

**A STUDY ON REWARD SYSTEM AND PERFORMANCE
MANAGEMENT AT ORBIS ENTERPRISE
A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

**[Affiliated to University of Madras]
IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
OF THE AWARD OF THE DEGREE OF
MASTER OF COMMERCE**

BY

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UNDER THE GUIDANCE AND SUPERVISION OF

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**POST GRADUATE DEPARTMENT OF COMMERCE
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

CHENNAI – 600106

MARCH 2024

**“ROLE OF ARTIFICIAL INTELLIGENCE IN FASHION AND APPAREL
INDUSTRY – CUSTOMER PERSPECTIVE (A REFERENCE WITH ETHNIC
CLOTHING IN THE CHENNAI CITY)”**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE(AUTONOMOUS)
[Affiliated to University of Madras]**

**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
OF THE AWARD OF THE DEGREE OF
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CHENNAI - 600106

MARCH 2024

**A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC
PRODUCTS WITH REFERENCE TO CHENNAI CITY**

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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[Affiliated to University of Madras]

**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD
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MARCH 2024

**Comprehensive Analysis of Exploring Customer Satisfaction with Maruti
Suzuki's Post-Purchase Service**

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
COLLEGE(AUTONOMOUS)**

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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF
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MARCH 2024

**A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARD USAGE- WITH
REFERENCE TO CHENNAI CITY**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD
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MARCH 2024

**AN ANALYSIS OF WORKING CAPITAL MANAGEMENT IN MN
ENGINEERING SOLUTIONS**

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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MARCH 2024

TRENDS IN ENTREPRENEURSHIP DEVELOPMENT IN INDIA

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD
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MARCH 2024

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS SOCIAL
MEDIA MARKETING OF ORGANIC COSMETICS PRODUCTS IN
CHENNAI**

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF THE
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MARCH 2024

**A STUDY ON INVESTOR'S PERCEPTION TOWARDS SHARE MARKET
INVESTMENT WITH REFERENCE TO ADITYA BIRLA (TOP- LISTED SHARES IN
MARKET)**

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF THE
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March 2024

**IMPACT OF ARTIFICIAL INTELLIGENCE IN JOB SATISFACTION,
PERFORMANCE, COMMITMENT AND ENGAGEMENT: A MIXED METHOD
APPROACH ON IT EMPLOYEES IN CHENNAI CITY**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
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**POST GRADUATE DEPARTMENT OF COMMERCE
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CHENNAI – 600106
MARCH 2024**

**THE IMPACT OF WELFARE MEASURES ON EMPLOYEE
RETENTION WITH REFERENCE TO AMBATTUR FASHION INDIA
LIMITED**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE AWARD
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MARCH 2024**

**A ORGANIZATION STUDY ON MENTAL HEALTH OF AN EMPLOYEE IN A
WORKPLACE**

A PROJECT REPORT SUBMITTED TO

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF THE
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MARCH 20204

**A STUDY ON CONSUMER PERCEPTION ON TOWARDS
WEBSITE ADVERTISEMENT
A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE(AUTONOMOUS)
[Affiliated to University of Madras]**

**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF THE
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MARCH 2024

**NON- PERFORMING ASSET AND ITS IMPLICATIONS WITH
REFERENCE TO MANAPPURAM FINANCE LIMITED**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE AWARD
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**POST GRADUATE DEPARTMENT OF COMMERCE
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MARCH 2024**

ANALYSIS OF SELECTED EQUITY SHARES LISTED IN

NATIONAL STOCK EXCHANGE LTD

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF
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MARCH 2024

**“The Impact of Augmented Reality on Consumer Buying Behaviour and
Consumer Satisfaction in Apparel Industry: An Empirical Study”**

**A PROJECT REPORT SUBMITTED TO
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**IN PARTIAL FULFILLMENT FOR THE
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MARCH 2024**

**“Role of Social Media Marketing on Consumer Behaviour in Hyper Retail
Marketing: An Empirical Study”**

**A PROJECT REPORT SUBMITTED TO
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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
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MARCH 2024**

