

PROJECT REPORT ON
EXPLORING THE INFLUENCE OF ECO-FRIENDLY PACKAGING
ON CONSUMER PERCEPTIONS OF DAIRY PRODUCTS: A CASE
STUDY ON NANDINI'S ENVIRONMENTAL SUSTAINABILITY
EFFORT

Submitted by
AKRITI SHETTY

4AL21BA003

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ RAI

SENIOR ASSISTANT PROFESSOR

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RAVIRAJ UDUPA

MARKETING HEAD



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023

DKMU

ದಕ್ಷಿಣ ಕನ್ನಡ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಒಕ್ಕೂಟ ನಿಯಮಿತ, ಮಂಗಳೂರು - 575 005

Dakshina Kannada Co-operative Milk Producers' Union Limited



REG.NO.J.RM./1/JMC/86-87 DT.8-5-86



No.DKMU /ADMN/AD/06/2299 /2023-24

Date: 18-08-2023

CERTIFICATE

This is to certify that Ms.Akriti Shetty(USN:4AL21BA003) student of Alva's Institute of Engineering and technology Mijar has undertaken Project Work in this Union Under the guidance of Manager (Marketing) Title:Exploring the influence of Eco-friendly packaging on consumer Perception of Dairy products:A case Study Nandini's Environmental Sustainability Effort" to Dakshina Kannada Co-Operative Milk Producers Union Limited, Mangalore Dairy from 17.04.2023 to 28.05.2023.

We wish her bright future.

MANAGER (ADMIN)

D.K. CO-OP. MILK PRODUCER'S UNION LTD.,
MANGALORE

ಕುಲಶೇಖರ, ಮಂಗಳೂರು, - 575 005

KULSHEKAR, MANGALORE - 575 005

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Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **AKRITI SHETTY** bearing USN 4AL21BA003 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 **"EXPLORING THE INFLUENCE OF ECO-FRIENDLY PACKAGING ON CONSUMER PERCEPTIONS OF DAIRY PRODUCTS: A CASE STUDY ON NANDINI ENVIRONMENTAL SUSTAINABILITY EFFORT"** is prepared by her under the guidance of **Mr. Neeraj S Rai**, 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.

Signature of Internal Guide

Mrs. Priya Sequeira
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DECLARATION

I **AKRITI SHETTY**, hereby declare that the Project report entitled “**Exploring the Influence of Eco-Friendly Packaging on Consumer Perceptions of Dairy Products: A Case Study on Nandini's Environmental Sustainability Effort.**” prepared by me under the guidance of **Mr. Neeraj Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Raviraj Udupa**, Head of Marketing Department and Dakshina Kannada Co-Operative Milk Producers Union Limited, Mangalore Dairy.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgavi.

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

Date:04/09/2023



Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj Rai, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

A special note of gratitude goes to the organization Dakshina Kannada Co-Operative Milk Producers Union Limited, Mangalore Dairy for providing me an opportunity to undergo the project study.

I am gratefully indebted to my external guide Mr. Raviraj Udupa, for encouraging me and for his constant support throughout the course of the project work and helping me completing it successfully.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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EXECUTIVE SUMMARY

The Project Work on Exploring the Influence of Eco-Friendly Packaging on Consumer Perceptions of Dairy Products: A Case Study on Nandini's Environmental Sustainability Effort. In a rapidly evolving business landscape driven by heightened environmental consciousness, organizations are redefining their strategies to integrate sustainability initiatives. This project delves into how using eco-friendly packaging affects what people think about Nandini's dairy products. Nandini, a well-known dairy brand, is making an effort to use packaging that's better for the environment.

The goal is to see if this change makes customers like the brand more and if it influences their choices when buying dairy products. The research surveyed a bunch of different people to ask about what they know about Nandini's eco-friendly efforts and how it impacts their thoughts about the brand.

The study finds that using eco-friendly packaging makes consumers view Nandini positively, linking sustainability with the brand's image. Consumers who care about the environment are more likely to buy Nandini products due to their eco-friendly approach. As sustainability becomes an increasingly dominant determinant in consumer preferences, this project contributes substantial insights for businesses aiming to bolster brand image and consumer allegiance through sustainable endeavors. Nandini's strategic move serves as an exemplar of the potential rewards that ensue when companies align with evolving consumer values and contribute to a more sustainable future.

This study investigating the impact of Nandini's environmental sustainability effort through eco-friendly packaging on consumer perceptions of dairy products has revealed compelling insights. The findings indicate a clear link between the adoption of sustainable packaging practices and positive consumer attitudes towards the brand. As businesses globally strive to balance consumer expectations with ecological concerns, Nandini's journey serves as a promising model, demonstrating that purposeful sustainability efforts can enhance consumer perceptions and contribute to a greener future.

A PROJECT REPORT ON
“A STUDY ON CUSTOMER RETENTION STRATEGY,
WITH SPECIAL REFERENCE TO PYRAMID TIMBERS
ASSOCIATES PRIVATE LIMITED, MYSURU”

Submitted By

ARUN

(4AL21BA008)

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

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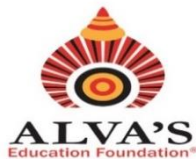
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DATE:29 /05/2023

PROJECT COMPLETION CERTIFICATE

This is certified that **Mr ARUN** bearing **USN: 4AL21BA008**, studying his 4th semester MBA at Alva's institute of engineering and technology, post- Graduation studies mijar moodbidri . Has completed his project work on **"A study on customer retention strategy"** in our organization from 17/04/2023 to 29/05/2023

During the training his conduct and behaviour was found to be good

We take this opportunity to wish him good luck and success in all his future endeavours!

For pyramid timber associate pvt ltd


HR-Head




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Affiliated to Visvesvaraya Technological University, Belagavi

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

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **ARUN** bearing **USN 4AL21BA008** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON CUSTOMER RETENTION STRATEGY WITH SPECIAL REFERENCE TO M/S PYRAMID TIMBER ASSOCITES, MYSURU"** is prepared by him under the guidance of **Mr. Neeraj S Rai**, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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Signature of Principal
PRINCIPAL

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

DECLARATION

I, Anun, hereby declare that the Project report entitled "A STUDY ON CUSTOMER RETENTION STRATEGY" with reference to "PYRAMID TIMBER ASSOCIATES PRIVATE LIMITED", Mysuru prepared by me under the guidance of Mr. NEERAJ RAI, assistant professor, PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar and external assistance by Mr. Unus Pasha, HR Manager, pyramid timber associates private limited. 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

Date: 4/09/2023



Signature of the Student

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to **Mrs. Priya Sequeira**, HOD and also to my internal guide **Mr. Neeraj Rai** assistant professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his constant support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Unus Pasha**, HR Manager, Pyramid timber associated Private limited for providing me all the necessary help and requirement guidance for the completion of my project and also for the valuable time that he gave me from his schedule.

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EXECUTIVE SUMMARY

This study titled “**A STUDY ON CUSTOMER RETENTION STRATEGY, WITH SPECIAL REFERENCE TO PYRAMID TIMBERS ASSOCIATES PRIVATE LIMITED, MYSURU**” in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Customer retention encompasses the strategies and efforts undertaken by companies and organizations to minimize customer defection. It signifies a product's or organization's ability to keep customers engaged over a specific duration.

