



# MURUNTHAL SERVICE CO-OPERATIVE BANK

LTD. NO. 1814

Ph(Off): 2702484 President: 2706472

Anchalumood, Perinad P.O., Kollam-691 601

Branch : **Vazhangal**

Email : murunthalscb@gmail.com

No. 31/23

Date..08..05..23.



## INTERNSHIP CERTIFICATE

This is to certify Miss. Banusree. A student of T.K.M. Collage of Arts & Science, Kollam has successfully completed her "Internship training" in our Bank towards the partial fulfilment of the requirements for the award of the degree of M.Com for a period of 14 days from 24/04/2023 to 08/05/2023.

She has evinced keen interest during her internship training. We wish her all the best in her future endeavours.

of MURUNTHAL SERVICE CO-OPERATIVE  
BANK LTD. 1814

  
Secretary in Charge

**THE ROLE OF PERSONALIZATION IN ENHANCING CUSTOMER  
EXPERIENCE ON AMAZON'S E-COMMERCE PLATFORM  
(A REGIONAL STUDY BASED IN KOLLAM DISTRICT)**

*Submitted to the University of Kerala in partial fulfillment of the  
requirements for the award of the degree in  
Master of Commerce.*

**PROJECT REPORT**

**Project code: VV- 06**



**DEPARTMENT OF COMMERCE**

**SEPTEMBER 2024**