Chandran (160021064467) | Impact of large scale retailers on traditional retailers in Muvattupuzha Taluk   |
| 19 | Ananthkrishnan P S (160021064455)<br>Arya V S (160021064456)<br>Ashwany Cibi (160021064457)         | A study on the problems of online taxi drivers with special reference to Ernakulam district                                |
| 20 | Nikhil Joy (160021064477)<br>Nimmi Marie James (160021064478)<br>Sanma Basheer M M (160021064479)   | Passenger satisfaction- a comparative study between KSRTC and Private sector bus transport service in Muvattupuzha Taluk   |
| 21 | Sherin Dominic (160021064480)<br>Shine Jaison Mathew (160021064481)                                 | Customer perspectives towards Xiaomi phones- a study with special reference to Muvattupuzha Municipality                   |

  
PRINCIPAL  
NIRMALA COLLEGE  
MUVATTUPUZHA





**A STUDY ON THE PERCEPTION OF CUSTOMERS ON  
CELEBRITY ENDORSEMENT IN ADVERTISEMENT AND  
ITS INFLUENCE ON CONSUMER BUYING BEHAVIOUR**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
requirements of the award of the Degree of*

**BACHELOR OF COMMERCE**

**BY**

**DIPIN MOHANAN**

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**FAIZA ASHARAF**

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**GEO PETER**

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Assistant Professor,

Post Graduate and Research Department of Commerce



**POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**“CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING  
-A STUDY WITH SPECIAL REFERENCE TO NIRMALA COLLEGE  
MUVATTUPUZHA**

Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of the  
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**BACHELOR OF COMMERCE**

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**LIZ ANN JOSE (Reg. No: 160021064444)**

**AAGNA TREESA JOSEPH (Reg. No: 160021064445)**

Under the supervision and guidance of

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**Guest Lecturer**



**P.G & RESEARCH DEPARTMENT OF COMMERCE NIRMALA  
COLLEGE, MUVATTUPUZHA MARCH -2019**

**“CUSTOMER SATISFACTION ON EVENT MANAGEMENT ENTITIES-A  
STUDY WITH SPECIAL REFERENCE TO MUVATTUPUZHA  
MUNICIPALITY”**

Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements  
of the award of the degree of

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Submitted by

**ABEL BABU (Reg. No: 160021064447)**

**AJU V T (Reg.No:160021064448)**

Under the supervision and guidance of

**Mr. Emmanuel AJ**

**Associate Professor**



**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE MUVATTUPUZHA**

**MARCH 2019**

**“ATTITUDE AND PERCEPTIONS OF THE CUSTOMERS ABOUT  
PLASTIC MONEY: SPECIAL REFERENCE TO MUVATTUPUZHA  
MUNICIPALITY”**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
Requirements of award of degree of*

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**ALIYA SIDHEEQE**

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Head of the Department of Commerce



**POST GRADUATE & DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**



**“INFLUENCE OF ADVERTISEMENT ON CONSUMER  
' BEHAVIOUR- AN ANALYTICAL STUDY”**

*A Dissertation submitted to the Mahatma Gandhi University Kottayam in partial fulfilment  
of the requirements of the award of the degree of*

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**DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**“PROBLEMS FACED BY PINEAPPLE CULTIVATORS: A STUDY  
WITH SPECIAL REFERENCE TO VAZHAKULAM”**

*Dissertation submitted to the Mahatma Gandhi University  
in partial fulfilment of the requirements of award of degree of*

**BACHELOR OF COMMERCE**

BY

**MARIA MATHEWS**

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**POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

**(Affiliated to Mahatma Gandhi University)**

**MARCH 2019**

**“A STUDY ON DIGITAL PAYMENT SYSTEM WITH SPECIAL  
REFERENCE TO paytm”**

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

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**By**

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**DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**EFFECT OF BRAND RELATED VARIABLES ON CUSTOMER  
BASED BRAND EQUITY - A STUDY WITH SPECIAL  
REFERENCE TO THE STUDENTS OF NIRMALA COLLEGE  
MUVATTUPUZHA**

*A Dissertation submitted to the Mahatma Gandhi University Kottayam in  
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**BACHELOR OF COMMERCE**

BY

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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON CONSUMERS PREFERENCE TO NOODLES WITH  
SPECIAL REFERENCE TO MAGGI”**

*A dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of  
the award of the Degree of*

