

N. BHAGYALAKSHMI

22PCE001

II M.Com

Department of Commerce and Research Centre,
Sourashtra College (Autonomous)
Madurai - 625 004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled **“PATIENT EXPERIENCE AND SATISFACTION WITH HOMOEOPATHIC TREATMENT IN INDIA”** submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. N.M. MEKALA M.Com., M.Phil., Ph.D., M.B.A., B.Ed., PGDCA Assistant professor, Department of Commerce & Resource centre, Sourashtra College, Madurai.** It represents and entirely independent work on the part of the Candidate.

Place : Madurai

Date : 03.11.2023

N. Bhagyalakshmi
N. BHAGYALAKSHMI

Dr. M. Balamurugan
Countersigned

Dr. M. BALAMURUGAN,
MBA., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai

Dr. J. Duraichamy
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Sourashtra College
Principal



P.CHANDRALEKHA

22PCE002

II M.Com

Department of Commerce and Research Centre,

Sourashtra College,(Autonomous)

Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A STUDY ON MARKETING STRATEGIES OF POTHYS (AALAYAM OF SILKS)" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. G.G.BHUVANESHWARI M.Com., M.Phil., Ph.D.,** Assistant professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

P. Chandralekha

P.CHANDRALEKHA

Place: Madurai

Date: 06/11/2023

M. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQB7531H

Dr. J. Duraichamy
Forwarded

Dr.J.DURAICHAMY
M.Com.,M.Phil.,B.Ed.,Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Rev. Raminidurai
Principal



S.KAVIYA
22PCE004
II M.Com

Department of Commerce and Research Centre,
Sourashtra College,(Autonomous)
Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled " A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS "submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.K.R.KAVITHA** M.Com., M.F.C., M.Phil., Ph.D., PGDCA., Assistant professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place : Madurai

Date: 6 / 11 / 2023

S.Kaviya

S.KAVIYA

M. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB753111

Dr. J. Duraichamy
Forwarded

Dr.J.DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Srv. Ramindran

Principal



S.MUTHULAKSHMI

22PCE005

II M.Com

Department of Commerce and Research Centre,
Sourashtra College,(Autonomous),
Vilachery Road Pasumalai Post,
Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN INDIA" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.SITHU MURALIDHARAN DEVI M.Com., M.Phil., Ph.D.**, Assistant professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date: 6.11.2023

S. Muthulakshmi

S.MUTHULAKSHMI

M. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil., Ph.D.
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H

J. Duraichamy
Forwarded

Dr.J.DURAICHAMY
M.Com.,M.Phil.,B.Ed.,Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Srv. Raminidun

Principal



B.M.ANANTHAKUMAR,

Reg No: 22PCE006,

II M.Com

Department of Commerce and Research Centre,

Sourashtra College,(Autonomous)

Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A Study on Marketing and Advertising strategies of Nestle product" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. G.G. BHUVANESHWARI** M.com., M.Phil., Ph.D., Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.



Place : Madurai

(B.M.ANANTHAKUMAR)

Date: 06/11/2023



Countersigned



Forwarded



Principal

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004, Tamil Nadu.



M.B.ARUNPRASANTH,

Reg. No. 22 PCE 007

II M.Com

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai- 625 004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES WITH SPECIAL REFERENCE TO MADURAI CITY" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.T.T.KARTHIK**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date: 6.11.23.

M.B. Arunprasanth
(M.B.ARUNPRASANTH)

[Signature]
Countersigned

Dr. M. BALAMURUGAN,
MBA., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai

[Signature]
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004, Tamil Nadu.

[Signature]
Principal



A.GNANAPRAKASH

Reg. No. 22 PCE 008

II M.Com

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai- 625 004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled “A STUDY ON INNOVATIVE MARKET ANALYSIS AND GLOBAL EXPANSION STRATEGIES OF ASHOK LEYLAND” Submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.T.P.RAMPRASAD**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate


(A.GNANAPRAKASH)

Place: Madurai

Date: 6/11/2023


Countersigned

DR. M. BALAMURUGAN, MBA., M.Com., M.Phil., Ph.D.
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.


Principal



D.GURUSAMY,
Reg.No.22PCE009,

II M.Com

Department of Commerce and Research Centre,
Sourashtra College (Autonomous)
Madurai - 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report titled "**A STUDY ON KITCHEN TEXTILE INDUSTRY IN MADURAI-WITH REFERENCE TO GSM PLUS IN INDIA**" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. E.B. GNANESWARAN**, M.Com., M.Phil., B.Ed., PGDCA, CGT, Ph.D., Associate Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date:


(D.GURUSAMY)


Countersigned

Dr. M. BALAMURUGAN,
MBA., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.


