

**A STUDY ON SERVICE QUALITY OF PUBLIC ROAD TRANSPORTATION  
IN RURAL AREAS**

**(WITH SPECIFIC REFERENCE TO VELLORE)**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirement

for the award of the

**MASTER'S DEGREE**

In

**COMMERCE**

by

**Ms. DEVI SHREE S.**

(Reg.No.30518P09001)

Under the guidance of

**Ms. Anitha Devi A., M.Com., M.Phil.,**

Assistant Professor of Commerce



**AUXILIUM COLLEGE (Autonomous)**

(Accredited by the NAAC with A' grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632006

2019-2020

*Dr. Jagan Mohan*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006.  
Vellore District, Tamil Nadu.

**A STUDY ON EFFECT OF TV ADVERTISEMENT ON PURCHASING  
BEHAVIOR OF CUSTOMER**

PROJECT REPORT

Submitted in partial fulfillment of the requirement

for the award of the

MASTER'S DEGREE

In

COMMERCE

by

Ms. SARANYA S.

(Reg.No.30518P09014)

Under the guidance of

Ms. Anitha Devi A., M.Com. M.Phil.,

Assistant Professor of Commerce



AUXILIUM COLLEGE (Autonomous)

(Accredited by the NAAC with A<sup>+</sup> grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632006

2019-2020

*Sr. Vijayalakshmi*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006,  
Vellore District, Tamil Nadu.

**A STUDY ON THE ATTITUDE OF YOUTH TOWARDS  
ENTREPRENEURSHIP**

**(A SPECIAL REFERENCE IN VELLORE CITY)**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirement

for the award of the

**MASTER'S DEGREE**

In

**COMMERCE**

by

Ms. SONABAI S.

(Reg.No.30518P09015)

Under the guidance of

Ms. Thenmozhi G., M.Com., M.Phil.,

Assistant Professor,

Department of Commerce



**AUXILIUM COLLEGE (Autonomous)**

(Accredited by the NAAC with A<sup>+</sup> grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632 006

2019-2020

*Sr. Thenmozhi G.*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006.  
Vellore District, Tamil Nadu.

**A STUDY ON INVESTMENT BEHAVIOR OF INVESTORS  
EMPLOYED IN GOVERNMENT SECTOR IN VELLORE**

PROJECT REPORT

Submitted in partial fulfillment of the requirement

for the award of the

MASTER'S DEGREE

In

COMMERCE

by

Ms. YAZHINI V.

(Reg.No.30518P09021)

under the guidance of

Mrs. DEEPA K., M.Com., M.Phil., SET, (Ph.D.),

Assistant Professor and Head, Department of Commerce (P.G.),



AUXILIUM COLLEGE (Autonomous)

(Accredited by the NAAC with A+ grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632006

2019-2020

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

**A STUDY ON STUDENTS ATTITUDE TOWARDS HIGHER EDUCATION  
VELLORE DISTRICT**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirement

for the award of the

**MASTER'S DEGREE**

In

**COMMERCE**

by

Ms. UMA K.

(Reg.No.30518P09019)

Under the guidance of

Dr. Anitha Alice E., M.Com., B.Ed., M.Phil., SET., Ph.D.,

Assistant Professor of Commerce



**AUXILIUM COLLEGE (Autonomous)**

(Accredited by the NAAC with A<sup>+</sup> grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632006

2019-2020

*Sr. Ugrasudha*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006.  
Vellore District, Tamil Nadu.

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD  
MOTORBIKE WITH SPECIAL REFERENCE IN VELLORE CITY**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirement

For the award of the

**MASTER'S DEGREE**

in

**COMMERCE**

by

**Ms. THARANI S.**

**(Reg.No.30518P09018)**

Under the guidance of

**Ms. Nalini M., M.Com, M.Phil., M.B.A.,NET., SET.,CA (PE-II)**

**Assistant Professor of Commerce**



**AUXILIUM COLLEGE (Autonomous)**

**(Accredited by the NAAC with A<sup>+</sup> grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)**

**Vellore-632006**

**2019-2020**

*Sr. Vijayalakshmi*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006.  
Vellore District, Tamil Nadu.

**A STUDY ON PERFORMANCE APPRAISAL OF EMPLOYEES OF  
INFORMATION TECHNOLOGY INDUSTRY IN CHENNAI**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirement

For the award of the

**MASTER'S DEGREE**

In

**COMMERCE**

By

**Ms. PRIYADARSINI.M**

**(Reg.No.30518P09012)**

Under the guidance of

**Mrs.Thenmozhi G., M. Com., M. Phil**

Assistant Professor of Commerce



**AUXILIUM COLLEGE (Autonomous)**

(Accredited by the NAAC with A<sup>+</sup> grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)

Vellore-632006

2019-2020

*Sr. sign*  
PRINCIPAL  
AUXILIUM COLLEGE (Autonomous)  
Gandhi Nagar, Vellore - 632 006.  
Vellore District, Tamil Nadu.