

**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ST. THOMAS COLLEGE PALA**



CERTIFICATE

This is to certify that the project report on “**Effects of Guerrilla Marketing Strategy on Buying Behaviour: A Study Among the Consumers of Textiles in Kottayam**” is done by Augustine Babu, Domenic Mathew and James Thomas in partial fulfilment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance.

Dr. Tejil Thomas M. Com, MTM, PhD
Assistant Professor
Supervising Teacher

Countersigned by,

Prof. K.V. John
Head of the Department



Place: Arunapuram

Date: 28.03.2018

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CERTIFICATE

This is to certify that the project report on **“Socio Economic Transformation through SHGs – A Study among SHG Units of Karoor Grama Panchayath”** is done by Rahul Krishna K, Sarath S Nair and Tony Francis in partial fulfillment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance. They are permitted to submit the dissertation.

Countersigned by

**Prof. K.V John, M.Com, DDP
Head of the Department**

**Prof. Jinu Mathew
(Project Guide)**

Place: Pala

Date: 31/03/2018




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CERTIFICATE

This is to certify that the project report on “**SOCIAL MEDIA MARKETING AND PURCHASE BEHAVIOUR OF COLLEGE STUDENTS IN KOTTAYAM DISTRICT**” is done by Rahul T.P, Subin Leo and Tony Jose in partial fulfillment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance. They are permitted to submit the dissertation.

Countersigned by 
Prof. K.V John, M.Com, DDP
Head of the Department


Prof. Jintu Mathew
(Project Guide)

Place: Pala

Date: 31/03/2018



**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ST. THOMAS COLLEGE PALA**



CERTIFICATE

This is to certify that the project report on **“EFFECT OF E – TAILING IN RETAILING, STUDY WITH REFERENCE TO PALA MUNICIPALITY”** is a bonafide work of **Mr. Sajith Jacob** (Reg.no.150021007131), **Mr. Tom Benny** (Reg. No. 150021007164) and **Mr. Zubin George** (Reg. No. 150021007168) in partial fulfillment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance. They are permitted to submit the dissertation.

Countersigned by

Prof. K.V John, M.Com, DDP

Head of the Department


Prof. Jinu Mathew

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Place: Pala

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Head of the Department

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(Project Guide)

Place: Pala

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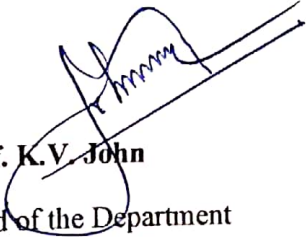


**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ST. THOMAS COLLEGE PALA**




CERTIFICATE

This is to certify that the project report on “EFFECTS OF EMPLOYEE AMPLIFICATION ON CONSUMER BEHAVIOUR: A STUDY WITH REFERENCE TO TWO-WHEELER SHOWROOMS IN KOTTAYAM DISTRICT” is done by Bony Francis, Jeffin Monachan and Jerald George in partial fulfillment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance.


Prof. K. V. John
Head of the Department

Countersigned by,


Dr. TEHL THOMAS M.Com., MTM, PhD
Supervising Teacher
PG & Research Dept. of Commerce
St. Thomas College, Pala
Kottayam, Kerala - 686 574

Place: Arunapuram
Date: 28.03.2018




Dr. BABU JOSEPH
M. Com, M. Phil, Ph. D

**POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ST. THOMAS COLLEGE PALA**



CERTIFICATE

This is to certify that the project report on “**Consumers’ Awareness and Perception Towards Ethical Issues in Advertisements of FMCGs**” is done by Jebin Tom, Jerin George and Josbin Sebastian in partial fulfilment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance.

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Assistant Professor
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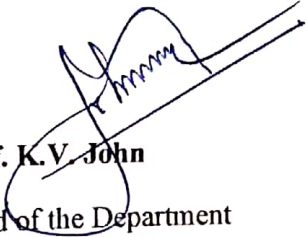
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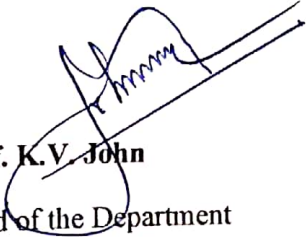

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Place: Arunapuram

Date: 28.03.2018

**Postgraduate and Research Department of Commerce
St. Thomas College Palai**



Certificate

This is to certify that this project report entitled "A STUDY ON PERCEPTION AND PREFERENCE OF RETAIL INVESTORS TOWARDS MUTUAL FUNDS IN PALA" is a bonafide work of Arun Joseph (Reg.No 150021007113), Anoop Mohanan (Reg.No 150021007122) and Ananthu K.S (Reg.No 150021007142) completed under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.

Prof. Bobby Simon
Asst. Professor
(Project Guide)

Countersigned by:

Prof. K.V John, M.Com
Head of the Department



Place: Arunapuram

Date: 31.03.2018

**Postgraduate and Research Department of Commerce
St. Thomas College Pala**



CERTIFICATE

This is to certify that this project report entitled "Study On Supply Chain Management of Food Processing Units In Meenachil Taluk" is a bonafide work of **Mr. Anoop Jose** (150021007143), **Mr. Aswin C Udayan** (150021007124) and **Mr. Felvin Raj Deleep** (150021007124) completed under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.

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Countersigned by:

Prof. K.V John, M.Com
Head of the Department



Place: Arunapuram

Date: 31.03.2018

**Postgraduate and Research Department of Commerce
St. Thomas College Palai**



Certificate

This is to certify that this project report entitled "TECHNOLOGY BASED INNOVATIONS IN BANKING: A STUDY ON CUSTOMER AWARENESS ON DIGITAL BANKING PRODUCTS WITH SPECIAL REFERENCE TO PALA MUNICIPALITY" is a bonafide work done by **Mr. Arun George** (Reg. No: 150021007123), **Mr. Augustine Joseph** (Reg. No: 150021007145) and **Mr. George K John** (Reg. No: 150021007147) under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.

