

**A STUDY ON HUMAN RESOURCES MANAGEMENT
PRACTICES AND COMPETITIVE ADVANTAGE WITH
SPECIAL REFERENCE TO MAX LIFE INSURANCE
COMPANY LIMITED AT VELLORE CITY**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

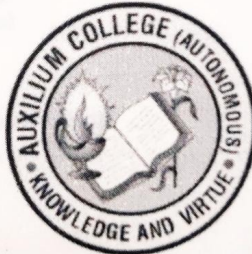
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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER PROBLEM SOLVING MACHANISM WITH
REFERENCE TO STATE BANK OF INDIA AT VELLORE BRANCHES**

A Project submitted to
The Auxilium College as a partial fulfillment of the requirements for the award of
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COMMERCE (BANKING & INSURANCE)

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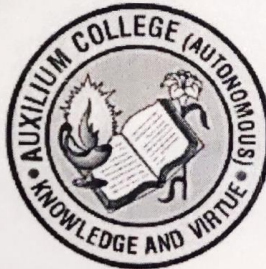
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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER SATISFACTION ON CREDIT
CARDS WITH REFERENCE TO STATE BANK OF INDIA AT
VELLORE BRANCHES**

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**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT
TOWARDS CUSTOMERS BUYING DECISION OF
POLICIES WITH REFERENCE UNITED INSURANCE AT
VELLORE**

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**A STUDY ON INSURANCE AGENTS AND POLICYHOLDERS
RELATIONSHIP WITH REFERENCE TO UNITED INDIA INSURANCE
LTD, VELLORE**

A Project submitted to the
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**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE
TO LIFE INSURANCE COMPANY OF INDIA AT VELLORE**

A Project submitted to the
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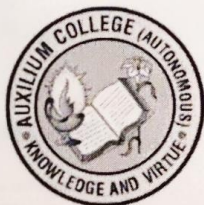
**A STUDY ON CUSTOMERS ATTITUDE TOWARDS HEALTH CARE
INSURANCE PLANS WITH REFERENCE TO UNITED INDIA
INSURANCE LIMITED IN VELLORE CITY**

A Project submitted to
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**A STUDY ON TRAINING AND DEVELOPMENT NEEDS OF
EMPLOYEES WITH SPECIAL REFERENCE TO STATE BANK OF
INDIA VELLORE**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
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**A STUDY ON ROLE OF INFORMATION TECHNOLOGY IN
INSURANCE INDUSTRY WITH SPECIAL REFERENCE TO UNITED
INDIA INSURANCE COMPANY, VELLORE**

A Project submitted to
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Submitted by

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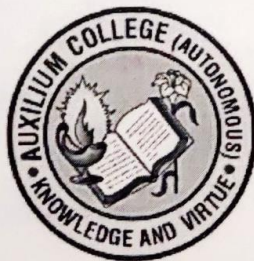
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A STUDY ON ROLE OF TECHNOLOGY IN STATE BANK OF INDIA IN VELLORE CITY

A Project submitted to
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**A STUDY ON CONSUMER AWARENESS AND PREFERENCE
TOWARDS MOBILE BANKING OF VARIOUS BANKS IN
VELLORE CITY**

A Project submitted to
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Submitted by

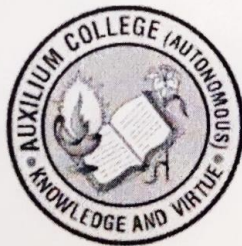
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**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HOUSING LOAN WITH SPECIAL REFERENCE TO SBI,
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Submitted by

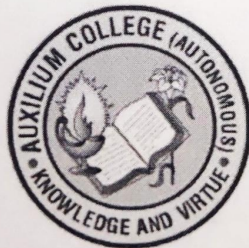
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Vellore District, Tamil Nadu

**A STUDY ON RURAL BANKING SCHEMES WITH REFERENCE TO
STATE BANK OF INDIA AT VELLORE CITY**

A Project submitted to
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Submitted by

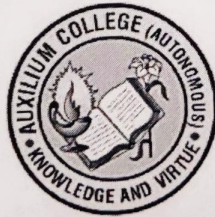
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**A STUDY ON E-BANKING PRACTICES AND CUSTOMER
SATISFICATION WITH REFERENCE TO BANK OF INDIA
AT VELLORE**