Principal



K.B. KARTHICK

22PCE010

II M.Com

Department of Commerce and Research Centre,
Sourashtra College (Autonomous),
Madurai – 625 004

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled “**A STUDY ON AVAILABILITY OF COSMETIC PRODUCTS IN MADURAI**” submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. S.S. SUGANTHY, M.Com., M.Phil., Ph.D.**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

Place: Madurai

Date: 06.11.23

K. B. Karthick

K.B. KARTHICK

H. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA., M.Com., M.Phil., Ph.D
Assistant Professor,
School of Commerce,
The American College, Madurai
BPOPB7531H

Dr. J. Duraichamy
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004, Tamil Nadu.

Dr. R. Ramakrishnan
Principal



T.B.MADHAN KUMAR

Reg.No. 22PCE012

II M.Com

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai- 625 004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A WHOLESALE TEXTILE SHOP WITH REFERENCE TO VEEKAY TRADERS IN MADURAI CITY" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.P. PONRAJ M.Com., M.Phil., Ph.D.**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

T.B. Madhan Kumar
(T.B.MADHAN KUMAR)

Date: 06/11/2023

M. Balamurugan
Countersigned
M. BALAMURUGAN,
M.A., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai

Dr. J. Duraichamy
Forwarded
Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Prin. R. Ramesh Kumar
Principal


STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled **A STUDY ON "WORK LIFE BALANCE AT CHENNAI SILKS** is a record of internship work done by me under the guidance of **DR. S.S SUGANTHY**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate

Place : Madurai

Date : 6/11/2023 .

A. Maibander
(Student's signature)

Dr. M. Balamurugan
Countersigned
Dr. M. BALAMURUGAN,
MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai

Dr. J. Duraichamy
Forwarded
Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Prin. Ramindran
Principal



M. MOHAMED SHEIK,

22PCE014,

II M.Com,

Department of Commerce and Research Centre,

Sourashtra College, (Autonomous)

Madurai – 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A STUDY ON CUSTOMER SATISFACTION AT HYUNDAI MOTORS LIMITED " submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. N.M. MEKALA, M.Com., M.Phil., Ph.D., M.B.A., B.Ed., PGDCA,** Assistant Professor and Research Supervisor, Department of Commerce and Research Centre, Sourashtra College, Madurai. It represent an entirely independent work on the part of the Candidate.

Place : Madurai

Date: 3/11/2023

M. Mohamed Sheik
M. MOHAMED SHEIK

M. Balamurugan
Countersigned
DR. M. BALAMURUGAN [M.Com., M.Phil., Ph.D.]
Assistant Professor,
School of Commerce,
The American College, Madurai
BPQP87531H

Dr. J. Duraichamy
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Prof. R. Ramindran
Principal



D. RAJA MANICKAM,

22PCE016,

II M.Com,

Department of Commerce and Research Centre,

Sourashtra College,(Autonomous)

Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled " CUSTOMER ATTITUDE AND SATISFACTION TOWARDS HEALTH INSURANCE IN MADURAI CITY" submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.P .PONRAJ M.Com., M.Phil., Ph.D.,** Assistant professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place : Madurai

Date: 06/11/23

D. Rajamanickam

D. RAJAMANICKAM

Dr. M. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H

Dr. J. Duraichamy
Forwarded

Dr.J.DURAICHAMY
M.Com.,M.Phil.,B.Ed.,Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Srv. Ramindran
Principal



M.RAM PRADEEP,

Reg. No. 22 PCE 017

II M.Com

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai- 625004.


STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled "A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE SHOPPING IN MADURAI " submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of Dr.T.T.KARTHIK, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date: 6.11.23


(M.RAM PRADEEP)


Countersigned

M. BALAMURUGAN,
MBA., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.





G.D. SARAVANAN

22PCE018

II M.Com

Department of Commerce and Research Centre,
Sourashtra College (Autonomous),
Madurai – 625 004

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled “**A STUDY ON THE HISTORY OF HYUNDAI MOTOR COMPANY**” submitted to Madurai Kamaraj University in partial fulfilment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. E.B. GNANESWARAN, M.Com., M.Phil., B.Ed., PGDCA., CGT., Ph.D.,** Associate Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

Place: Madurai

Date: 06.11.23

G.D. Saravanan

G.D. SARAVANAN

M. Balamurugan
Countersigned

DR. M. BALAMURUGAN, MBA, M.Com., M.Phil. Ph.D.
Assistant Professor,
School of Commerce,
The American College, Mad:
BPQPB7531H

Dr. J. Duraichamy
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.