**BACHELOR OF COMMERCE**

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**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**



**EFFECT OF BRAND RELATED VARIABLES ON CUSTOMER  
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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

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**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**"CUSTOMER SATISFACTION ON SERVICES PROVIDED BY KSEB –  
WITH SPECIAL REFERENCE TO MUVATTUPUZHA TALUK"**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of the  
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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE MUVATTUPUZHA,**

**MARCH 2019**

**ASSESSMENT OF SERVICE PERFORMANCE: A STUDY OF KOCHI  
METRO RAIL LIMITED**

*A dissertation submitted to the Mahatma Gandhi University in partial fulfilment of the  
requirements of the award of the Degree of*

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**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**

**“ROLE OF ESAF ON RURAL DEVELOPMENT: A STUDY WITH  
SPECIAL REFERENCE TO VALAKAM GRAMA PANCHAYAT”**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
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**POST GRADUATE & RESEARCH  
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**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**MARCH 2019**



**“A STUDY ON CUSTOMER SATISFACTION ON VARIOUS CELLULAR  
SERVICE PROVIDERS WITH SPECIAL REFERENCE TO NIRMALA  
COLLEGE STUDENTS”**

Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of the  
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**POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH -2019**

**"SERVICE QUALITY OF PRIVATE HOSPITALS– A STUDY WITH  
REFERENCE TO ERNAKULAM DISTRICT"**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of the  
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**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA MARCH -2019**

**CUSTOMER SATISFACTION ABOUT ATM SERVICES: A STUDY WITH  
SPECIAL REFERENCE TO SBI IN MUVATTUPUZHA TALUK**

*Dissertation submitted to the Mahatma Gandhi University  
In partial fulfilment of the requirements for the award of the degree of*  
**BACHELOR OF COMMERCE**

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**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

*(Affiliated to Mahatma Gandhi University)*

**March 2019**

**“A STUDY ON THE CUSTOMER SATISFACTION ON  
AFTER SALE SERVICE OF POPULAR HYUNDAI WITH  
SPECIAL REFERENCE TO MUVATTUPUZHA TALUK”**

Dissertation submitted to Mahatma Gandhi University Kottayam, in partial fulfillment  
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**P.G & RESEARCH DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE MUVATTUPUZHA, MARCH - 2019**

**“A CUSTOMER CENTRIC STUDY ON PROBLEMS OF  
INTERNET BANKING: WITH SPECIAL REFERENCE TO  
ERNAKULAM DISTRICT”**

A Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
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**BY**

**KARTHIKA BYJU**  
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**POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE  
NIRMALA COLLEGE  
MUVATTUPUZHA  
MARCH 2019**



# **“IMPACT OF LARGE SCALE RETAILERS ON TRADITIONAL RETAILERS IN MUVATTUPUZHA TALUK”**

Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
requirements of the award of the degree of

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**Submitted by**

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**JAICY SEBASTIAN (Reg. No: 160021064466)**

**JITHIN K CHANDRAN (Reg. No: 160021064467)**

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**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE MUVATTUPUZHA**

**MARCH 2019**

**“A STUDY ON THE PROBLEMS OF ONLINE TAXI DRIVERS WITH  
SPECIAL REFERENCE TO ERNAKULAM DISTRICT”**

*A dissertation submitted to Mahatma Gandhi University in partial fulfillment of the  
requirements of the award of the Degree of*

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**ARYA V S (Reg. No: 160021064456)**

**ASHWANY CIBI (Reg. No: 160021064457)**

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**P G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**"PASSENGER SATISFACTION- A COMPARATIVE STUDY BETWEEN  
KSRTC AND PRIVATE SECTOR BUS TRANSPORT SERVICE IN  
MUVATTUPUZHA TALUK"**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirements of the  
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Submitted by

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**SANMA BASHEER M M (Reg. No: 160021064479)**

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**MR. ARUN SUNNY**

**Guest Lecturer**



**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**“CUSTOMER PERSPECTIVES TOWARDS XIAOMI PHONES-  
A STUDY WITH SPECIAL REFERENCE TO MUVATTUPUZHA  
MUNICIPALITY”**

*Dissertation submitted to Mahatma Gandhi University in partial fulfillment of the requirement of  
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**BACHELOR OF COMMERCE**

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**P.G & RESEARCH DEPARTMENT OF COMMERCE**

**NIRMALA COLLEGE, MUVATTUPUZHA**

**MARCH -2019**