A Project submitted to
The Auxilium College as a partial fulfillment of the requirements for the award of
Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

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(30516U41013)

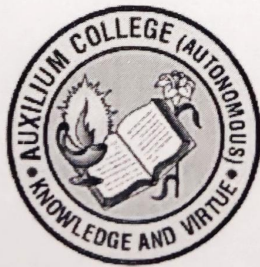
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**A STUDY ON CUSTOMER PREFERENCE ON INSURANCE
PRODUCT WITH SPECIAL REFERENCE TO PRIVATE
SECTOR BANKS, VELLORE.**

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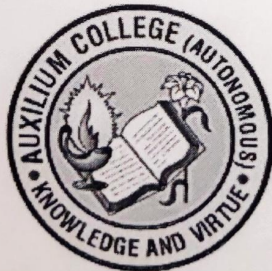
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Vellore District, Tamil Nadu

**A STUDY ON MOTIVATIONAL PRACTICES IN BANKS WITH SPECIAL
REFERENCE TO STATE BANK OF INDIA VELLORE BRANCH**

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Auxilium College as a partial fulfillment of the
requirements for the award of Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

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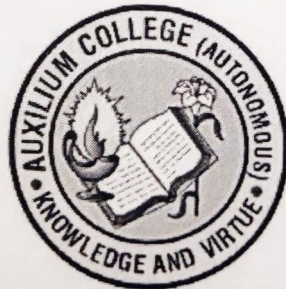
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**A STUDY ON ROLE OF INSURANCE AGENTS IN PROMOTING LIFE
INSURANCE POLICIES WITH SPECIAL REFERENCE TO LIC,
VELLORE.**

A Project submitted to the
Auxilium College as a partial fulfilment of the
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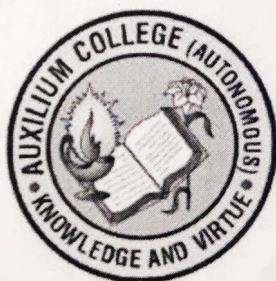
Dr. R. GAYATHIRI, M.com., M.B.A., M.Phil., Ph.D., NET(C), SET(B),

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**A STUDY ON CUSTOMERS CLAIMING EXPERIENCE
TOWARDS RURAL INSURANCE PRODUCTS WITH
SPECIAL REFERENCE TO VELLORE CITY**

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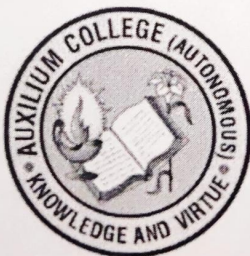
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Vellore District, Tamil Nadu

**A COMPARATIVE STUDY ON BANCASSURANCE AND INSURANCE COMPANIES
AS A CHANNEL OF SELLING INSURANCE PRODUCTS IN VELLORE CITY.**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

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Submitted by

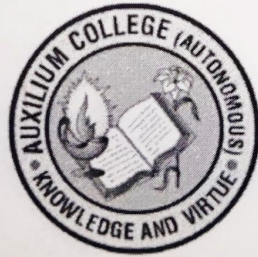
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A STUDY ON ISSUES AND CHALLENGES FACED BY ATM USERS OF PRIVATE SECTOR BANKS AT VELLORE CITY

A Project submitted to
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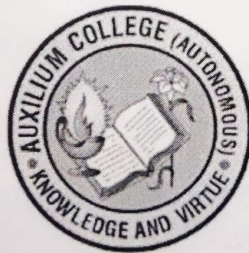
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A STUDY ON MICRO FINANCE AND ITS ROLE IN WOMEN EMPOWERMENT

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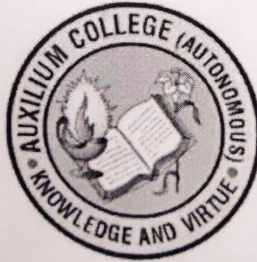
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A STUDY ON EMPLOYEES PERFORMANCE TOWARDS SMALL SCALE INDUSTRIES AT VELLORE CITY

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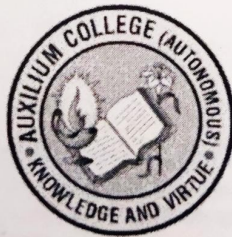
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A STUDY ON POLICYHOLDERS BUYING BEHAVIOUR AND PREFERENCE TOWARDS LIC PRODUCTS AT VELLORE CITY

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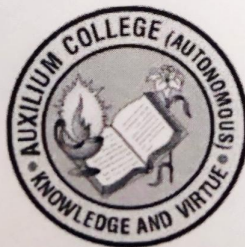
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Vellore District, Tamil Nadu.