Srv. Ramaswami

Principal



T.SATHEES KUMAR,

Reg .No. 22PCE019,

II M.Com,

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai - 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled " A STUDY ON BUYERS BEHAVIOUR OF COSMETIC PRODUCTS IN MADURAI" Submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr. R.R. VISHNUPRIYA M.Com., M.Phil., PGDCA., Ph.D., NET.** Assistant professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date: 6.11.23



T. SATHEES KUMAR


Countersigned

Dr. M. BALAMURUGAN,
MBA., M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.


Principal

C.SENTHILMURUGAN,

Reg. No. 22 PCE 020

II M.Com

Department of Commerce and Research Centre,

Sourashtra College (Autonomous)

Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled " **A STUDY ON THE SALES ON MARKETING AT MAX , VISHAL DE MAL ,MADURAI "** submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of Degree of Master of Commerce is a record of internship work done by me under the guidance of **Dr.T.P.RAMPRASAD**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date: 06/11/2023


(C.SENTHILMURUGAN)


Countersigned

DR. M. BALAMURUGAN, MBA., M.Com., M.Phil., Ph.D.
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.


Principal



S.VENKATESH,

22PCE021,

II M,Com

Department of Commerce and Research Centre,

Sourashtra College, (Autonomous)

Madurai- 625004.

STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled “ **AN ORGANIZATIONAL STUDY ON THE MADURA COATS PRIVATE LIMITED, MADURAI** ” submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of internship work done by me under the guidance of **DR. SITHU MURALIDHARAN DEVI, M.Com., M.Phil., Ph.d** Assistant professor of commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

Place : Madurai

Date: 6.11.2023

S. Venkatesh
S.VENKATESH

M. Balamurugan
Countersigned

Dr. M. BALAMURUGAN,
MBA, M.Com., M.Phil., Ph.D.,
Assistant Professor
Department of Commerce
The American College
Madurai

J. Duraichamy
Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004, Tamil Nadu

Prin. Ramasubramanian
Principal



B.J. YOGESHWARN (22PCE022)

II M.Com

Department of Commerce and Research Centre,

Sourashtra College,(Autonomous)

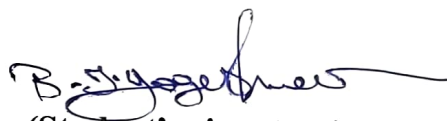
Madurai- 625004.

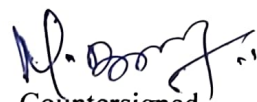
STATEMENT BY THE CANDIDATE

I hereby declare that an internship report entitled " A STUDY ON CUSTOMER SATISFATION TOWARDS AMAZON IN MADURAI" is a record of internship work done by me under the guidance of **Dr. R.R.VISHNUPRIYA**, Assistant Professor of Commerce, Sourashtra College, Madurai. It represents an entirely independent work on the part of the Candidate.

Place: Madurai

Date : 6/11/23


(Student's signature)


Countersigned
DR. M. BALAMURUGAN, MBA., M.Com., M.Phil., Ph.D.
Assistant Professor,
School of Commerce,
The American College, Madurai.
BPQPB7531H


Forwarded

Dr. J. DURAICHAMY
M.Com., M.Phil., B.Ed., Ph.D.,
Associate Professor and Head
Department of Commerce & Research Centre
Sourashtra College (Autonomous)
Madurai - 625 004. Tamil Nadu.


Principal



**PATIENT EXPERIENCES AND SATISFACTION WITH
HOMEOPATHIC TREATMENT IN INDIA**

An Internship Report submitted to Madurai Kamaraj University in partial
fulfillment of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

N. BHAGYALAKSHMI

22PCE001

Supervisor

Dr. N.M. MEKALA M.Com., M.Phil., Ph.D., M.B.A., B.Ed., PGDCA

Assistant Professor



**DEPARTMENT OF COMMERCE & RESEARCH CENTRE
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI - 625 004.**

NOVEMBER 2023

A STUDY ON MARKETING STRATEGIES OF POTHYS (AALAYAM OF SILKS)

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of
MASTER OF COMMERCE

Submitted by

P.CHANDRALEKHA
22PCE002

Supervisor

Dr. G.G. BHUVANESWARI M.Com., M.Phil., Ph.D.,
Assistant Professor



DEPARTMENT OF COMMERCE & RESEARCH CENTRE
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI – 625004.