Achieving high customer retention equates to substantial business growth and increased turnover. The process of customer retention commences with the initial interaction between the customer and the company, extending throughout the company's existence. Successfully retaining customers is a time-intensive endeavor.

A company's capacity to attract and retain new customers relies not only on product attributes but also on the quality of service provided to customers. In essence, robust customer retention translates to elevated profits and a soaring growth rate, while poor customer retention results in sluggish growth and diminished profitability.

A successful customer retention strategy encompasses various elements, including brand image, customer loyalty, shareholder value, customer service, and the overall customer experience.

A PROJECT REPORT ON
A STUDY ON THE EFFECT OF E MARKETING ON HOTELS AND TOUR
OPERATORS

Submitted by

Miss. GAGANA V

4AL21BA031



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

Mr. NEERAJ RAI

ASSISTANT PROFESSOR



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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April 2022 - 2023



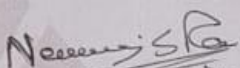
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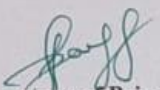
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CERTIFICATE

This is to certify that **GAGANA V** bearing **USN 4AL21BA031** 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 "**A STUDY ON EFFECT OF E-MARKETING ON HOTELS AND TOUR OPERATORS**" prepared by her under the guidance of **Mr. Neeraj S Rai**, 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.


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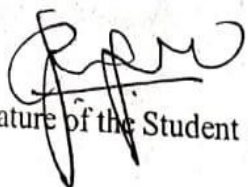
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Declaration

I Gagana V , hereby declare that the Project report entitled "A study on the effect of E marketing on hotels and tour operators" prepared by me under the guidance of Mr Neeraj S Rai faculty of M.B.A Department, Alva's Institute of Engineering and Technology Mijar. I also declare that this Project work is towards the partial fulfillment 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 Twelve 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: AIET, Mijar

Date: 1-9-23


Signature of the Student :

AKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Neeraj Rai, Assistant professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodubidire.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work on “A STUDY ON THE EFFECT OF E MARKETING ON HOTELS AND TOUR OPERATORS,” as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study

1. To determine the effectiveness of different e-marketing channels in enhancing the competitiveness of hotels and tour operators.
2. To assess the impact of e-marketing on customer engagement and bookings in the hotel and tour operators’ industry.
3. To identify the challenges faced by hotels and tour operators when implementing e-marketing strategies.

This report is divided into five chapters.

First chapter is about Introduction, Industry profile and hotel profile which is all about the hotel in which survey was done. 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, 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 Business owners, managers, and workers through the questionnaires by using tables and graphs which helps to know the various factors about the impact of covid on hotel and restaurant. Fifth chapter is about findings, conclusion and suggestions based on the study.

Then it contains bibliography which is about the various journals I have studied, and the questionnaires. The source of data referenced here is primary data by using questionnaires which is collected from the business workers and secondary data which refers to website.

**" A study on customer expectations and satisfaction
level towards power point batteries in Moodabidri "**

Submitted by:

KIRAN KUMAR

4AL21BA039

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

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GSTIN : 29AFGPV0692A1ZC

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
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CERTIFICATE

To whomsoever it may concern

This is to certify that Mr.Kiran Kumar (USN NO:4AL21BA039) MBA , Alvas Institute of Engineering & Technology Mijar Moodbidri Undergone Project Work in our Organization-POWERPOINT BATTERY INDUSTRIES in the Topic "A Study on customer Expectations and satisfaction level towards PowerPoint Batteries in Moodbidri" for the Period from 17.04.2023 to 28.05.2023 & had successfully completed.

During the period he was found to be sincere & hard working. We wish him all the best for his future endeavors.

For Powerpoint Batteries

Proprietor

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangaluru
- Kalasa
- Kaup



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **KIRAN KUMAR** bearing USN 4AL21BA039 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 "A STUDY ON CUSTOMER EXPECTATIONS AND SATISFACTION LEVEL TOWARDS POWER POINT BATTERIES IN MOODBIDRI" is prepared by him under the guidance of **Mr. Neeraj S Rai**, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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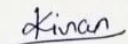
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Declaration

I, KIRAN KUMAR, hereby declare that the Project report entitled "A study on customer expectations and satisfaction level towards power point batteries in moodbidri" with reference to — power point batteries in moodbidri prepared by me under the guidance of Neeraj Rai, faculty of M.B.A Department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by Mr. Sathyanarayana Kamath Accounts Manager power point batteries in moodbidri. I also declare that this Project work is towards the partial fulfillment 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 Twelve 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

Date: 4/9/23


Signature of the Student:

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide NEERAJ RAI, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

I am Thankful to Mr. Sathyanarayana Kamath, Accounts Manager of PowerPoint Batteries, Moodabidri for granting me the opportunity to take up this project and for giving resources and information about the organization which is very crucial to study and prepare the project report.

I sincerely thank Mrs. Priya Sequeira, Head, PG Department of Business Administration for all her support and encouragement to do a meaningful study.

My thanks to Dr. Peter Fernandez, Principal of Alva's Institute of Engineering and Technology for his whole-hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodabidri.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study Successfully.

KIRAN KUMAR

4AL21BA039

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EXECUTIVE SUMMARY

As a part of curriculum course of Master of Business Administration Alva's Institute of Engineering and Technology, I had required to undertake a research project in fourth semester. It enables me to know the realities of the business and application of theoretical knowledge in practical. A secondary research study was undertaken to understand the company and product segment.

Sincere efforts have been done to analyse the receivable management, to achieve the objectives of the study and find out the present position of the PowerPoint batteries. Efforts have been done, to suggest the management some of the facts with the outcome of the findings.

In the 1st chapter you will find the details about the industry and company profile of POWER POINT batteries, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexure are attached relating to the project.

PROJECT REPORT ON
AN INVESTIGATION INTO THE IMPACT OF VISUAL MERCHANDISING ON
SALES PERFORMANCE IN RETAIL SHOWROOMS, WITH EMPHASIS ON
GIRIAS INVESTMENT PVT LTD

SUBMITTED BY

NEHA M R

4AL21BA052



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

SENIOR ASSISTANT PROFESSOR

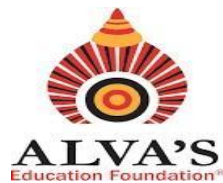
AIET, MIJAR

EXTERNAL GUIDE

MR. ARISH.S

HR MANAGER

GIRIAS, SHIVAMOGGA



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI,

MAY 2023



CERTIFICATE OF APPRECIATION

Date: 27-05-2023

This is to certify that Ms. **Neha M R**, USN NO: **4AL21BA052** of 2nd year MBA student of Alva' s Institute of Engineering and Technology college, Mijar, Moodbidri - 574225 has successfully completed her project from 17-04-2023 to 27-05-2023 on the topic " **An Investigation into the impact of visual merchandising on sales performance in retail showrooms, with emphasis on Girias Investment Private limited**" at shivmogga .

During the project work all the necessary details were provided from our side for the project. We wish her the very best in all future endeavors.

