

**“THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)  
ON SALES IN MARUTI SUZUKI ARENA, BANGALORE”**

**Submitted by  
NAGBUSHAN.C**

**4AL21BA049**

**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**Priya Sequeira**

**HOD**

**EXTERNAL GUIDE**

**Kiran Kumar**

**Senior**

**Relationship manager**



**Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY  
SHOBHAVANA CAMPUS, MIJAR, MOOBBIDRI.**



Date:

Place: Bangalore

**TO WHOM SO EVERY IT MAY CONCERN**

This is certify that **Mr. NAGBUSHAN C** USN 4AL21BA049 student of MBA, Alvas Institute of Engineering and Technology - Mijar has successfully completed his Project Report from **17<sup>th</sup> April 2023 to 23<sup>rd</sup> May 2023** under the guidance of Mr. Kiran Kumar Senior Relationship manager.

During the course of Project, the candidate was found to be observant during his short stint in our company, we appreciate his contribution.

Best regards

**For KALYANI MOTORS PVT. LTD.**



Authorized signatory.

<b>Service Centres</b>	: No.16, Muneshwara Farm, 100ft. Ring Road, Pantarapalya, Behind IOC Petrol Bunk, Mysore Road, Bangalore - 560 039.
<b>Mysore Road</b>	Phone : 080-2099 9951/9998, Fax : 080 - 2099 9958 E-mail : kalyaniservice@gmail.com
<b>Bannerghatta Road</b>	: 562/640, Bilekahalli, Bannerghatta Road, Bangalore - 560 076. Hotline : 97400 00209 Phone : 080 - 4243 9999, 22547999, Fax : 4142 5691 E-mail : Sales.bgr@kalyanimotors.com
<b>Bannerghatta Road</b>	: # 250/1, Bilekahalli, Bannerghatta Road, Bangalore - 560 076. Phone : 080-30419111/30419100, E-mail : service.bgr@kalyanimotors.com
<b>Ramanagara</b>	: # K-1319/2034C, Opp. Rotary Hospital (BGS), B.M. Road, Ramnagar - 571 511. Phone : 080-27275991/82/93/94/95 Mobile : 99005 99950 SERVICE Mobile : 99005 99944
<b>Avalahalli (K.R.Puram)</b>	: Sy # 58/1A & 61/22, Avalahalli, Old Madras Road, Virgonagar Post, Bangalore - 560 049, Phone : 080-33235000-12, Mobile : 99000 37118 / 99000 37144 SERVICE : Mobile : 99000 37122, E-mail : service.krp@kalyanimotors.com
<b>Kundalahalli</b>	: Sy # 129/4, Kalyani Platina, Kundalahalli Village Post, Kundalahalli, Bangalore - 560 066. Phone : 080-30419090 Mobile : 99000 37114 / 99000 37155, SERVICE : Mobile : 99000 37133 E-mail : service.wf@kalyanimotors.com
<b>Kengeri</b>	: #77, Kathe # 537, Opp. R.V.Engg. College, Volgarahalli, Kengeri Hobli, Bangalore - 560 059. Phone: 080-2860 7080 / 2860 7057 Mobile : 99005 99935
<b>Mysore Road (TV)</b>	: # 3, Sriranga Nagar, Ring Road, Pantharapalya, Bangalore - 560 039, Mobile : 99005 99910, E-mail : truevalue@kalyanimotors.com
<b>Nagadevanahalli</b>	: # 2557/10/5, Nagadevanahalli, Near Nisarga Dhaba, Kengeri Sub Division, Ward No. 130, Bangalore - 560 056. Phone : 080-30036000 E-mail : sales.nbv@kalyanimotors.com
<b>Channarayana</b>	: Sy.No.58, KH.No. : 881/169, Bangalore - Mysore Road, Malur Grama, Channarayana - 562 160 Phone : 080-28078999 Helpline : 080-3099 9999 E-mail : asm.cpt@kalyanimotors.com
	Website : www.kalyanimotors.com
<b>Banasawadi</b>	: # 12, Vijaya Bank Colony, Outer Ring Road, Dodda Banaswadi, Bangalore - 560 043. phone 080-46699666 E-mail : gm.bns@kalyanimotors.com
<b>Kanakapura</b>	: # 447/1B, Kasaba Hobli, Budiguppe Grama, Kanakapura Taluk, Kanakapura 562 117 Website : www.kalyanimotors.com



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

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Date: 01-09-2023

## CERTIFICATE

This is to certify that **NAGBUSHAN C** bearing **USN 4AL21BA049** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON SALES IN MARUTI SUZUKI ARENA, BANGALORE"** is prepared by him under the guidance of **Mrs. Priya Sequeira, Senior Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

**Mrs. Priya Sequeira**

DEAN

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

**Signature of Principal**  
PRINCIPAL

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

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

08258-262724 (O), 262725 (P)

principalaieto@gmail.com

www.aict.org.in

## DECLARATION

I, **NAGBUSHAN.C**, hereby declare that the Project report entitled “The influence of customer relationship management (CRM) on sales” with reference to Maruti Suzuki Arena, Bangalore prepared by me under the guidance of **Mrs. Priya Sequeira, HOD, PG Department of Business Administration**, Alvas institute of engineering and technology and external assistance by (Kiran Kumar, Senior Relationship Manager, Kalyani Motors, Maruti Suzuki Arena). I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.



Place: Mijar

Signature of the Student:

Date:01-09-2023

## **ACKNOWLEDGEMENT**

I am truly grateful to my external guide Kiran Kumar, Senior Relationship Manager in, Kalyani Motors, Maruti Suzuki Arena, and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

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I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

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Last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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## **EXECUTIVE SUMMARY**

The Project work “The influence of customer relationship management (CRM) on sales” with reference to Maruti Suzuki Arena, Bangalore, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the Study:

1. To gain insight into how Maruti Suzuki Arena's current CRM system works in the Bangalore area.
2. To evaluate the impacts of customer relationship management on the sales performance of Maruti Suzuki Arena in the Bangalore region.
3. To identify the significant relationship between effective communication strategy and customer relationship management.

This report is divided in to five chapters. First chapter is about Introduction and History of Maruti Suzuki Arena. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programmes benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data or the Project. Annexure contains the Questionnaire.