

**PERFORMANCE ANALYSIS OF M-LEARNING  
INITIATIVES AMONG YOUNGSTERS WITH  
SPECIAL REFERENCE TO KOTTAYAM  
PROJECT REPORT**

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

**By**

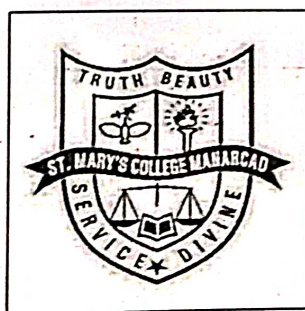
**RAHUL P RAJESH**

Reg. No: 200011027634

Under the guidance of

**AJU MATHEW M. Com, MSW, M PHIL**

**Assistant Professor**



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

**31 MAY 2022**



# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Performance analysis of m-learning initiatives among youngsters with special reference to kottayam*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Rahul P Rajesh** under my supervision.

**Aju Mathew**  
Asst. Professor  
P. G. Department of Commerce,  
St. Mary's College Manarcad

31 May 2022



## COUNTER SIGNED BY

*Head of the Dept. of Commerce  
St. Mary's College Manarcad  
Kottayam*

**Susan Bincy Andrews, M. Com, B.Ed., MBA**  
Assistant Professor and Head,  
P. G. Department of Commerce,  
St. Mary's College Manarcad

  
26/5/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**  
Principal  
St. Mary's College Manarcad

**Dr. PUNNEN KURIAN**  
Principal  
St. Mary's College, Manarcad



**RELATIONSHIP BETWEEN EMOTIONAL  
INTELLIGENCE & WORK LIFE BALANCE OF  
TEACHERS WITH SPECIAL REFERENCE TO AIDED  
COLLEGES IN KOTTAYAM TOWN**

**PROJECT REPORT**

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

By

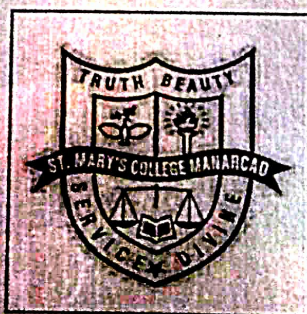
**BITU ABRAHAM**

Reg. No: 200011027631

Under the guidance of

**AJU MATHEW M.COM, MSW, M PHIL**

**Assistant Professor**



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

**31 MAY 2022**





# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

ESTD : 1981

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "relationship between emotional intelligence & work life balance of teachers with special reference to aided colleges in kottayam town" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by BITU ABRAHAM under my supervision.

Aju Mathew

Asst. Professor

P. G. Department of Commerce,

St. Mary's College Manarcad

31 May 2022



## COUNTER SIGNED BY

*Head of the Dept of Commerce  
St Mary's College Manarcad  
Kottayam*


Susan Bincy Andrews, M. Com, B.Ed., MBA

Assistant Professor and Head,

P. G. Department of Commerce,

St. Mary's College Manarcad



  
26/9/22  
Dr. Punnen Kurian, M.Sc., Ph.D.  
Principal  
St. Mary's College Manarcad

**Dr. PUNNEN KURIAN**  
Principal  
St. Mary's College, Manarcad



**PERFORMANCE EFFECTIVENESS OF  
SELECTED COMMERCIAL BANKS USING  
CAMEL APPROACH**

**PROJECT REPORT**

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

By

**BAISIL BABY KORUTH**

Reg. No: 200011027630

Under the guidance of

**ALLEN VARGHESE JACOB, M. Com**

**Assistant Professor**



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

**31 MAY 2022**





# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

ESTD : 1981

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Performance Effectiveness of Selected Commercial Banks using Camel Approach*" submitted to P. G. Department of Commerce, St. Mary's College Manarcaud is a bonafide record of work done by **Baisil Baby Koruth** under my supervision.

**Allen Varghese Jacob**

Asst. Professor

P. G. Department of Commerce,  
St. Mary's College Manarcaud

31 May 2022



## COUNTER SIGNED BY

Head of the Dept of Commerce  
St. Mary's College Manarcaud  
Kottayam

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,

P. G. Department of Commerce,  
St. Mary's College Manarcaud

  
26/9/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**  
Principal

St. Mary's College Manarcaud

**Dr. PUNNEN KURIAN**

Principal

St. Mary's College, Manarcaud



# **TAX PLANNING MEASURES ADOPTED BY THE SALARIED EMPLOYEES IN KOTTAYAM TALUK**

## **PROJECT REPORT**

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

By

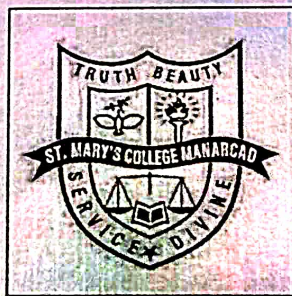
**Alan M Ipe**

Reg. No: 200011027627

Under the guidance of

**Nisha Abraham, M. Com**

**Assistant Professor**



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

**31 MAY 2022**





# ST.MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Tax planning measures adopted by salaried employees in the Kottayam taluk*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Alan M Ipe** under my supervision.