GIRIAS INVESTMENT PVT. LTD.
SHARADANAGAR JAPPA COMPLEX
OPP. SCIENCE FIELD B.H. ROAD,
PO. SHIVMOGGA
(Authorized signature)



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(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 NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **NEHA M R** bearing **USN 4AL21BA052** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"AN INVESTIGATION INTO THE IMPACT OF VISUAL MERCHANDISING ON SALES PERFORMANCE IN RETAIL SHOWROOMS, WITH EMPHASIS ON GIRIAS INVESTMENT PRIVATE LIMITED SHIVAMOGGA"** is prepared by her under the guidance of **Mr. Neeraj S Rai, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

DEAN

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Alva's Institute of Engg. & Technology
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Signature of Principal
PRINCIPAL

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principalaiet08@gmail.com

www.aiet.org.in

DECLARATION

I Neha. M.R, hereby declare that the Project report entitled "An Investigation into the impact of visual merchandising on sales performance in retail showrooms, with emphasis on Girias Investment Pvt Ltd Shivamogga". Is prepared by me under the guidance of MR. NEERAJ RAI ASSISTANT PROFESSOR, P G Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment 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: 04-09-2023

4AL21BA052

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj S Rai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the Beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavors.

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EXECUTIVE SUMMARY

The Project work titled “An Investigation into the impact of Visual Merchandising on Sales Performance in retail showrooms, with emphasis on Girias Investment Pvt Ltd” Shivamogga, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

1. To analyze the influence of Visual Merchandizing on Brand Perception.
2. To study the influence of Visual Merchandizing on Enhancing Customer Experience.
3. To study the impact Visual Merchandizing has on Sales.

Chi-square test was used for the analysis of the objectives. Some of the findings of the study were,

1. Visual merchandising plays a pivotal role in driving sales performance within retail establishments. Girias Electronic Showroom has harnessed the power of strategic visual merchandising to elevate its sales figures substantially.
2. One key impact of visual merchandising at Girias is increased foot traffic. Eye-catching displays and innovative product placements attract a larger number of potential buyers into the showroom.
3. Moreover, visual merchandising at Girias fosters brand loyalty and customer engagement. Consistent and appealing store layouts create a memorable shopping atmosphere, which encourages repeat visits and referrals.

Girias Electronic Showroom's successful utilization of visual merchandising has significantly elevated its sales performance by increasing foot traffic, influencing purchase decisions, and fostering customer loyalty. This underscores the vital role that strategic visual merchandising plays in driving retail success.

**"A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING
BEHAVIOUR WITH REFERENCE TO POWER POINT BAG INDUSTRY"**

SUBMITTED BY

NISHA

4AL21BA054



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

Senior Assistant Professor

PG Department of business administration

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MR. VINCENT,

Dy. Manager,

Karkala -574104



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 2023



POWER POINTTM BAG INDUSTRIES

CERTIFICATE

This is to certify that Ms. Nisha (USN:4AL21BA054), MBA Student of "Alva's Institute of Engineering And Technology", Moodabidri, has done her project work on "A Study on Impact of Advertisement on Consumer Buying Behaviour in Power Point Bag Industry" at Power point Karkala for 6 weeks.

During the period of her Project work, She has been found to be keen in learning and displaying good conduct & character.

Wishing her all the best in her career.



Marketing Department

SHOWROOM & FACTORY : Behind Lord Gommateshwara Hill, N.H.-169, Karkala - 574 104, Udupi Dist.,
KARNATAKA. G.S.T. : 29AATFP2804J1ZR, Ph. : 08258-298 788 : 8497 041 888 ☎ 8497 830 999
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(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

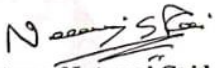
Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)


Date: 01-09-2023

CERTIFICATE

This is to certify that NISHA bearing USN 4AL21BA054 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 "A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO POWER POINT BAG INDUSTRIES, KARKALA" is prepared by her under the guidance of Mr. Neeraj S Rai, 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.


Signature of Internal Guide


Mrs. Priya Sequeira
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Signature of Principal
PRINCIPAL
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08258-262724 (O), 262725 (P) principalaiet08@gmail.com www.aiet.org.in

DECLARATION

I, NISHA, hereby declare that the Project report entitled "A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR" with reference to —POWER POINT BAG INDUSTRY KARKALA prepared by me under the guidance of **Mr. NEERAJ S RAI**, Senior Assistant Professor, faculty of M.B.A Department, Alva's institute of Engineering and Technology and external assistance by **Mr. VINCENT**, Marketing department, Power Point Bag Industry Karkala. I also declare that this Project work is towards the partial fulfillment 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

Date: 04-09-2023

Nisha
Signature of the student:

ACKNOWLEDGEMENT

I wish to take this opportunity to express my honest expression of gratitude to each and each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, **Mr. Neeraj S Rai**, Senior Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am privileged to thank our **Mrs. Priya Sequeira**, HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to **Dr. Peter Fernandes**, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

Nisha

Place: Mijar

Signature of the student

Date: 04-09-2023

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EXECUTIVE SUMMARY

This study is conducted on” **A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR**”. This project report provides general information about how advertisement will impact on consumer buying behavior provided by POWER POINT BAG INDUSTRY Karkala.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand how advertisement will impact on consumer buying behavior.

In the 1st chapter you will find the details about the industry and company profile of POWER POINT BAG INDUSTRY Karkala, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population chosen from the company.

Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.

PROJECT REPORT ON
"A STUDY OF THE EFFECT OF DIGITAL PAYMENT ADOPTION ON
URBAN CONSUMERS' PURCHASING BEHAVIOUR"

Submitted by

RISHITHA

4AL21BA063

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

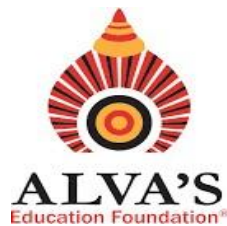
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

SENIOR ASSISTANT PROFESSOR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY- 2023



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **RISHITHA** bearing USN **4AL21BA063** 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 "**A STUDY OF THE EFFECT OF DIGITAL PAYMENT ADOPTION ON URBAN CONSUMERS' PURCHASING BEHAVIOUR**" prepared by her under the guidance of **Mr. Neeraj S Rai**, 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.


Signature of Internal Guide


Mrs. Priya Sequeira
DEAN
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Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

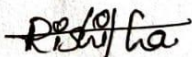
I RISHITHA, hereby declare that the Project report entitled "A Study of the Effect of Digital Payment Adoption on Urban Consumers' Purchasing Behaviour" prepared by me under the guidance of Mr. Neeraj S Rai Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

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

Date:04-09-2023


Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj S Rai, Senior Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

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EXECUTIVE SUMMARY

The Project work "A Study of the Effect of Digital Payment Adoption on Urban Consumers' Purchasing Behaviour" project aims to investigate the profound implications of the widespread adoption of digital payment methods on the shopping habits of urban consumers. As technology continues to reshape various aspects of our lives, the retail landscape has witnessed a significant shift towards digital payment platforms. This study endeavors to unravel the intricate relationship between the adoption of digital payment systems and the purchasing behaviors exhibited by urban consumers.

Through a comprehensive analysis of quantitative and qualitative data, the project delves into the key factors influencing the decision of urban consumers to embrace digital payment methods. The study examines variables such as convenience, security perceptions, accessibility to technology, and demographic attributes, which collectively play a role in shaping consumer preferences. By conducting surveys, interviews, and behavioral observations, the project aims to uncover the motivations behind consumers' choices to adopt digital payments, whether it be for seamless online shopping experiences, contactless transactions, or loyalty program integration.