NOVEMBER 2023

A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

S.KAVIYA

(REGNO.22PCE004)

Supervisor

Dr.K.R.KAVITHA M.Com., M.F.C., M.Phil., Ph.D., PGDCA.,

Assistant Professor



DEPARTMENT OF COMMERCE & RESEARCH CENTRE

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI – 625004.

NOVEMBER 2023

A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN INDIA

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of the
requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

S.MUTHULAKSHMI

22PCE005

Supervisor

Dr. SITHU MURALIDHARAN DEVI M.Com., M.Phil., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE & RESEARCH CENTRE

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI – 625004.

NOVEMBER 2023

**A STUDY ON MARKETING AND ADVERTISING STRATEGIES OF
NESTLE PRODUCTS**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

B.M.ANANTHAKUMAR

(Reg No. 22PCE006)

Supervisor

Dr .G. G. BHUVANESHWARI M.Com., M.Phil., Ph.D.,

Assistant Professor



DEPARTMENT OF COMMERCE & RESEARCH CENTRE

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI – 625004. NOVEMBER 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA
BIKES WITH SPECIAL REFERENCE TO MADURAI CITY**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of
the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

M.B.ARUNPRASANTH

Reg. No. 22 PCE 007

Supervisor

Dr. T.T. KARTHIK

Assistant Professor



DEPARTMENT OF COMMERCE AND RESEARCH CENTRE

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI – 625 004

NOVEMBER 2023

A STUDY ON INNOVATIVE MARKET ANALYSIS AND GLOBAL EXPANSION STRATEGIES OF ASHOK LEYLAND

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of
the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

A.GNANAPRAKASH

REG. No. 22 PCE 008

Supervisor

Dr .T.P.RAMPRASAD

Assistant Professor



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MADURAI – 625 004

NOVEMBER 2023

ASTUDYON“KITCHENTEXTILEINDUSTRYINMADURAI– WITH REFERENCE TO GSM PLUS IN INDIA”

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of
the requirements for the award of the Degree of
MASTEROF COMMERCE

Submitted by
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MADURAI–625004
NOVEMBER 2023

“A STUDY ON AVAILABILITY OF COSMETIC PRODUCTS IN MADURAI”

An Internship Report submitted to Madurai Kamaraj University in partial
fulfillment of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

Student Name: K.B.KARTHICK

(Reg No. 22PCE010)

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Staff Name : Dr. S.S. SUGANTHY

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**DEPARTMENT OF COMMERCE & RESEARCH CENTRE
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI – 625004
NOVEMBER 2023**

**A WHOLESALE TEXTILE SHOP WITH REFERENCE TO VEEKAY TRADERS
IN MADURAI CITY**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

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MADURAI – 625 004

NOVEMBER 2023

A STUDY ON “WORK LIFE BALANCE” AT CHENNAI SILKS

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

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MADURAI – 625004.

NOVEMBER 2023

A STUDY ON CUSTOMER SATISFACTION AT HYUNDAI MOTORS LIMITED

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of

MASTER OF COMMERCE

Submitted by

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MADURAI – 625004.**

NOVEMBER 2023

**CUSTOMER ATTITUDE AND SATISFACTION TOWARDS
HEALTH INSURANCE IN MADURAI CITY**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of
MASTER OF COMMERCE

Submitted by

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NOVEMBER 2023

**A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE SHOPPING
IN MADURAI**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of
the requirements for the award of the Degree of
MASTER OF COMMERCE

Submitted by
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NOVEMBER 2023

A STUDY ON "THE HISTORY OF HYUNDAI MOTOR COMPANY "

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of

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NOVEMBER 2023

**A STUDY ON BUYERS BEHAVIOUR OF COSMETIC PRODUCTS
IN MADURAI**

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the Degree of
MASTER OF COMMERCE

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A STUDY ON THE SALES ON MARKETING AT MAX, VISHAL DE MAL MADURAI

An Internship Report submitted to Madurai Kamaraj University in partial fulfillment
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DEPARTMENT OF COMMERCE AND RESEARCH CENTRE
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MADURAI – 625 004
NOVEMBER 2023

