



# HENRY BAKER COLLEGE

MELUKAVU, KOTTAYAM

Founded 1981

Accredited by NAAC With 'A' Grade An ISO 9001 : 2015 Certified Institution

A Christian Minority Educational Institution run by C.S.I East Kerala Diocese  
Affiliated to Mahatma Gandhi University, Kottayam

## Criterion-1 CURRICULAR ASPECTS

1.3.3 - Number of students undertaking project work/field work/ internships

Submitted to



THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

**“A STUDY ON TAX LITERACY AMONG SALARIED EMPLOYEES ”**

*A project report submitted to Mahatma Gandhi University, Kottayam in  
partial fulfilment for the requirements for the award of the degree of*

**MASTER OF COMMERCE**

Submitted by

**THASNI HUSSAIN**

**Reg. No: 210011026158**

*Under the guidance of*

**ASHLY MEREENA MATHEW**

**Assistant Professor**



**POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**KOTTAYAM - 686652**

**JULY 2024**

**“A STUDY ON CONSUMER ATTITUDE TOWARDS  
AMAZON AND FLIPKART - SPECIAL REFERENCE  
TO UDUMBANNOOR GRAMA PANCHAYATHU”**

*A Project Report submitted to Mahatma Gandhi University, Kottayam in partial  
fulfilment for the requirements for the award of the degree of*

**MASTER OF COMMERCE**

Submitted by

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**JUNE 2024**

**“A STUDY ON FINANCIAL LITERACY AMONG COLLEGE  
STUDENTS IN MEENACHIL TALUK”**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial  
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**JULY 2024**

**“A STUDY ON THE IMPACT OF ONLINE FOOD DELIVERY SERVICES WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT”**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial fulfilment for the requirements for the award of the degree of*

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**JULY 2024**

**“A STUDY ON IMPACT OF E-COMMERCE IN RURAL  
AREAS”**

*A project report submitted to Mahatma Gandhi University, Kottayam in  
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**JULY 2024**

**“A STUDY ON THE IMPACT OF DIGITAL MARKETING ON  
CUSTOMERS BUYING BEHAVIOUR WITH SPECIAL  
REFERENCE TO MELUKAVU GRAMAPANCHAYAT ”**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial  
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**JULY 2024**

**“IMPACTS OF UPI PAYMENTS IN THE SPENDING  
BEHAVIOUR OF CONSUMERS”**

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**JULY 2024**

***INVESTMENT PLANNING AMONG SALARIED PERSONS  
WITH SPECIAL REFERENCE TO THODUPUZHA TALUK***

*A project report submitted to Mahatma Gandhi University, Kottayam in partial  
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**JULY 2024**

**“A STUDY ON PUBLIC PERCEPTION OF ELECTRIC  
VEHICLES WITH SPECIAL REFERENCE TO MEENACHIL  
TALUK ”**

*A project report submitted to Mahatma Gandhi University, Kottayam in  
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**JULY 2024**

**“A STUDY ON THE IMPACT OF DIGITALIZATION ON  
TRADITIONAL BANKING SERVICES WITH SPECIAL  
REFERENCE TO MEENACHIL TALUK”**

*A project report submitted to Mahatma Gandhi University, Kottayam in  
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**JULY 2024**

**BRAND PREFERENCE AND CUSTOMER SATISFACTION  
TOWARDS SMARTPHONE: A STUDY WITH REFERENCE  
TO MELUKAVU GRAMAPANCHAYATH**

*A dissertation submitted to Mahatma Gandhi University, Kottayam in partial  
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# **MICROFINANCE A WAY OUT FOR POOR**

*A dissertation report submitted to Mahatma Gandhi University, Kottayam in partial fulfilment for the requirements for the award of the degree of*

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**“CUSTOMER PREFERENCE TOWARDS GOLD AS AN  
INVESTMENT AVENUE”**

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**JULY 2024**

**“ROLE OF PUBLIC SECTOR BANKS IN RURAL  
DEVELOPMENT”**

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**JULY 2024**

**“A STUDY ON PERCEPTION AND ADOPTION OF HYBRID  
CARS”**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial  
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