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Mar Ivanios Vidya Nagar, Thiruvananthapuram

CERTIFICATE

This is to certify that this project report titled, '*A Study On The Marketing Strategy Of CMX: An Analytical Approach*', being submitted by **Abhay S. Sundar**. (47520554001) Eight Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

Prof. Dr. John P.C.
Principal

Poornima Thampy
Guide



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This is to certify that this project report titled **“A STUDY ON THE IMPACT OF MARKETING STRATEGIES AND ADVERTISING OF RENAULT WITH SPECIAL REFERENCE TO TVS MOBILITY PVT LTD, THIRUVANANTHAPURAM DISTRICT”**.being submitted by **ADITHYAN.S.KUMAR (Reg.no. 47520554002)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA.LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Prof Dr. John P. C

Principal

Signed by

Ms.Poor'nima Thampy

Assistant professor

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This is to certify that this report titled "*A Study of Consumer Satisfaction on Pizza Hut with Special Reference to Trivandrum City*" submitted to the University of Kerala, in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration by Adwaith S Gopan (Reg. No. 47520554003), Mar Gregorios College of Law, Thiruvananthapuram Kerala is a bona fide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Poornima Thampy

Assistant Professor

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This is to certify that this project report titled "OPTIMIZING EMPLOYEE PERFORMANCE THROUGH TRAINING :WITH SPECIAL REFERENCE TO TVS MOBILITY PRIVATE LIMITED COMPANY THIRUVANTHAPURAM " being submitted by C Akash (Reg.No 47520554005), 8th Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled '*A Study On Customer Satisfaction Towards Akshaya E-Centers In Thiruvananthapuram District*' being submitted by *Amal A S (47520554006)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA.LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*Analyzing Consumer Preference Towards Instant Food Products-A Comprehensive Study*" being submitted *Amina Shibu(47520554008)* Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Professor



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This is to certify that this project titled "*Analysing Customer Satisfaction and Brand Loyalty Towards Decathlon: A Comparative Study Between Online and In-Store Shopping Experiences*" being submitted by *Amod D (47520554009)* Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled “AN ANALYSIS OF MICROFINANCE PRACTICES IN KERALA:- A COMPREHENSIVE STUDY WITH SPECIAL REFERENCE TO THIRUVANANTHAPURAM DISTRICT” being submitted by ANAGHA SURESH (47520554010) Eighth Semester B.B.A.LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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MS. POORNIMA THAMPY

Asst. Professor



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This is to certify that the project report entitled “**A STUDY ON CUSTOMER PERCEPTION ON SOLAR PANEL INSTALLATIONS WITH SPECIAL REFERENCE TO TRIVANDRUM DISTRICT**”. Submitted by ANJANA KURUP V.S (Reg no. 47520554011), of Eighth Semester B.B.A LL.B, Batch 2020-2025, Mar Gregorios College of Law, Thiruvananthapuram in partial fulfillment for the requirement of the award of the Degree of B.B.A LL.B of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for a degree, diploma or any other title.

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Ms Poornima Thampy
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This is to certify that this project report titled "A STUDY ON HUMAN RESOURCE DEVELOPMENT AT VIJAYA HOSPITAL, KOTTARAKARA" being submitted by ANJU P SAJI (47520554012) Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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MS. POORNIMA THAMPY

Asst. Professor



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Mar Ivanios Vidyanagar, Thiruvananthapuram

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This is to certify that this project titled "*A Study on Sugar-Free Revolution: Innovative Marketing Approaches for Health-Conscious Consumers in Thiruvananthapuram*" being submitted by *Anshamol M. (47520554013)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that the project report entitled **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES AT AUTO-MOBILE RETAIL SECTOR WITH SPECIAL REFERENCE TO TRIVANDRUM DISTRICT ”**. Submitted by ANUJA RAJEEV (Reg no. 47520554014), of Eighth Semester B.B.A LL.B, Batch 2020-2025, Mar Gregorios College of Law, Thiruvananthapuram in partial fulfillment for the requirement of the award of the Degree of B.B.A LL.B of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for a degree, diploma or any other title.

