

# GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)

KUMBAKONAM – 612 001

Affiliated to Bharathidasan University

DST - CURIE Sponsored Institution  
IV Cycle of Accreditation



☎ 0435 – 2401391

✉ principal@gcwk.ac.in




## DEPARTMENT OF COMMERCE

Professional Ethics-PE, Gender-G, Human Values –HV, Environment and Sustainability- E&S

S. No	Name	Title of the Project	Cross Cutting Issue Addressed
<b>2022-2023</b>			
1.	Aarthi M	A study on technical analysis of selected stock in BSE sensex	E&S
2.	Bhuvaneshwari.S	A study on impact of Demographic variables on investment decision among rural households with special reference to kumbakonam town	E &S
3.	Mosinasirin .B	A study on customer satisfaction towards Samsung mobile phone	HV
4.	Nandhini .G	A comparative analysis of Equity stocks at SBI &ICICI bank in NSE	E&S
5.	Priyadarshini .J	A study on volatility of selected companies in Bombay stock Exchange	E&S
6.	Sneha .M	A study on risk and return analysis of BSE Sensex listed companies	E&S
7.	Sowmiya .S	A study on Gender differences in investment behaviour with special reference to Middle income group	G
<b>2021-2022</b>			
8.	Bhuvaneshwari.m	A study on customer satisfaction towards Britannia biscuits in Kumbakonam town	HV
9.	Prabavathy.b	A study on Organisational culture towards city union bank (main branch), Kumbakonam	PE
10.	Rageswari.r	Risk and return analysis of selected stocks listed in bse sensex , india	E&S
11.	Ramyam	A study on customer satisfaction of L.G.Refrigerator in kudavasal town	HV
<b>2020-2021</b>			
12.	Aishwarya G	A Study on Customer Satisfaction towards online Shopping with Reference to Kumbakonam Town	HV
13.	Baranika B	A Study on Risk Management in Mayavaram Benefit Fund Limited, Mayiladuthurai	E&S
14.	Deepalakshmi B	A Study on Investment Attitude of Women Investors with Reference to Kumbakonam Town	G
15.	Dharmasamvarthine S	A study on Customer Satisfaction and Brand Preference towards Johnson Baby Soap with special Reference to papanasam Town	HV



  
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S. No	Name	Title of the Project	Cross Cutting Issue Addressed
16.	Mahalakshmi S	A Study on Students Attitude towards Women Entrepreneurship	G
17.	Nisha G	A Study on Customer Satisfaction on Yamaha R15 Bike with Special Reference to Kumbakonam Town	HV
18.	Padmasri S	A Study on Consumer Satisfaction of GK Dairy Milk and Milk Products with Special Reference to Kumbakonam Town	HV
19.	Rajalakshmi M	A Study on Customer Satisfaction towards Aavin Milk, with Special Reference to Kumbakonam Town	HV
20.	Rajeswari K	A Study on Customer Satisfaction on Whirlpool Refrigerator in Kumbakonam Town	HV
21.	Ranjithajanimary B	A Study on Consumer Behaviour in Automobile Industry in Viruthachalam Town	HV
22.	Rohini R	A Study on Testing Efficient Market Hypothesis on Top Ten Companies Listed in NSE	E&S
23.	Sathya G	A Study on Risk and Return Relationship of Pharma Sectors in BSE	E&S
24.	Shruthi P	A Study on Consumer Satisfaction of Darasuram Vegetable Market in Kumbakonam Town	HV
25.	Varsha G	A Study on Expected Return and Risk of BSE Sensex Listed Companies	E&S
<b>2019-2020</b>			
26.	R.Abirami	The Impact of Organizational culture on in Self Finance College with Special Reference to Kumbakonam, Thanjavur DT	PE
27.	A.Anusuya	A Study on the Perception of the policy holders towards Insurance Policies of the Life Insurance Corporation of INDIA in Kumbakonam	E&S
28.	A.Divya	A Case Study on Consumer Attitude Towards Fast rack Watches	HV
29.	K.Pappathi	An analysis of market efficiency in BSE Indices: A Study with a Special Reference to Bombay Stock Exchange in India	E&S
30.	G.M.Saranya	A Study on Relationship Between Risk and Return Analysis of Selected Stocks on BSE using Capital Asset Pricing Model	E&S
31.	K.Vinothini	A Study on Risk Management in Kumbakonam Mutual Fund LTD	E&S
32.	S.Vinsiya	A Study on Customers Satisfaction Towards Clinic Plus Shampoo in Kumbakonam Town	HV
<b>2018-2019</b>			



  
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33.	Anandhavalli .A	Effectiveness of advertisement on social media with reference to women cosmetics in Kumbakonam town	PE
34.	Arokiajasminejosiba.P	Women empowerment through self-help group concept in Nannilam town	G
35.	Arthikapriyaranjani.V	A study on relationship between portfolio risk and return of BSE stocks	E&S
36.	Bhuvaneshwari.K	A study on customer satisfaction towards Honda two wheeler in Kumbakonam town	HV
37.	Bhuvaneshwari. M	Consumer preference towards Yamaha two wheelers with special reference to Kolidam town	HV
38.	Deepa. K	A study on foreign Exchange and its risk management on HCL technologies.	E&S
39.	Deepalakshmi. R	A study on the satisfaction level of urban women towards Samsung refrigerators in Kumbakonam town.	G&HV
40.	Devi.S	A study on relationship between risk and return of selected stock listed in NSE automobile industries	E&S
41.	Gayathri. P	A study on customer satisfaction towards Cinthal soap Kumbakonam town	HV
42.	Gayathri.R	Consumer preference in brand with special reference to computer in Kumbakonam	HV
43.	Kamali. R	A study on consumer satisfaction towards aavin milk in Kumbakonam.	HV
44.	Keerthika. M	A study on customer satisfaction towards Jio sim in Kumbakonam town.	HV
45.	Meena. R	A study on customer satisfaction of syndicate bank at Kumbakonam.	HV
46.	Pavithra. S	A study on consumer satisfaction of heritage milk & milk products with special reference to Kumbakonam.	HV
47.	Priyanka .S	A study on customer opinion and attitude towards Sun feast biscuit in Kumbakonam town.	HV
48.	Rama. K	A study on customer satisfaction and brand preference towards Johnson's baby soap with special reference to Papanasam town.	HV
49.	Santhiya. S	A study on consumer attitude towards Horlicks in Kumbakonam town.	HV
50.	Seema. M	A study on customer satisfaction towards Patanjali products in Kumbakonam town.	HV
51.	Siva Ranjani. R	A study on customer satisfaction towards HP computers in Kumbakonam town.	HV
52.	Yuvaranjaitham. A	A study on risk and return analysis of BSE Sen sex listed companies	E&S



  
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