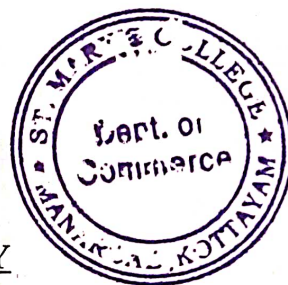
**Allen Varghese Jacob**

Asst. Professor

P. G. Department of Commerce,

St. Mary's College Manarcad

31 May 2022



## COUNTER SIGNED BY

*Head of the Dept. of Commerce  
St. Mary's College Manarcad  
Kottayam*

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,

P. G. Department of Commerce,

St. Mary's College Manarcad



*[Signature]*  
26/9/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**  
Principal

St. Mary's College Manarcad

**Dr. PUNNEN KURIAN**  
Principal

St. Mary's College, Manarcad



# **INVESTMENT PATTERN OF COLLEGE TEACHERS**

## **PROJECT REPORT**

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

By

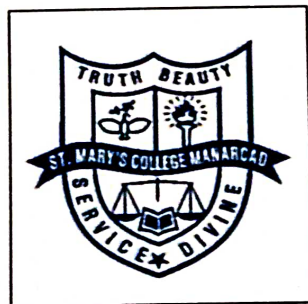
**PRAISY MATHEW**

Reg. No: 200011027633

Under the guidance of

**AJU MATHEW, M. Com**

**Assistant Professor**



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

**31 MAY 2022**





# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Investment pattern of College Teachers*" submitted to P. G. Department of Commerce, St. Mary's College Manarcaud is a bonafied record of work done by Praisly Mathew under my supervision.

**Aju Mathew**

Asst. Professor

P. G. Department of Commerce,  
St. Mary's College Manarcaud

31 May 2022

## COUNTER SIGNED BY

Head of the Dept of Commerce  
St. Mary's College Manarcaud  
Kottayam

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,  
P. G. Department of Commerce,  
St. Mary's College Manarcaud



22/9/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**

Principal

St. Mary's College Manarcaud





# **A STUDY ON THE AWARENESS AND CONSUMPTION LEVEL OF SUSTAINABLE APPARELS**

## **PROJECT REPORT**

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

**By**

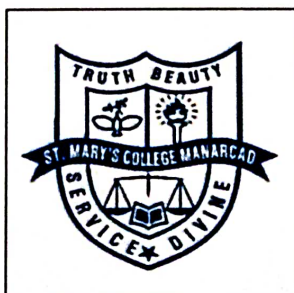
**ANJALY V R**

Reg. No:200011027629

Under the guidance of

**ALLEN VARGHESE JACOB, M. Com**

**Assistant Professor**



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

**31 MAY 2022**





# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*A study on the awareness and consumption level of sustainable apparels*" submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **ANJALY V R** under my supervision.

**Allen Varghese Jacob**

Asst. Professor

P. G. Department of Commerce,

St. Mary's College Manarcad

31 May 2022

## COUNTER SIGNED BY

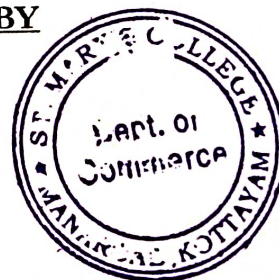
Head of the Dept of Commerce  
St. Mary's College Manarcad  
Kottayam

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,

P. G. Department of Commerce,

St. Mary's College Manarcad

  
22/5/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**

Principal

St. Mary's College Manarcad



**“EFFECTIVENESS OF INTEGRATED  
MARKETING COMMUNICATION FOR HIGH  
INVOLVEMENT PRODUCT PURCHASE  
DECISION”**

**PROJECT REPORT**

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

**By**

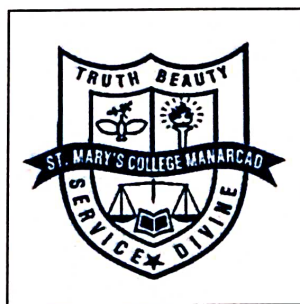
**SNEHA K B**

Reg. No: 200011027635

Under the guidance of

**ALLEN VARGHESE JACOB, M. Com**

**Assistant Professor**



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

**31 MAY 2022**





ESTD : 1981

# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483

( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Effectiveness Of Integrated Marketing Communication For High Involvement Product Purchase Decision*" submitted to P. G. Department of Commerce, St. Mary's College Manarcaud is a bonafide record of work done by **SNEHA K B** under my supervision.