Furthermore, the project investigates the potential impact of digital payment adoption on traditional brick-and-mortar retail establishments versus e-commerce platforms. It examines the shift in shopping frequency, average transaction value, and the propensity to explore novel product offerings as a consequence of this adoption. By scrutinizing these effects, the research seeks to provide valuable insights to businesses, policymakers, and financial institutions, enabling them to tailor their strategies to the evolving landscape of consumer behavior.

PROJECT REPORT ON
A COMPARATIVE STUDY ON CUSTOMER'S PERCEPTION
TOWARDS THE USE OF GASOLINE VEHICLES AND EV VEHICLES
WITH REFERENCE TO MANGALORE RURAL REGION

Submitted by

ROSHAN

4AL21BA064

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

SENIOR ASSISTANT PROFESSOR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023



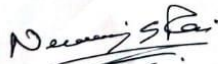
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **ROSHAN** bearing USN **4AL21BA064** 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 **"A COMPARATIVE STUDY ON CUSTOMER PERCEPTION TOWARDS THE USE OF GASOLINE VEHICLES AND EV VEHICLES WITH REFERENCE TO MANGALORE RURAL REGION"** is prepared by him under the guidance of **Mr. Neeraj S Rai, 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.



Signature of Internal Guide



Mrs. Priya Sequeira





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DECLARATION

I **ROSHAN**, hereby declare that the Project report entitled “**A Comparative Study on Customer’s Perception Towards the Use of Gasoline Vehicles and EV Vehicles with Reference to Mangalore Rural Region**” prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva’s Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

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

Date: 04/09/2023



Signature of the Student

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

The Project work on A comparative study of customer's perception towards the use of gasoline vehicle and EV vehicle with reference to Mangalore rural region, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

As the automotive industry rapidly shifts towards sustainable alternatives, understanding customer preferences and concerns is crucial for informed decision-making. The research gathered data through surveys with residents of the Mangalore rural region.

Key findings indicated that customer perception and attitudes towards Gasoline vehicles and EVs are influenced by several factors, including environmental awareness, cost considerations, infrastructure availability, and technological understanding. While Gasoline vehicles were favoured for their established infrastructure, perceived affordability, and familiarity, EVs garnered interest due to their lower environmental impact and potential long-term cost savings.

However, concerns related to EVs, such as limited charging infrastructure, range anxiety, and upfront costs, were also highlighted. Notably, environmental awareness emerged as a significant influencer of attitudes. Respondents concerned about climate change and air quality were more inclined towards EV adoption. Additionally, governmental incentives and awareness campaigns played a pivotal role in shaping perceptions.

This study suggests that for successful EV adoption in the Mangalore rural region, a comprehensive approach is required. This includes enhancing charging infrastructure, providing transparent information about EV benefits and costs, and fostering partnerships between governmental bodies, automotive manufacturers, and local communities.

PROJECT REPORT ON
“A STUDY ON AFTER SALES AND SERVICE QUALITY ON
CUSTOMER RETENTION WITH SPECIAL
REFERENCE TO TVS MOTORS”

SUBMITTED BY

SACHIN M J

4AL21BA067



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

MR. NEERAJ RAI

Assistant Professor

PG Department of

Business Administration

AIET, Mijar

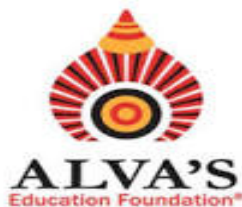
EXTERNAL GUIDE

MR. HARSHA

HR Manager

TVS Motors

Shivamogga



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, 2022-2023



**CHETAN UDYOG MOTORS
AND SERVICES**

Authorized Main Dealer
T.V.S. Motor Company
B.H.Road, SAGAR
577421, Shivamogga
Ph : 080-226455
Email : cum.sagar@gmail.com.

CERTIFICATE

This is to certify that Mr. Sachin MJ, Student of MBA IV Semester (Reg. No.4AL21BA067), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 13.04.2023 to 27.05.2023 in our organization on the topic of "A study on after sales and service quality on customer retention to TVS Motors Limited." as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For TVS Motors Limited


MARKETING MANAGER

CHETHAN UDYOG
Authorised Main Dealer
T.V.S. Motor Company
B.H.Road.SAGAR
Ph.226455 226455



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SACHIN M J** bearing **USN 4AL21BA067** is a bonafide student of the Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belagavi. The project report on **"A STUDY ON AFTER SALES AND SERVICE QUALITY ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO TVS MOTORS SHIVAMOGGA"** is prepared by him under the guidance of **Mr. Neeraj S Rai, 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, Belagavi Karnataka.

Signature of Internal Guide

Mrs. Priya Sequeira

Signature of Principal
PRINCIPAL



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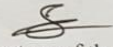
🌐 www.aiet.org.in

DECLARATION

I, Sachin M J, hereby declare that the project report entitled "A Study on after sales and Service quality on customer retention with special reference to TVS motors". Is prepared by me under the guidance of **MR. NEERAJ RAI, ASSISTANT PROFESSOR PG DEPARTMENT OF BUSINESS ADMINISTRATION**, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation 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: *mijan*

Date: *6/09/23*


Signature of the Student

4AL21BA067

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mr. Neeraj Rai** Assistant Professor Dept. of the MBA, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodabidiri.

I am grateful to **Mrs. Priya Sequeira**, HOD, MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodabidri whose timely suggestions and encouragement support me to complete this project.

With Regards,

Sachin M J

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EXECUTIVE SUMMARY

The Project work “A Study on after sales and Service quality on customer retention with special reference to TVS motors”, 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. Assess the impact of training employee on customer retention customer retention.
2. Determine the extent to which customers are satisfied with different facets of TVS motor sales and servicing.
3. Examine the relationship between effective communication and customer retention.

This report is divided in to five chapters. First chapter is about Introduction and History of TVS Motors. 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, 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 for the Project. Annexure contains the Questionnaire.

**"EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON
CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE
INSURANCE"**

**SUBMITTED BY
SHREYAS
4AL21BA079**



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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MR. NEERAJ S RAI

Assistant professor

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EXTERNAL GUIDE

Mr. Hillary Dsouza

Regional training manager

Aditya Birla Capital

Mangalore 575003



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOOBBIDRI

2022 – 2023

Aditya Birla Sun Life Insurance Company Ltd.



**ADITYA BIRLA
CAPITAL**

adityabirlacapital.com

TO WHOMEVER IT MAY CONCERN

CERTIFICATE

Date: 14th Aug 2023

This is to certify that Mr. Shreyas, Second Year MBA- bearing USN: 4AL21BA079 a student of Alvas Institute of Engineering and Technology, Mijar, Moodbidri had done an Internship/ Project Report entitled a study on "Evaluating the Impact of Digital Marketing Strategies on Customer Acquisition and Retention at Aditya Birla Sun Life Insurance Co. Ltd for the period of Six Weeks from in our Mangalore Branch under the Guidance of Mr. Hilary Dsouza, Regional Training Manager Aditya Birla Capital.

He has completed the project work and submitted the report on the same

We wish him all the best in his future endeavors.

For Aditya Birla Capital Ltd

Hilary Donald Dsouza

Regional Training Manager

ADITYA BIRLA SUNLIFE INSURANCE CO.LTD.
KAYARMANJ, 3rd Floor, M.G. Road
Above P.C. Jewellers, Ballalbagh
MANGALURU 575003
Phone: (0824) 4286801
Branch Code -736-

Aditya Birla Sun Life Insurance Company Ltd.
(Formerly Known as Birla Sun Life Insurance Company Ltd.)