**A STUDY ON EMPLOYEES STRESS MANAGEMENT IN
PUBLIC AND PRIVATE SECTOR BANKS WITH
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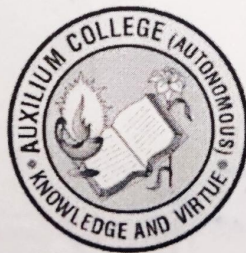
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A STUDY ON CUSTOMER AWARENESS TOWARDS MOTOR INSURANCE POLICY WITH REFERENCE TO VELLORE CITY

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COMMERCE (BANKING & INSURANCE)

Submitted by

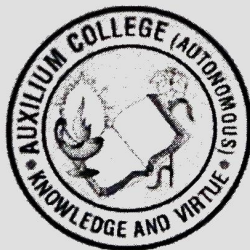
S. POONAM

(30516U41036)

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**AUXILIUM COLLEGE
VELLORE - 632006
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2016 -2019

Dr. S. S. S. S. S.
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AUXILIUM COLLEGE (Autonomous)
Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu.

A STUDY ON POLICY HOLDER AWARENESS ON HEALTH INSURANCE PRODUCTS WITH SPECIAL REFERENCE TO UNITED INDIA INSURANCE COMPANY LIMITED

A Project submitted to
The Auxilium College as a partial fulfillment of the
Requirements for the award of Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

S.PRIYA

(30516U41041)

Under the Guidance and Supervision of

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**AUXILIUM COLLEGE
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2016 -2019

Dr. Gayathiri R.
PRINCIPAL
AUXILIUM COLLEGE (Autonomous)
Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu

**A COMPARATIVE STUDY ON EMPLOYEES PERCEPTION
TOWARDS TRADITIONAL BANKING AND E-BANKING
WITH SPECIAL REFERENCE TO KVB BANK, VELLORE**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of
Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

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**AUXILIUM COLLEGE
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2016 -2019

Sr. Vigneshwari
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Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu.

**A STUDY ON INVESTMENT MANAGEMENT PLAN IN
INSURANCE POLICIES ON ICICI PRUDENTIAL LIFE
INSURANCE COMPANY AT VELLORE BRANCHES**

A Project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of
Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

B.SARANYA

(30516U41046)

Under the Guidance and Supervision of

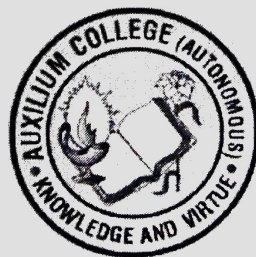
Dr. S. SHRILATHA, M.Com., M.Phil., Ph.D.,

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**AUXILIUM COLLEGE
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Dr. S. Saranya
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Vellore District, Tamil Nadu.

**A STUDY ON MARKETING PROGRAMME ON THE
PRODUCT/ SERVICES DEVELOPMENT WITH REFERENCE
TO STATE BANK OF INDIA VELLORE BRANCH**

A Project submitted to

the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

K. SHALINI

(30516U41047)

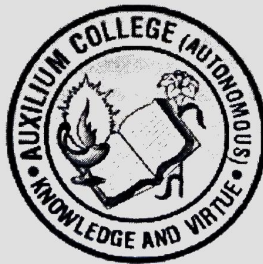
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**AUXILIUM COLLEGE
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VELLORE DISTRICT**

2016 -2019

Dr. S. Shrilatha
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Vellore District, Tamil Nadu.

**A STUDY ON POLICYHOLDERS PERCEPTION TOWARDS
MOTOR VEHICLE INSURANCE WITH REFERENCE TO
UNITED INDIA INSURANCE VELLORE**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

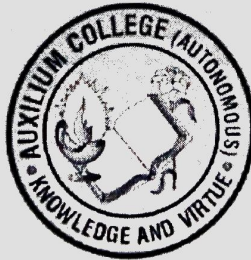
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**AUXILIUM COLLEGE
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Dr. Vigneshwaran
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Vellore District, Tamil Nadu.