**Allen Varghese Jacob**

Asst. Professor

P. G. Department of Commerce,

St. Mary's College Manarcaud

31 May 2022

## COUNTER SIGNED BY

**Head of the Dept of Commerce**  
**St. Mary's College Manarcaud**  
**Kottayam**

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,

P. G. Department of Commerce,

St. Mary's College Manarcaud



**Dr. Punnen Kurian, M.Sc., Ph.D.**

Principal

St. Mary's College Manarcaud



**A STUDY ON ATTITUDE OF COLLEGE  
STUDENTS TOWARDS START-UP BUSINESS  
WITH SPECIAL REFERENCE TO  
CHANGANASSERY TALUK  
PROJECT REPORT**

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

**By**

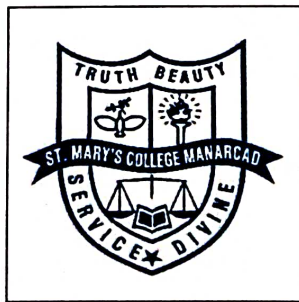
**FEBA JOHN**

Reg. No: 200011027632

Under the guidance of

**NISHA M ABRAHAM, M. Com**

**Assistant Professor**



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

**31 MAY 2022**



# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483  
( Affiliated to Mahatma Gandhi University )  
NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*A study on attitude of college students towards start-up business with special reference to Changanassery Taluk*" submitted to P. G. Department of Commerce, St. Mary's College Manarcaud is a bonafide record of work done by **Feba John** under my supervision.

*Nisha*  
**Nisha M Abraham**  
Asst. Professor  
P. G. Department of Commerce,  
St. Mary's College Manarcaud

31 May 2022

## COUNTER SIGNED BY

*Susan* *Head of the Dept. of Commerce*  
*St Mary's College Manarcaud*  
*Kottayam*  
**Susan Bincy Andrews, M. Com, B.Ed., MBA**  
Assistant Professor and Head,  
P. G. Department of Commerce,  
St. Mary's College Manarcaud



*26/5/22*  
**Dr. Punnen Kurian, M.Sc., Ph.D.**  
Principal

**St. Mary's College Manarcaud**  
**Dr. PUNNEN KURIAN**  
Principal  
St. Mary's College, Manarcaud



**COGNIZANCE AND EFFICACIOUS UTILIZATION OF  
ESI BENEFITS AMONG HOSPITAL STAFF WITH  
REFERENCE TO KOTTAYAM**

**PROJECT REPORT**

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

By

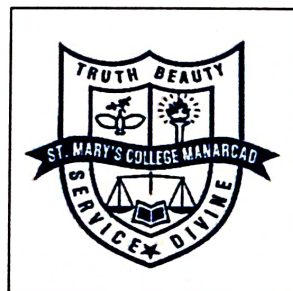
**SNEHA MARIAM JACOB**

Reg. No: 200011027636

Under the guidance of

**ALLEN VARGHESE JACOB, M. Com**

**Assistant Professor**



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

**31 MAY 2022**



# ST. MARY'S COLLEGE MANARCAUD

MANARCAUD.P.O., KOTTAYAM, KERALA - 686 032. Ph. 0481 237 4483  
( Affiliated to Mahatma Gandhi University )

NAAC ACCREDITED

## CERTIFICATE

This is to certify that this project report entitled "*Cognizance and Efficacious of ESI Policy Benefits Among Hospital Staff With Reference to Kottayam* " submitted to P. G. Department of Commerce, St. Mary's College Manarcad is a bonafide record of work done by **Sneha Mariam Jacob** under my supervision.

**Allen Varghese Jacob**

Asst. Professor

P. G. Department of Commerce,  
St. Mary's College Manarcad

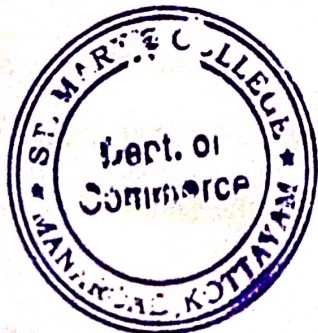
31 May 2022

## COUNTER SIGNED BY

Head of the Dept: of Commerce  
St. Mary's College Manarcad  
Kottayam

**Susan Bincy Andrews, M. Com, B.Ed., MBA**

Assistant Professor and Head,  
P. G. Department of Commerce,  
St. Mary's College Manarcad

  
26/9/22

**Dr. Punnen Kurian, M.Sc., Ph.D.**  
Principal

St. Mary's College Manarcad  
Principal  
St. Mary's College, Manarcad