

**A STUDY ON IMPACT OF AFFILIATE MARKETING
IN E-BUSINESS FOR CONSUMER PERSPECTIVE**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
for the partial fulfillment of the
Requirements for the Degree of Master of Commerce*

By

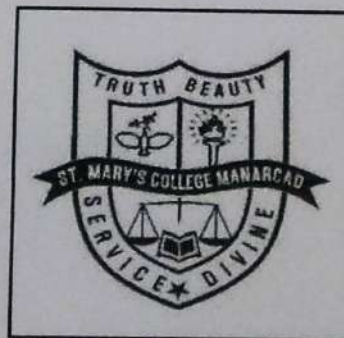
ALEENA K ABRAHAM

Reg. No: 190011022527

Under the guidance of

ALLEN VARGHESE JACOB, M. Com

Assistant Professor



**P. G. DEPARTMENT OF COMMERCE
ST. MARY'S COLLEGE MANARCAD**

30 APRIL 2021



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(Affiliated to Mahatma Gandhi University)
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CERTIFICATE

This is to certify that this project report entitled "*A Study on impact of Affiliate Marketing in E-Business for consumer perspective*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Aleena K Abraham** under my supervision.

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**ROLE OF MICROFINANCE IN WOMEN
EMPOWERMENT**

PROJECT REPORT

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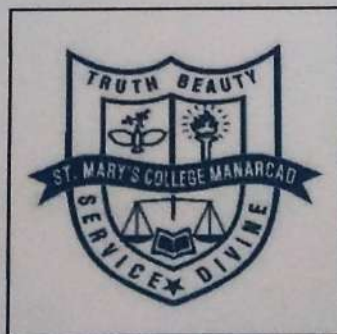
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Under the guidance of

REJANI K R, M. Com

Lecturer



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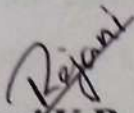
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This is to certify that this project report entitled "*Role of Microfinance in Women Empowerment*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Bismi Thomas** under my supervision.


Rejani K R

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**A STUDY ON THE IMPACT OF
CONSUMER SPENDING ON FMCG
PRODUCTS DURING COVID 19
SCENARIO IN KOTTAYAM DISTRICT**

PROJECT REPORT

Submitted to Mahatma Gandhi University

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Requirements for the Degree of Master of

Commerce

By

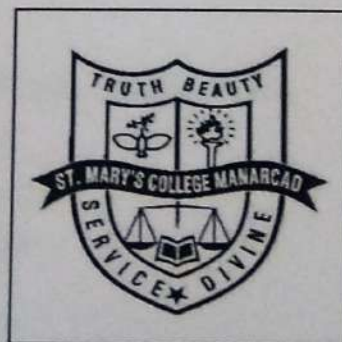
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This is to certify that this project report entitled "*A STUDY ON THE IMPACT OF CONSUMER SPENDING ON FAST MOVING CONSUMER GOODS DURING COVID 19 SCENARIO IN KOTTAYAM DISTRICT*" submitted to P. G. Department of Commerce, St. Mary's College Manarcaud is a bonafide record of work done by **KRUPA MERIA THOMAS** under my supervision.

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**IMPACT OF EXCHANGE RATE ON STOCK MARKET WITH
REFERENCE TO KOTTAYAM DISTRICT**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
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This is to certify that this project report entitled "*Impact of exchange rate on stock market with reference to Kottayam District*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **MaajiDevakumar** under my supervision.

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**MARKETING EFFECTIVENESS AND BUSINESS
PERFORMANCE OF HOUSING FINANCE
INSTITUTIONS IN KOTTAYAM DISTRICT**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
for the partial fulfilment of the
Requirements for the Degree of Master of Commerce*

By

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This is to certify that this project report entitled "*MARKETING EFFECTIVENESS AND BUSINESS PERFORMANCE OF HOUSING FINANCE INSTITUTIONS IN KOTTAYAM DISTRICT*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Rohith M Raji** under my supervision.

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**A STUDY ON CUSTOMER INTELLIGENCE
TOWARDS NEW RETAIL INVESTMENT AVENUES
WITH SPECIFIC REFERENCE TO KOTTAYAM
MUNICIPALITY**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
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Under the guidance of

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This is to certify that this project report entitled "*Customer Intellection towards New Retail Investment Avenues with specific reference to Kottayam Municipality*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Shinu Varghese** under my supervision.

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Rejani K R

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**THE IMPACT OF BRAND IMAGE ON BUYING
DECISION A STUDY ON SMARTPHONE
BUYERS AMONG COLLEGE STUDENTS IN
KOTTAYAM DISTRICT**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
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NAAC ACCREDITED

CERTIFICATE

This is to certify that this project report entitled "*The impact of Brand Image on Buying Decision a study on Smartphone Buyers Among College Students in Kottayam District*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by SNEHA ANNA JIJU under my supervision.

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**RISK PERCEPTION AND PORTFOLIO
MANAGEMENT OF EQUITY INVESTORS IN
KOTTAYAM REGION**

PROJECT REPORT

*Submitted to Mahatma Gandhi University
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This is to certify that this project report entitled "**RISK PERCEPTION AND PORTFOLIO MANAGEMENT OF EQUITY INVESTORS IN KOTTAYAM REGION**" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **VISHNU C PRAKASH** under my supervision.

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