

**INTERNSHIP REPORT ON
PVR Cinemas Ltd**

Submitted by
VIGNESH RAO
4AL21BA106

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

JOHNSON FERNANDES

ASSISTANT PROFESSOR



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-23

Date: 21/11/2022

CERTIFICATE

This is to certify that **Mr. Vignesh Rao** bearing **Reg No: 4AL21BA106** Student of II Semester **Master of Business Administration (MBA)**, Alva's Institute of Engineering and Technology Mijar Moodabidre, has successfully completed his Internship in our organization towards the partial fulfillment of the requirements for the course of **Master of Business Administration (MBA)** in our organization from 20/10/2022 to 21/11/2022

We have found him to be meticulous, regular and hardworking we wish him success in his future endeavors.

For PVR Cinemas Ltd

Junith Mathews Pereira

Cinema Manager

Place: Mangalore



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®, Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **VIGNESH RAO** bearing USN **4AL21BA106**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**PVR CINEMAS LTD., MANGALORE**" is prepared by him under the guidance of **Mr. Johnson Fernandes**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mr. Johnson Fernandes
Internal Guide

Mrs. Priya Sequeira

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Principal

PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I **Vignesh Rao [4AL21BA106]** here by declare that this Internship conducted at **PVR Cinemas Ltd** is a record of independent work carried out by me under the guidance of **Mr Johnson fernandes, Assistant Professor, MBA department, Alva's Institute of Engineering & Technology, Mijar.**

I also declare that this Internship is towards the partial fulfilment of the university regulation for the award of the degree of **Master of Business Administration by Visvesvaraya Technological University, Belagavi**

I have undergone an internship for a period of four weeks. I further declare that this Internship is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Place: Mijar

Date:

Vignesh
Signature of the student

EXECUTIVE SUMMARY

This study is conducted on overall activities of “PVR Cinemas LTD”. This report provides the general information about Media & Entertainment sector and PVR Cinemas Ltd

The study was conducted for the period of 4 weeks. The main objective of this study is to understand the working environment and to study the organizational strategies for gaining competitive advantages. This has given the theoretical as well as practical knowledge of working.

In this report you will find the details about the Entertainment industry and company profile of PVR Cinemas Ltd in the chapter One. In the chapter Two you will find details about vision, mission and workflow of the company. The Third chapter will explain about Mckency’s 7S framework and Potor’s 5 force Model. SWOT analysis of the organization is explained in the chapter Four. Financial analysis is explained in the chapter six.

The main purpose of internship is to learn the working in practical environment and to apply the knowledge acquired during the studies in the real-world scenario in order to tackle the programmes using the knowledge and skills learnt during the process.

This internship report covers many important aspects which are basically related with the operations of the firm.

In the end the learning and experience includes the working experience and things I have learnt during my internship.