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This is to certify that this project report titled '*Impact Of SBI Retail Banking On Customer Satisfaction With Reference To Thiruvananthapuram District*' being submitted by *Asher.SJ (47520554016)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA.LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled '*EXPLORING THE IMPACT OF AFTER-SALES SERVICE ON CUSTOMER SATISFACTION IN TATA MOTORS WITH SPECIAL REFERENCE TO THIRUVANANTHAPURAM DISTRICT*' being submitted by **ASHWIN M (47520554017)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA.LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled ***“END-USER SATISFACTION OF RAILWAY SERVICES: A STUDY AT ERNAKULAM DISTRICT”*** being submitted by ***BELITA ROSE BABU (47520554018)*** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A Study on the impact of AI chatbots in customer services and marketing*" being submitted by **Bharath Santh (47520554020)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*A Study On Customer Relationship Management Of Federal Bank Limited In Thiruvananthapuram District* " being submitted by **Bhasura S R (47520554021)** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Professor



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This is to certify that this project report titled "*A Study On The Consumer Perception Towards The Products And Services Of Malayala Manorama Pvt.Ltd* " being submitted by **Deepak Joseph (47520554022)** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Thiruvananthapuram**

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This is to certify that this project titled “ *A Study on the Consumer Behaviour and Satisfaction of Electric Two-Wheelers*” being submitted by **DEVIKA S.R (47520554023)** Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A Study On The Problems and Prospects of Cardamom Business in Kerala: A Business Management Perspective*" being submitted by *Divya Mariam Saji (47520554024)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Professor

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This is to certify that this project report titled "*A Study on the Customer Satisfaction of McDonald's Restaurant with Special Reference to Trivandrum city*" being submitted by **Don P. Eldo (47520554025)** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*A Study on Consumer Buying Behaviour towards Ready-made Apparels for Women in Trivandrum*" being submitted by **Gayathri R. M. (47520554026)** Eighth Semester B.B.A L.L.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of B.B.A L.L.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Professor
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This is to certify that this project report titled “ A Study on the Consumer Behaviour Of E-Wallet Users In Kerala With Special Reference To College Students” being submitted by **Gayathry A (Reg.No 47520554027)**, 8th Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*The Impact of Social Media Marketing in the Restaurant Industry in Kerala with a Special Emphasis on Influencer Marketing*" was submitted by Gayathry S Nair (47520554028) Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Profesor



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This is to certify that this project report titled '**The Study On Influence And Usage Pattern Of OTT Platforms Among The College Students In Kerala**' being submitted by Gokul Raj R. (47520554029) Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "Customer Behaviour And Satisfaction Toward Organic Products" being submitted by Gokul S (Reg.No 47520554030), 8th Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled “*A Study On the perception of tourists on beach tourism in Kovalam, Trivandrum*” being submitted by **Gopika S Kurup (47520554031)** Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Associate Professor



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This is to certify that this project report titled "*A Study On Customer Satisfaction Towards Online Shopping in Trivandrum*" being submitted by **Gowri Nandana J (47520554032)** Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A Study on the Prospects and Challenges Faced by Marine Exporters in Kerala* " being submitted by *Janaki Jayaraj (47520554034)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A Study on the Influence of Advertisement of Fast-moving Consumer Goods among the Consumers of Trivandrum.*" being submitted by *Jayamahesh A.G. (47520554035)* Eighth Semester B.B.A, LL.B. student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree

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This is to certify that this project report titled, '*A Study on Consumer Preference of Ride-Sourcing services over Traditional Taxis*', being submitted by **Jerom A.J.** (47520554036) Eight Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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Dr. Leeba Babu
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This is to certify that this project report titled **“A Study On The Service Quality Delivery Of Lulu Hypermarket Trivandrum”** being submitted by **Josna Sara Jose (47520554037)** Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Trivandrum in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled 'A Study On Consumer Behaviour Of Youth Towards Online Food Delivering Applications In Kerala' being submitted by K. K. Mathew Vaidyan (47520554038) Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled '*A Study on Consumer Satisfaction and Preference of Zudio brand in Trivandrum*' being submitted by *Kripa Jayan* (47520554039) Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA.LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*A Project Report On Study Of Consumer Preference In Automobile Sector With Special Reference To Hybrid Vehicles In Kerala*" being submitted by M S Suryanarayanan (Reg.No 47520554040), 8th Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A study on the integration of strategic management into review bombing.*" being submitted by **Mariam Sara Jose (47520554041)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A Study on Employee Satisfaction and Engagement at different levels with special reference to SBI Branches in Trivandrum City.*" being submitted by *Meenu S. S. (47520554042)* Eighth Semester B.B.A, LL.B. student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A study on the impact of #bodypositivity campaign on size-inclusive marketing policies of fashion brands.*" being submitted by **Nanditha Pradeep (47520554043)** Eighth Semester BBA LL. B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LL. B of the University of Kerala is a bona fide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*Consumer preference for SIP over other alternative methods of investments*" being submitted by **Nasma Sulthana S (47520554044)** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and this work has not been submitted elsewhere for any other degree.