**A STUDY ON LOAN PROCESS AND CREDIT RATING SYSTEM
IN SYNDICATE BANK VELLORE CITY**

A Project submitted to the
Auxilium College as a partial fulfilment of the
Requirements for the award of Bachelor Degree in
COMMERCE (BANKING & INSURANCE)

Submitted by

R. P. SWATHI

(30516U41050)

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AUXILIUM COLLEGE

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2016 -2019

Dr. R. Gayathiri
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Vellore District, Tamil Nadu

**A STUDY ON WORK-LIFE BALANCE AMONG WOMEN
EMPLOYEES OF PRIVATE SECTOR BANKS**

AT VELLORE CITY

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

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**AUXILIUM COLLEGE
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Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu

**A STUDY ON E-SERVICE QUALITY DIMENSIONS AND IT'S
EFFECTS ON CUSTOMERS SATISFACTION WITH SPECIAL
REFERENCE OF SYNDICATE BANK.**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

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**AUXILIUM COLLEGE
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2016 -2019**

Dr. Vigneshwari
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Vellore District, Tamil Nadu.

**A STUDY ON FACTORS INFLUENCING INDIVIDUAL INVESTOR BEHAVIOUR
AND ITS IMPACT**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

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AUXILIUM COLLEGE

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Dr. S. S. S. S. S.
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Vellore District, Tamil Nadu.

A COMPARATIVE STUDY ON SERVICE QUALITY OF ROYAL SUNDARAM GENERAL INSURANCE AND UNITED INDIA GENERAL INSURANCE COMPANY AT VELLORE CITY

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

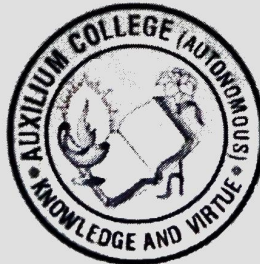
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**AUXILIUM COLLEGE
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2016 -2019

Dr. S. Shrilatha
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Vellore District, Tamil Nadu.

A STUDY ON EFFECTIVENESS OF CASHLESS TRANSACTIONS WITH REFERENCE TO NATIONALIZED BANKS AT VELLORE CITY

A Project submitted to

the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

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**AUXILIUM COLLEGE
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2016 -2019

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Gandhi Nagar, Vellore - 632 006
Vellore District, Tamil Nadu.

**A STUDY ON HUMAN RESOURCE DEVELOPMENT PRACTICES IN
INSURANCE COMPANIES AT VELLORE**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

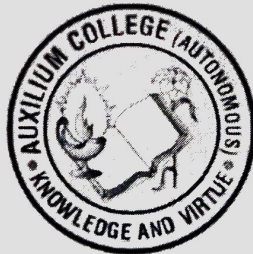
S. SHARU JANANI

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**AUXILIUM COLLEGE
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2016 -2019

Dr. Ugrasree
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Vellore District, Tamil Nadu.

A STUDY ON ROLE OF PUBLIC RELATION AMONG LIFE INSURANCE COMPANIES IN VELLORE CITY

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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2016 - 2019

Dr. Vigneshwari
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Vellore District, Tamil Nadu.

**E-FILING OF INCOME TAX RETURN: A STUDY ON AWARENESS AND SATISFACTION LEVEL OF TAX
PAYERS IN VELLORE CITY**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

Submitted by

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AUXILIUM COLLEGE

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2016 - 2019

Dr. Vigneshwari
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Gandhi Nagar, Vellore - 632 006.
Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER PERCEPTION TOWARDS INTERNET BANKING WITH REFERENCE TO HDFC
BANK AT VELLORE**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

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COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

VELLORE – 632006

2016 - 2019

Dr. Gayathiri R.
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AUXILIUM COLLEGE (Autonomous)
Gandhi Nagar, Vellore - 632 006.
Vellore District, Tamil Nadu.

**A STUDY ON ROLE OF ADVERTISEMENT IN CREATING CUSTOMER
AWARENESS WITH SPECIAL REFERENCE TO STATE BANK OF
INDIA, VELLORE**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

Submitted by

A. KALAIVANI

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AUXILIUM COLLEGE

VELLORE – 632006

2016 - 2019

Dr. Gayathiri R
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AUXILIUM COLLEGE (Autonomous)
Gandhi Nagar, Vellore - 632 006,
Vellore District, Tamil Nadu.