**AN ORGANIZATIONAL STUDY ON MADURA COATS PRIVATE
LIMITED, MADURAI**

An Internship Report submitted to Madurai Kamaraj University in partial
fulfillment of the requirements for the award of the Degree of
MASTER OF COMMERCE

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A STUDY ON "CUSTOMER SATISFACTION TOWARDS AMAZON IN MADURAI"
An Internship Report submitted to Madurai Kamaraj University in partial fulfillment of
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This is to that the an internship report entitled **“PATIENT EXPERIENCE AND . SATISFACTION WITH HOMOEOPATHIC TREATMENT IN INDIA”** is record of her internship work done by **N. BHAGYALAKSHMI 22PCE001, II M.Com.,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that the an internship report entitled " **A STUDY ON MARKETING STRATEGIES OF POTHYS (AALAYAM OF SILKS) "** is record of her internship work done by **P.CHANDRALEKHA , 22PCE002 II M.Com** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.



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CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS** " is record of her
internship work done by, **S.KAVIYA 22PCE004 II M.Com.**, Department of Commerce and Research
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MARKETING AND ADVERTISING STRATEGIES OF NESTLE PRODUCT"
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This is to certify that the an internship report entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES WITH SPECIAL REFERENCE TO MADURAI CITY**" is record of her internship work done by **M.B.ARUNPRASANTH (Reg. No. 22 PCE 007), II M.COM,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that an internship report entitled “**A STUDY ON INNOVATIVE MARKET ANALYSIS AND GLOBAL EXPANSION STRATEGIES OF ASHOK LEYLAND**” Is record of him inter ship work done by **A.GNANA PRAKASH (Reg. No. 22 PCE 008), II M.COM**, Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate

Place: Madurai



Dr. T.P. RAMPRASAD

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This is to certify that an internship report entitled "**A STUDY ON KITCHEN TEXTILE INDUSTRY IN MADURAI-WITH REFERENCE TO GSM PLUS IN INDIA**" is record of his internship work done by **D.GURUSAMY (Reg. no. 22PCE009), II M.COM**, Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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E.B. Gnaneshwaran.
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This is to certify that the an internship report entitled "**A WHOLESALE TEXTILE SHOP WITH REFERENCE TO VEEKAY TRADERS IN MADURAI CITY**" is record of his internship work done by **T.B.MADHAN KUMAR (Reg.No. 22PCE012), II M.COM,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that an internship report entitled A STUDY ON" WORK LIFE BALANCE" AT
CHENNAI SILKS

is a record of his/her internship work done by A.MANIKANDAN (22PCE013), II M.COM,
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This is to certify that an internship report entitled "**A STUDY ON CUSTOMER SATISFACTION AT HYUNDAI MOTORS LIMITED**" is record of his internship workdone by **M. MOHAMED SHEIK, 22PCE014, II M.Com.,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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Date:

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This is to certify that the an internship report entitled " **CUSTOMER ATTITUDE AND SATISFACTION TOWARDS HEALTH INSURANCE IN MADURAI CITY** "is record of his internship work done by **D. RAJA MANICKAM, 22PCE016, II M.Com.,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents anentirely independent work on the part of the candidate.

Place : Madurai


(Dr.P. PONRAJ)

Date: 06.11.2023

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This is to certify that an internship report entitled "**A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE SHOPPING IN MADURAI** " is record of his internship work done by **M.RAM PRADEEP (Reg. No. 22 PCE 017), II M.COM,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that the an internship report entitled "A STUDY ON THE SALES ON MARKRTING AT MAX , VISHAL DE MAL , MADURAI "is record of his internship work done by C.SENTHILMURUGAN (Reg. no. 22 PCE 020), II M.COM, Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that an internship report en titled **AN ORGANIZATIONAL STUDY ON MADURA COATS PRIVATE LIMITED, MADURAI** is record of his internship work done by **S.VENKATESH, 22PCE021, II M.Com.,** Department of Commerce and Research Centre, Sourashtra College, Madurai. It represents an entirely independent work on the part of the candidate.

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This is to certify that an internship report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AMOZEN IN MADURAI" is a record of her internship work done By B.J. YOGESHWARAN (22PCE022), II M. COM, Department of Commerce and Research Centre, Sourashtra college, Madurai. It represents an entirely work on the part of the candidate.

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