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Dr. John P.C
Principal

Signed by

Ms. Vrindu J P
Guide



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This is to certify that this project titled "*A study on customer perception and marketing strategies by Digital news media over Print news media*" being submitted by *Nirmal Leni Joseph (47520554045)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A study on customer preference on the application of modern agricultural techniques in the agricultural sector in Kerala.*" being submitted by *Noyal Susan Saju (47520554046)* Eighth Semester B.B.A, LL.B. student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*A Study on Guerrilla Marketing in The Film Industry with Reference to Barbie (2023)*" being submitted by **Reshona Bernard (Reg.No.47520554047)**, VIII Semester B.B.A LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of B.B.A LL.B of the University of Kerala is a bona fide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled *“Study on effect of AI tools in the growth of E-Commerce platforms”* being submitted by **Richu Saji (47520554048)** Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*The study of Promotional Activities used by the Smartphone Companies*" being submitted by *Rosh Varghese Mathew* (47520554049) Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by him under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*Comparative Study on Work Life Balance Among IT Professionals During Both Work from Office and Work from Home*" being submitted by *S Adithyan (47520554050)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "A COMPARATIVE ANALYSIS OF CONSUMER PREFERENCE: ONLINE PAYMENT METHODS VS OFFLINE PAYMENT METHODS" being submitted by Sai Gayathri (Reg. No 47520554051) Eighth Semester BBA.LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*An analysis on work life balance of the employees maintained by the Balco company*" being submitted by **SAMANWAYA SAJEEV (47520554052)** Eighth Semester BBA LLB student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*Analysing the impact of Ford's exit on existing customers in Kerala*" being submitted by **Sandhra.R.Salim (47520554053)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bona fide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project report titled "*A study on marketing strategy of protein powder brands in Trivandrum city*" was submitted by **Sneha Sree (47520554055)** Eighth Semester BBA LL.B student, MarGregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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This is to certify that this project titled "*A study on customer satisfaction and brand loyalty towards PVR Cinemas.*" being submitted by *Susan Neju (47520554056)* Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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CERTIFICATE

This is to certify that this project report titled “*A study on the comparative analysis of online taxi services in Kerala, with special reference to Thiruvananthapuram district*” being submitted by **THANAGRA XAVIER (47520554057)** Eighth Semester B.B.A LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of B.B.A LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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CERTIFICATE

This is to certify that this project titled "**A study on impact of brand quality on brand loyalty of lens companies.**" being submitted by **Unni N Deepak (47520554058)** Eighth Semester BBA LL.B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a bonafide record of work done by them under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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CERTIFICATE

This is to certify that this project report titled "**A Study on sales strategies and after sales services at South Park Motors**" was submitted by **VAISHNAVI V B (47520554059)** Eighth Semester BBA LL.B student, Mar Gregorios College of law, Nalanchira, Thiruvananthapuram in partial fulfilment for the requirement of the award of the degree of BBA LL.B of the University of Kerala is a bonafide record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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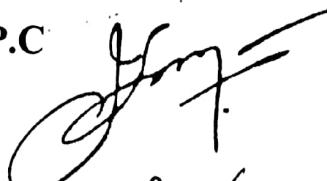
CERTIFICATE

This is to certify that this project is titled —*A Study on The Impact of Event-Based Marketing on Consumer Buying Choice.* Being submitted by *Yohan John (47520554060)* Eighth Semester BBA LL. B student, Mar Gregorios College of Law, Nalanchira, Thiruvananthapuram in partial fulfillment for the requirement of the award of the degree of BBA LLB of the University of Kerala is a Bonafede record of work done by her under my supervision and guidance and that this work has not been submitted elsewhere for any other degree.

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8/10/24

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