A STUDY ON ROLE OF INFORMATION TECHNOLOGY IN BANKING SECTOR

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER PREFERENCES TOWARDS LIFE INSURANCE PRODUCTS WITH SPECIAL
REFERENCE TO LIC OF INDIA, VELLORE**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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Vellore District, Tamil Nadu.

**A STUDY ON POLICYHOLDER AWARENESS TOWARDS POSTAL LIFE INSURANCE WITH SPECIAL
REFERENCE TO VELLORE CITY**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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2016 – 2019

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Vellore District, Tamil Nadu.

**A STUDY ON MARKETING STRATEGIES ADOPTED BY LIFE
INSURANCE CORPORATION, VELLORE**

A Project submitted to
The Auxilium College as a partial fulfillment of the
Requirements for the award of Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

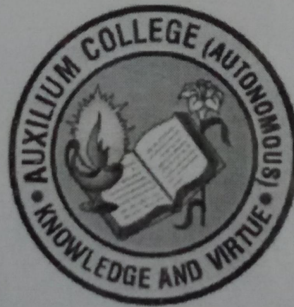
V.PAVITHRA

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**AUXILIUM COLLEGE
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2016 -2019**

Dr. Gayathiri R.
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Gandhi Nagar, Vellore - 632 006,
Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER ACCESS AND PROBLEM TOWARDS
BANKING SERVICES OF SBI, VELLORE BRANCHES**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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2016 - 2019

Dr. Jaya Sankar
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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER USAGE EXPERIENCE ON MOBILE BANKING APPLICATION WITH SPECIAL
REFERENCE TO VELLORE CITY**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER PERCEPTION TOWARDS INSURANCE
POLICIES WITH REFERENCE TO UNITED INDIA INSURANCE AT
VELLORE BRANCHES**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

Degree in

COMMERCE (BANKING AND INSURANCE)

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AUXILIUM COLLEGE

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Dr. S. S. Shrilatha
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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRONIC
PAYMENT SYSTEM WITH REFERENCE TO KARUR VYSYA BANK IN
VELLORE**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

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AUXILIUM COLLEGE

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Dr. Vigneshwari
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Vellore District, Tamil Nadu.

**A STUDY ON CREDIT RISK MANAGEMENT PRACTICES OF SBI
AT VELLORE CITY**

A Project submitted to
The Auxilium College as a partial fulfillment of the requirements for the award of
Bachelor Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

R.KOWSALYA

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Under the Guidance and Supervision of

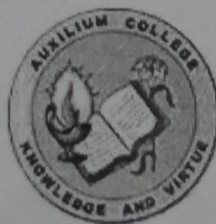
Dr. Gayathiri R., M.Com., M.B.A., M.Phil., Ph.D., NET(C), SET(B)

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Dr. Gayathiri R.
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Ganchi Nagar, Vellore - 632 006,
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**A STUDY ON CUSTOMER SATISFACTION AND LOYALTY WITH
SPECIAL REFERENCE TO STATE BANK OF INDIA IN VELLORE
REGION**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

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Submitted by

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Dr. Rajeshwari
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**A STUDY ON OBSERVATION OF BANKING HABITS OF CUSTOMER
WITH SPECIAL REFERENCE TO IOB VELLORE DISTRICT**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

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AUXILIUM COLLEGE

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Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM FACILITY
AT INDIAN OVERSEAS BANK, VELLORE BRANCH**

A project submitted to

The Auxilium College as a partial fulfillment of the requirements for the award of Bachelor

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Submitted by

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Vellore District, Tamil Nadu.

**A COMPARATIVE STUDY ON CRM OF NATIONALIZED
BANKS AND PRIVATE BANKS WITH SPECIAL REFERENCE
TO VELLORE DISTRICT”,**

A Project submitted to
the Auxilium College as a partial fulfillment of the requirements for the award of Bachelor
Degree in

COMMERCE (BANKING & INSURANCE)

Submitted by

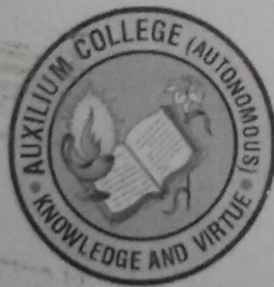
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