Registered Office:
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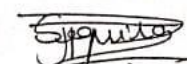
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Date: 01-09-2023

CERTIFICATE

This is to certify that **SHREYAS** bearing USN 4AL21BA079 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 **"EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE, MANGALORE"** is prepared by him under the guidance of Mr. Neeraj S Rai, 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.


Signature of Internal Guide


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DECLARATION

I, **SHREYAS**, hereby declare that the Project report entitled "**EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE**" prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by **Mr. Hillary Dsouza**, Regional training manager at Aditya Birla Capital.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

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

DATE: - 04 - 09 - 2023


SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide **Mr. Hillary Dsouza**, Regional training manager at Aditya Birla Capital., and my internal project Guide, **Mr. Neeraj S Rai**, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. 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.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

DATE: - 04- 09- 2023

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EXECUTIVE SUMMARY

This study is conducted on “EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE”. This project report provides general information about how digital marketing strategy will impact the customer retention and acquisition of Aditya Birla Sun Life Insurance company, Mangalore.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the impact of digital marketing strategy on customer retention and acquisition of Aditya Birla Sun Life insurance.

This analysis incorporated a comprehensive examination of pertinent academic articles, case studies, and primary research methods such as surveys, questionnaires, and interviews with customers. These approaches aim to provide valuable insights into the impact of digital marketing strategies on customer acquisition and retention.

From the study it can be concluded that ABSLI's digital marketing initiatives have significantly boosted online visibility and brand recognition among their target audience, leading to higher customer acquisition and retention rates. Leveraging techniques like personalized content, social media engagement, and data-driven optimization, they've successfully cultivated brand loyalty and attracted younger demographics, while recognizing the value of a balanced approach that combines digital and traditional marketing for comprehensive results."

PROJECT REPORT ON
“THE IMPACT OF E-WOM ON CONSUMER PURCHASE DECISION: A
STUDY OF ONLINE REVIEW AND RATINGS.”

Submitted by

SHWETHA

4AL21BA083

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ RAI

SENIOR ASSISTANT PROFESSOR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHWETHA** bearing **USN 4AL21BA083** 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 IMPACT OF E-WOM ON CONSUMER PURCHASE DECISIONS: A STUDY OF ONLINE REVIEWS AND RATINGS"** is prepared by her under the guidance of **Mr. Neeraj S Rai**, 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.

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DECLARATION

I, **SHWETHA**, hereby declare that the Project report entitled "**The Impact of E-WOM on Consumer Purchase Decision: A Study of Online Review and Ratings.**" Prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

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

Date:04/09/2023


Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj Rai, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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EXECUTIVE SUMMARYs

The Project work on The Impact of E-WOM on Consumer Purchase Decision: A Study of Online Review and Ratings. This study focuses on how people's decisions to buy things are influenced by what they hear or read online. When we want to buy something, we often look for reviews and ratings from other people who have already bought and used that product. This is called "electronic word of mouth," and it happens on the internet, like when we read comments or reviews on websites or social media.

This study looks at how these online reviews and ratings impact what we decide to buy. Researchers want to understand if positive reviews make us more likely to buy something and if negative reviews make us change our minds. They're interested in finding out how these online opinions affect our shopping choices. The goal is to learn more about how the internet and what people say online can affect the things we buy.

This study investigates the impact of how E-WOM influences people's choices when they decide to buy something. The research focused on online reviews and ratings. The findings showed that E-WOM has a significant impact on consumers' purchasing decisions. Positive reviews and high ratings tend to make people more likely to buy a product, while negative reviews and low ratings can discourage them. This highlights the importance of online reviews and ratings in shaping consumer choices in the digital age.

**PROJECT REPORT ON
“A STUDY ON ROLE OF BRANDING TO IMPROVE THE CUSTOMER LOYALTY
WITH REFERENCE TO APPLE IPHONE” IN SAGEETHA MOBILES**

Submitted by

SINCHANA Y S

4AL21BA085

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

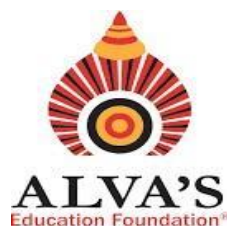
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ RAI

ASSISTANT PROFESSOR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-2023



Since 1974

Date:

Place: Shivmogga

TO WHOM SO EVERY IT MAY CONCERN

This is certify that Ms. SINCHANA Y S USN 4AL21BA085 student of MBA, Alva's Institute of Engineering and Technology - Mijar has successfully completed his Project Report from 17th April 2023 to 23 May 2023 under the guidance of Mr. Suman rao devkar 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 Sangeetha Mobiles Private Limited

Sangeetha Mobiles Pvt. Ltd.

184/174, B.H. Road,
Near KSRTC Bus Stand,
Shivmogga-577201.

Authorized signatory.

Sangeetha Mobiles Private Limited

Reg. Office: #1183, 22nd 'A' Cross, Banashankari 2nd Stage, Bengaluru-560 070. Mob.:080-4939 7000

www.sangeethamobiles.com

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

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SINCHANA Y S** bearing **USN 4AL21BA085** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON ROLE OF BRANDING TO IMPROVE THE CUSTOMER LOYALTY WITH REFERENCE TO APPLE IPHONE IN SANGEETHA MOBILE, SHIVAMOGGA"** is prepared by her under the guidance of **Mr. Neeraj S Rai, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

DEAN

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DECLARATION

I, Sinchana Y S, hereby declare that the Project report entitled **“A STUDY ON ROLE OF BRANDING TO IMPROVE THE CUSTOMER LOYALTY WITH REFERENCE TO APPLE IPHONE” IN SAGEETHA MOBILES** Is prepared by me under the guidance of MR. NEERAJ RAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve 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*

Sinchana Y. S
Signature of the Student

Date: *04/09/2023*

4AL21BA085

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj Rai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

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Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The study on the role of branding in improving customer loyalty with reference to Apple iPhone at Sageetha Mobiles explores the impact of Apple's branding strategies on customer loyalty within the context of a mobile retail store. The research investigates how Apple's strong brand identity, product quality, and user experience influence customers' loyalty towards the iPhone.

The study employs both qualitative and quantitative research methods, including surveys and interviews with Sageetha Mobiles' customers. Findings reveal that Apple's branding, characterized by its minimalist design, premium pricing, and innovative technology, significantly contributes to higher customer loyalty. Customers perceive the iPhone as a status symbol and are willing to pay a premium for the brand.

Moreover, the study identifies that after-sales services, including technical support and software updates, play a crucial role in enhancing customer loyalty. Sageetha Mobiles can leverage these findings to develop strategies that strengthen its association with the Apple brand, improve customer satisfaction, and ultimately drive customer loyalty, leading to increased sales and long-term customer relationships.