“A STUDY ON BRAND LOYALTY AMONG YOUTH”

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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**IN PARTIAL FULFILLMENT FOR THE
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March 2024

A STUDY ON CONSUMER PERCEPTION TOWARDS M COMMERCE

A PROJECT REPORT SUBMITTED TO

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF
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MARCH 2024

**“AN EFFECT OF EMOTIONAL INTELLIGENCE IN WORK LIFE
BALANCE OF EMPLOYEES (WITH SPECIAL REFERENCE TO
LAKSHMI TATA MOTORS)”**

A PROJECT REPORT SUBMITTED TO

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
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**POST GRADUATE DEPARTMENT OF COMMERCE DWARAKA DOSS
GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS),
CHENNAI – 600106**

2023-2024

**A STUDY ON CUSTOMERS LOYALTY TOWARDS
CO-OPERATIVE BANKS WITH SPECIAL REFERENCE TO
CHENNAI DISTRICT
A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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**POST GRADUATE DEPARTMENT OF COMMERCE
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MARCH 2024**

**A STUDY ON THE PERCEPTION OF THE BANKING CUSTOMERS
TOWARDS NEO-BANKING SERVICES AND BENEFITS WITH**

REFERENCE TO CHENNAI CITY

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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MARCH 2024

**A STUDY ON MARKET SHARE AND UNDERSTANDING OF BRAND
IMAGE WITH SPECIAL REFERENCE TO SAMSUNG ELECTRONICS
PRODUCTS IN CHENNAI CITY**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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CHENNAI – 600106

MARCH 2024

**A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT
AT ORBIS ENTERPRISES
A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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MARCH 2024**

**A STUDY ON PURCHASE DECISION OF SHARES WITH SPECIAL
REFERENCE TO THIRUVOTTRIYUR**

A PROJECT REPORT SUBMITTED TO

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**A STUDY ON TRAINING AND DEVELOPMENT THAT UPSKILL
EMPLOYEES WORKABILITY**

A PROJECT REPORT SUBMITTED TO

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF
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MARCH 2024

**“AN IMPACT OF BIG DATA ANALYSIS ON CUSTOMER
SATISFACTION TOWARDS TOURISM INDUSTRY (WITH SPECIAL
REFERENCE TO SBLT PRIVATE LTD)”**

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
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2023-2024

**“A DEMOGRPHIC STUDY ON CONSUMER SATISFACTION LEVEL
BETWEEN HERO MOTORCYCLE AND HERO SCOOTERS (WITH
REFERENCE TO CHENNAI)”
A PROJECT REPORT SUBMITTED TO**

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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CHENNAI - 600106

March 2024

**A STUDY ON IMPACT OF FORUM MARKETING IN
CONSUMER BEHAVIOUR**

A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
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MARCH 2024

**A STUDY ON EMPLOYEE RECRUITMENT PROCESS IN TAUFIQ
MANPOWER CONSULTANTS CHENNAI CITY**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
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CHENNAI – 600106

MARCH 2024

**A STUDY ON EXPORT AND ITS FINANCING SMALL AND MEDIUM
ENTERPRISES SEGMENT IN CHENNAI**

A PROJECT REPORT SUBMITTED TO

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MARCH 2024

**A STUDY ON BRAND LOYALTY OF ZARA: THE WAY THEY TACKLED TO
STAY ON CHARTS**

A PROJECT REPORT SUBMITTED TO

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MARCH 2024

**A COMPARATIVE STUDY ON COOPERATIVE BANK AND
COMMERIAL BANK WITH REFERNCE TO THIRUVALLUR DISTRICT**

A PROJECT REPORT SUBMITTED TO

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF
THE DEGREE OF**

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**POST GRADUTE DEPARTMENT OF COMMERCE DWARAKA DOSS
VAISHNAV COLLEGE (AUTONOMUS)**

CHENNAI-600106

MARCH 2024

**A STUDY ON CONSUMER SATISFACTION ON TWO WHEELERS IN
CHENNAI**

**A PROJECT REPORT SUBMITTED TO
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COLLEGE(AUTONOMOUS)**

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