Prof. Bobby Simon

Asst. Professor
(Project Guide)

Countersigned by:

Prof. K.V John, M.Com

Head of the Department

Place: Arunapuram

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Postgraduate and Research Department of Commerce

St. Thomas College Palai



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Asst. Professor

(Project Guide)

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Head of the Department

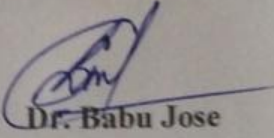
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Date: 31.03.2018



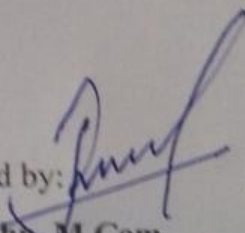
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This is to certify that this project report entitled **FINANCIAL BEHAVIOR OF EARNING PEOPLE IN PALAMUNICIPALITY** bonafide work of **Mr. Jobin Jose** (Reg. No.150021007151.), **Mr. Jobin Kuncheria** (Reg. No.150021007170) and **Mr. Rahul Raj N** (Reg. No.150021007129) completed under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.



Dr. Babu Jose

Asst. Professor

Countersigned by:  (Project Guide)

Prof. K.V John, M.Com

Head of the Department

Head, Dept. of Commerce
St. Thomas College, Palai
Arunapuram P.O. - 686574

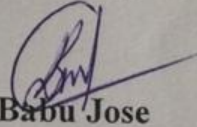
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Date: 31-03-2018



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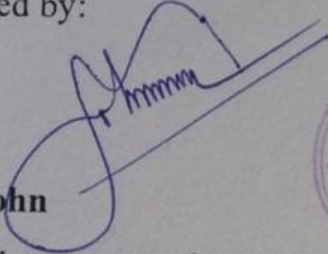

Dr. Babu Jose

Asst. Professor

Department of Commerce

(Project Guide)

Countersigned by:

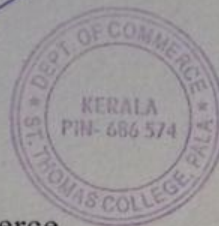

Prof. K.V John

Head of the department of Commerce

St. Thomas College

Place: Pala

Date: 31-3-2018



CERTIFICATE

This is to certify that the project report on “**Impact of Goods and Service Tax (GST) on sole proprietorship concerns with special reference to Pala Municipality**” is done by **Shone Varghese, Tom Jose and Vipin G Sanal** in partial fulfillment for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance.

Countersigned by,

Prof. K.V. John
Head of the Department



George J Kakkuzhiyil
Supervising Teacher

Place: Arunapuram

Date: 31-03-2018

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Head of the Department

George J Kakkuzhiyil
Supervising Teacher

Place: Arunapuram

Date: 31-03-2018





Certificate

This is to certify that this dissertation entitled "Attitude of Graduate Students towards Entrepreneurship with a special reference to Kottayam District" is a bonafide work of Tomin Zacharias, Vilin Santhosh and Vishnu K Vinod completed under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.

George J Kukkuzhyil

Asst. Professor

Department of Commerce

(Project Guide)

Countersigned by:

Prof. K. V John, M. Com

Head of the department of Commerce

St. Thomas College, Pala

Arunapuram

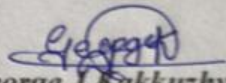
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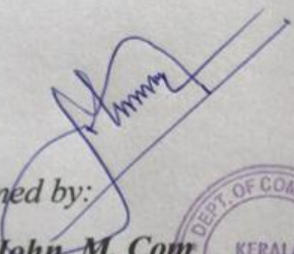

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Department of Commerce

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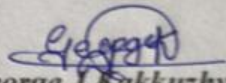
Date: 31-03-2018





Certificate

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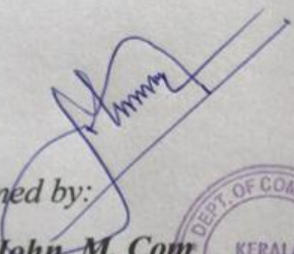

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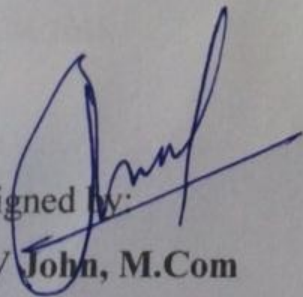


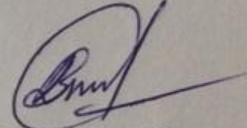
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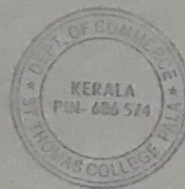
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This is to certify that this dissertation entitled “**IMPACT OF GOODS AND SERVICES TAX (GST) ON HOUSEHOLD CONSUMPTION AND SAVINGS: A STUDY WITH REFERENCE TO KOTTAYAM DISTRICT**” is a bonafide work of **Mr. Mathews George** (Reg. No.150021007128), **Mr. Nandu Santhosh** (Reg No. 150021007171) and **Mr. Shibin P.S** (Reg. No. 150021007160) completed under my supervision and guidance in partial fulfillment of the requirements for the award of the degree of **Bachelor of Commerce** in Mahatma Gandhi University, Kottayam. They are permitted to submit the dissertation.

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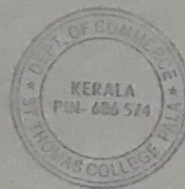
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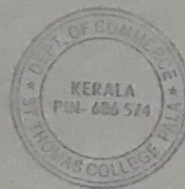
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