PROJECT REPORT ON
**“Study on How to reduce cost of supply chain with
reference to KIOCL”**

Submitted by
SUHAN LEONARD
USN: - 4AL21BA093

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION



Under the guidance of

INTERNAL GUIDE
MR PRAJWAL BK
ASSISTANT PROFESSOR

EXTERNAL GUIDE
MR .CHETHA KUMAR SHETTY
HR.MANAGER



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

(2021-2023)



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No. HR/M/02/MBA/2023

Date: 26.05.2023

CERTIFICATE

This is to certify that mr. suhan leonard, usn 4al21ba093, student of 2nd year mba in alva's institute of engineering & technology, moodbidri, has carried out his project work in our organization on the subject "A Study On How To Reduce Cost Of Supply Chain In Kiocl Limited" at marketing and admin. Department, kiocl limited, panambur, mangalore 575010, from 18.04.2023 to 26.04.2023.

We found that the student is dedicated and committed to his work. we wish him every success in the future endeavor.

To

Mr. Suhan Leonard,
2nd year MBA,
USN No. 4AL21BA093,
Alva's Institute of Engineering & Technology
Moodbidri

(CHETHAN K SHETTY)
Sr. Manager (HR & A)

चेतन कुमार शेट्टी / CHETHAN KUMAR SHETTY
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SUHAN LEONARD** bearing **USN 4AL21BA093** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON HOW TO REDUCE COST OF SUPPLY CHAIN WITH SPECIAL REFERENCE TO KIOCL"** is prepared by him under the guidance of **Mr. Prajwal B K, 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.

Signature of Internal Guide

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, MOODBIDRI - 574 225, D.K.

DECLARATION

I, SUHAN LEONARD of Final year MBA hereby declare that this project titled "**STUDY ON HOW TO REDUCE COST OF SUPPLY CHAIN IN KIOCL**" has been prepared by me during academic year 2022-2023 under the guidance of MR PRAJWAL B.K, faculty of M.B.A Department, ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY, in partial fulfilments of the requirement for the award of Master of business administration from VTU.

I, also declare that this field study is the result of my own sincere efforts and that has not been submitted earlier to any other university for the award of any degree/ diploma/ fellowship/ or for any other purposes.

Place: Mangalore



SUHAN LEONARD

Date:

Reg.No:4AL21BA093

ACKNOWLEDGEMENT

The project work opportunity I had with KIOCL Ltd was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I would like to express my deepest thanks to my internship guide MR.PRAJWAL for his valuable supervision throughout the work.

I take this opportunity to thank General Manager and Senior Manager (H R) of KIOCL LTD

for permitting me to do the project in their esteemed company and providing me with necessary facilities for carrying out the project.

I also extend my heartfelt thanks to the Mr CHETHAN KUMAR SHETTY for including the project report as a part of my curriculum.

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EXECUTIVE SUMMERY

The Project work “STUDY ON HOW TO REDUCE COST OF SUPPLY CHAIN IN KIOCL”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

The primary objective of the study is to identify and analyze strategies that can effectively reduce the cost of the supply chain in KIOCL. This includes examining different aspects such as procurement, transportation, inventory management, and overall operational efficiency.

The secondary objectives of the study include:

- a) Assess Current Supply Chain Processes: Conduct a comprehensive analysis of the current supply chain processes in JIOCL Limited to identify inefficiencies, bottlenecks, and areas that contribute significantly to high costs.
- b) Identify Key Cost Drivers: Determine the primary factors contributing to high supply chain costs for export companies, with a focus on transportation expenses, inventory holding costs, customs and regulatory compliance fees, and supplier management expenses.
- c) Explore Additional Cost-Saving Strategies: Investigate and recommend additional measures or strategies that export companies can adopt to further reduce their supply chain costs, such as investing in automation, improving packaging, and enhancing supply chain visibility

This report is divided into five chapters. First chapter is about Introduction and History of kiocl. Second Chapter shows 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 for the Project. Annexure contains the Questionnaire.

PROJECT REPORT ON
“A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF
CUSTOMERS WITH REFERENCE TO VOLTAS PVT LTD, BANGALORE”

Submitted by
BHARATH GOWDA SL
4AL21BA112
Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

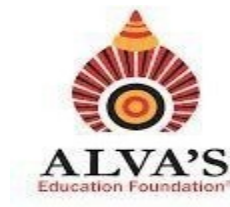
Under the guidance of

INTERNAL GUIDE

Prajwal BK
Assistant Professor

EXTERNAL GUIDE

Gurudhath Raju
Marketing Manager



Department of MBA

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

SEPTEMBER 2023



A TATA Enterprise

Date: 22nd July 2023

CERTIFICATE

This is to certify that **Mr. Bharath Gowda SL**, Student of MBA IV Semester (Reg. No.4AL21BA112), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from **13.04.2023 to 27.05.2023** in our organization on the topic of "**A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOR OF CUSTOMERS WITH REFERENCE TO VOLTAS PVT. LTD.**" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For Voltas Pvt. Ltd

VOLTAS LIMITED


Gurudhath Raju

Marketing Manager, VOLTAS

VOLTAS LIMITED

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **BHARATH GOWDA S L** bearing **USN 4AL21BA112** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF CUSTOMERS WITH REFERENCE TO VOLTAS PVT LTD, BANGALORE"** is prepared by him under the guidance of **Mr. Prajwal B K**, 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.

Signature of Internal Guide

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DECLARATION

I **Bharath Gowda SL**, hereby declare that the Project report “**A study on Customer Satisfaction and Buying Behaviour of customers with reference to Voltas Pvt Ltd, Bangalore**” was prepared by me under the guidance of Assistant. Professor Prajwal BK, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar, and external assistance by Gurudhat Raju, Marketing Manager at Voltas Pvt Ltd, Bangalore.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for 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

DATE: 05/09/2023



SIGNATURE

ACKNOWLEDGEMENT

I am genuinely grateful to my external guide Gurudhath Raju, Marketing Manager at Voltas Pvt Ltd, Bangalore, and my internal project guide Assistant. Professor, Prajwal BK for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. 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.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

This study examines customer satisfaction and buying behavior with reference to Voltas Pvt Ltd, a prominent player in the consumer durables industry. Understanding customer satisfaction and buying behavior is crucial for organizations to develop effective marketing strategies and build strong customer relationships. The objective of this study is to identify the key factors that influence customer satisfaction and buying behavior among customers of Voltas Pvt Ltd and explore the strategies employed by the company to meet customer expectations. To achieve this, a comprehensive literature review on customer satisfaction theories and buying behavior models will be conducted. Primary data will be collected through surveys and interviews with customers who have interacted with Voltas Pvt Ltd products or services. The data collected will be analyzed using statistical techniques, such as correlation analysis and regression analysis, to identify the factors that significantly impact customer satisfaction and buying behavior. The study aims to uncover factors such as product quality, pricing, brand reputation, customer service, and product features that influence customer satisfaction and buying decisions. It will also examine the role of word-of-mouth, online reviews, and trust in shaping customer behavior. The findings of this study will provide valuable insights into the factors that drive customer satisfaction and influence buying behavior in the context of Voltas Pvt Ltd. These insights can be used by the company to enhance its marketing strategies, improve customer service, and strengthen customer loyalty. To conclude with recommendations for Voltas Pvt Ltd, highlighting specific areas where improvements can be made to enhance customer satisfaction and drive positive buying behavior. Keywords: customer satisfaction, buying behavior, Voltas Pvt Ltd, consumer durables, marketing strategies, customer relationships, product quality, pricing, brand reputation, customer service, product features, word-of-mouth, online reviews, trust, recommendations.

**“A STUDY ON IMPACT OF HRM PRACTICES ON EMPLOYEE PERFORMANCE
WITH SPECIAL REFERENCE TO CANARA BANK YEDAPADAVU”**

Submitted by

CHAYA SHETTY

4AL21BA113



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

Mr. Prajwal BK

Assistant Professor

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Mrs. Nayana Naik

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Yedapadavu, Mangalore



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

SEPTEMBER-2023

केनरा बैंक
भारत सरकार का उपक्रम

Canara Bank

A Government of India Undertaking

[[Significant Signature]]



Together We Can

Date:16-08-2023

CERTIFICATE

This is Certified that, Chaya Shetty, (USN 4AL21BA113), MBA Student of "Alva's Institute of Engineering and Technology, Moodbidri", has completed her project work on "A Study on Impact of HRM Practices on employee performance" with special reference to Canara bank Yedapadavu (DP0657) from 17-04-2023 to 27-05-2023.

During this period, interest evinced by her in completing the project work was good. She has found to be keen in learning and displaying good conduct and character.

कृते केनरा बैंक
For CANARA BANK

प्रबन्धक / मैनेजर
Manager/ Senior Manager
बैंक यदपडवू, द.का. जिला
Thenka Yedapadavu, D.K.District



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **CHAYA SHETTY** bearing **USN 4AL21BA113** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON IMPACT OF HRM PRACTICES ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO CANARA BANK, YEDAPADAVU"** is prepared by her under the guidance of **Mr. Prajwal B K**, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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
www.aiet.org.in

DECLARATION

I, Chaya Shetty(4AL21BA113) hereby declare that the Project report entitled “**A study on Impact of HRM Practices on Employee Performance**” With special Reference to Canara Bank Yedapadavu prepared by me under the guidance of Mr. Prajwal BK, Assistant professor, PG Department of Business Administration, Alva’s Institute of Engineering and Technology and external assistance by Mrs. Nayana Naik, Manager, Canara Bank Yedapadavu. I also declare that this Project work is towards the partial fulfillment 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

Date:31/08/2023


Signature of the Student

ACKNOWLEDGEMENT

I like to convey my deep sense of gratitude to my internal guide Prajwal BK, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. And I also thanking with utmost gratitude to my external guide for giving resources and information about the organization which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavors.

My heartfelt gratitude to Mrs. Priya Sequeira, HOD, PG Department of Business Administration for providing me an opportunity to complete the study.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The present executive summary provides an overview of a comprehensive study conducted to examine the "Impact of HRM Practices on Employee Performance" with specific reference to Canara Bank, a prominent banking institution. The study aimed to assess the effectiveness of various Human Resource Management (HRM) practices implemented within the organization and their influence on employee performance. The findings from this study provide valuable insights for Canara Bank's management and HR teams, as well as other organizations in the banking sector, to optimize their HRM strategies and foster a high-performance work culture. It is recommended that further research be conducted to track the long-term impact of these HRM practices on employee performance and organizational success.

This report is divided into five chapters. First chapter is about Introduction, Industry profile and company profile which is all about the company in which internship has done.

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, 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 Canara bank employees through the questionnaires by using tables and graphs which helps to know the various factors about the Canara bank HRM practices and, how its impact to employee performance

Fifth chapter is about findings, conclusion and suggestions based on the study. Then it contains bibliography which is about the various journals I have studied, and the questionnaires.

The source of data referenced here is primary data by using questionnaires which is collected from the employees and secondary data which refers to the company official website

**“A STUDY ON STRESS MANAGEMENT AND ITS EFFECT ON EMPLOYEE
PERFORMANCE REFERENCE WITH DIVYA MANPOWER RESOURCES
PRIVATE LIMITED”**

**Submitted by
DARSHANNAIK
4AL21BA026**

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

**Prajwal B K
Assistant professor**

EXTERNAL GUIDE

**Akbar Ali Khan
Asst. Manager HR**



Department of MBA



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

SEPTEMBER 2023



DIVYA MANPOWER RESOURCES PVT. LTD.

Plot No. 44, Door No. 39-1, Vivek Gardens, Behind Dr. Agarwal Eye Hospital, HOSUR - 635 109.
Mob : 093623 10019, 096267 85460 Ph. : 04344 244478, 246172
E-mail : admin@divyamanpower.com / www.divyamanpower.com



Date:22.08.2023

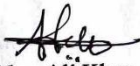
CERTIFICATE

This is to certify that Mr. Darshan Naik, Student of MBA IV Semester (Reg. No.4AL21BA026), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 13.04.2023 to 27.05.2023 in our organization on the topic of "A STUDY ON STRESS MANAGEMENT AND ITS EFFECT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO DIVYA MANPOWER RESOURCES PRIVATE LIMITED." as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

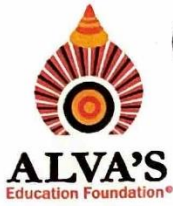
We wish his success for all his future endeavor.

For Divya Manpower Resources Pvt Ltd


Akbar Ali Khan

Asst. Manager HR





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 NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **DARSHANNAIK** bearing USN **4AL21BA026** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON STRESS MANAGEMENT AND ITS EFFECT ON EMPLOYEE PERFORMANCE REFERENCE WITH DIVYA MANPOWER RESOURCES PRIVATE LIMITED HOSUR**" is prepared by him under the guidance of **Mr PRAJWAL B K 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.

Signature of Internal Guide

Mrs. Priya Sequeira

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
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Signature of Principal

PRINCIPAL

Alva's Institute of Engg. & Technology,
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principalaiet08@gmail.com

www.aiet.org.in

DECLARATION

I **DARSHANNAIK**, hereby declare that the Project report entitled " **A STUDY ON STRESS MANAGEMENT AND ITS EFFECT ON EMPLOYEE PERFORMANCE REFERENCE WITH DIVYA MANPOWER RESOURCES PRIVATE LIMITED.**" prepared by me under the guidance of Prajwal B K, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Akbar Ali Khan, Asst. Manager HR of Divya Manpower resources PVT LTD.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the 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*

DATE: - *01/09/23*


SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide Akbar Ali Khan, Asst Manager HR in, Divya Manpower resources PVT LTD, and my internal project Guide, Prajwal B K, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

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.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance.

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 “A STUDY ON STRESS MANAGEMENT AND ITS EFFECT ON EMPLOYEE PERFORMANCE REFERENCE WITH DIVYA MANPOWER RESOURCES PRIVATE LIMITED, Hosur, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the Study:

- To assess the job nature and how it affects stress levels.
- To determine the connection between job satisfaction and stress levels.
- To evaluate the effects of work life balance on job stress

This report is divided in to five chapters. First chapter is about Introduction and History of Divya Manpower Resources Private Limited. 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.

A PROJECT REPORT ON
A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER,
BANGALORE

Submitted by
Mr. LOHITH G.P
4AL21BA040



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

Mr. Prajwal B K

Assistance Professor

EXTERNAL GUIDE

Mr. Kumar S

Marketing Manager



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI.

September 2023



DATE: 04/09/2023

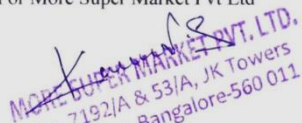
SUB: Project completion letter

This is to certify that MR. LOHITH GP, bearing USN: 4AL21BA040 MBA, student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project with reference to on the topic of MORE “**A study on PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER**” from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him very best in all future endeavors.

THANK YOU.

For More Super Market Pvt Ltd


MORE SUPER MARKET PVT. LTD.
No. 7192/A & 53/A, JK Towers
Jayanagar, Bangalore-560 011
Manager

Store No.7192/A & 53/A, 4th Cross Road, 8th Block, Jayanagar, Bengaluru,
Karnataka, 560011



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

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **LOHITH G P** bearing **USN 4AL21BA040** 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 "**A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAIL BANGALORE**" is prepared by him under the guidance of **Mr. Prajwal B K, 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.

Signature of Internal Guide

Mrs. Priya Sequeira
DEAN

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Signature of Principal
PRINCIPAL

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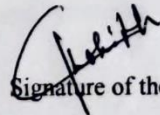
🌐 www.aiet.org.in

DECLARATION

I, Lohith G.P, hereby declare that the Project report entitled "**A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER BANGALORE**" is prepared by me under the guidance of MR. PRAJWAL B K ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve 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*

Date: *05/09/2023*


Signature of the Student

4AL21BA040

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Prajwal B K, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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EXECUTIVE SUMMARY

The study on promotional activities adopted by More Retailer in Bangalore delves into the various marketing strategies employed by the retail giant to attract and engage customers in the highly competitive retail market of Bangalore, India. The research investigates the effectiveness and impact of these promotional activities on consumer behavior and brand loyalty.

This study utilizes a combination of qualitative and quantitative research methods, including surveys, store visits, and data analysis, to assess the promotional campaigns and strategies adopted by More Retailer. Findings reveal that More Retailer employs a diverse range of promotional activities, including discounts, loyalty programs, in-store events, and advertising campaigns, to capture the attention and loyalty of consumers.

The study also uncovers that while price-based promotions are effective in driving footfall and sales, loyalty programs and personalized marketing efforts contribute significantly to enhancing customer retention and loyalty. These findings can assist More Retailer in optimizing its promotional mix, tailoring its marketing strategies to better align with customer preferences, and maintaining its competitive edge in the dynamic retail market of Bangalore. Ultimately, the study provides valuable insights for retailers seeking to excel in promotional activities and customer engagement.

Project Report On
“A STUDY ON IMPACT OF WORKFORCE DIVERSITY ON
ORGANIZATION PERFORMANCE WITH REFERENCE
TO BIG BAGS INTERNATIONAL PVT. LTD.
GANJIMUTT MANGALORE”

SUBMITTED BY
LOLITA RESHMA LOBO
USN: 4AL21BA041

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. PRAJWAL B K

Assistant professor

PG Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

MR. LAXMI NARAYAN

Hr Manager

Big Bags International Pvt. Ltd.,

Mangalore



P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOOBBIDRI

2022 - 2023

BIGBAGS

INTERNATIONAL PVT. LTD.
DYNAMIC | DRIVEN | DEPENDABLE

REF: BBIM/2023

Date: 31st May 2023

CERTIFICATE

This is to certify that **Ms. Lolita Reshma Lobo**, USN.No.4AL21BA041, student from Alvas Institute of Engineering and Technology Mijar Moodbidri, has successfully completed project work "**A study on Impact of Workforce Diversity on organization Performance**" in our organization from 18th April 2023 to 31st May 2023

Her character and conduct were good during her training period.

We wish her success in all future endeavours.

For Big Bags International Pvt Ltd

Authorized Signatory



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Date: 01-09-2023

CERTIFICATE

This is to certify that **LOLITA RESHMA LOBO** bearing **USN 4AL21BA041** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON IMPACT OF WORKFORCE DIVERSITY ON ORGANIZATION PERFORMANCE WITH REFERENCE TO BIG BAGS INTERNATIONAL PVT LTD GANJIMUTT, MANGALORE**" is prepared by her under the guidance of **Mr. Prajwal B K**, 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.

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DECLARATION

I, **LOLITA RESHMA LOBO**, hereby declare that the Project report entitled **“A Study on Impact of workforce diversity on organization performance with reference to Big Bags International Pvt. Ltd. Ganjimutt Mangalore”** prepared by me under the guidance of MR. Prajwal B. K. faculty of M.B.A. Department, Alvas Institute of Engineering and Technology, Mijar and external assistance by MR. Laxmi Narayan, HR Manager, Big Bags International Pvt Ltd Mangalore.

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 Twelve 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 Student

Date: **30/08/2023**

ACKNOWLEDGEMENT

I am glad to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of this project.

I like to convey my deep sense of gratitude to my internal guide Mr. Prajwal B.K, Assistant Professor, PG Department of Business Administration, having guided me on every aspect right from the beginning of the project report.

I am thankful to MR. Laxmi Narayan, HR department of Big Bags International Pvt Ltd Mangalore, who has permitted me to do this project work and facilitated me throughout the study with her valuable suggestions in spite of her extremely busy schedule.

My heartfelt gratitude to Mrs. Priya Sequiera, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, support and help during my project.

I am extremely thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project.

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EXECUTIVE SUMMARY

This study is conducted on” **A STUDY ON IMPACT OF WORKFORCE DIVERSITY ON ORGANIZATION PERFORMANCE WITH REFERENCE TO BIG BAGS INTERNATIONAL PVT LTD GANJIMUTT MANGALURU**”. This project report provides the general information about workforce diversity provided by Big Bags International Pvt. Ltd, Mangaluru.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the workforce diversity and its impact on employee performance.

In the 1st chapter you will find the details about the industry and company profile of Big Bags International Pvt. Ltd, Mangaluru , vision, mission and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.

PROJECT REPORT ON
A STUDY ON NATIONAL HIGHWAY EXPANSION AND ITS
IMPACT ON RETAIL SHOPS WITH REFERENCE TO KARKALA-
MANGALORE HIGH WAY

Submitted by

MOHAMMED ISHAK

4AL21BA045

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. PRAJWAL B K

ASSISTANT PROFESSOR



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023



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Affiliated to Visvesvaraya Technological University, Belagavi

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

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **MOHAMMED ISHAK** bearing **USN 4AL21BA045** 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 "**A STUDY ON NATIONAL HIGHWAY EXPANSION AND ITS IMPACT ON RETAIL SHOPS WITH REFERENCE TO KARKALA-MANGALORE HIGH WAY**" is prepared by him under the guidance of **Mr. Prajwal B K**, 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.


Signature of Internal Guide


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Declaration

I Mohammed Ishak , hereby declare that the Project report entitled “A Study on national highway expansion and its impact on retail shops with refence to Karkala – Mangalore high way ” prepared by me under the guidance of Mr. Prajwal B K, Assistant Professor , PG Department of Business Administration, Alva’s Institute of Engineering and Technology .

I also declare that this Project work is towards the partial fulfillment 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: 05/09/2023

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Prajwal B K, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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EXECUTIVE SUMMARY

The expansion of national highways is a significant infrastructure development that can have profound effects on local businesses, including retail shops. This study aimed to investigate the impact of national highway expansion on retail shops, with a focus on analyzing the opportunities and challenges that arise for these businesses. The study considered both positive and negative effects of highway expansion on retail establishments

improved road access due to highway expansion can benefit retail shops by making them more accessible to customers from a wider geographic area. This can lead to increased sales and revenue.

The expansion of national highways often leads to increased foot traffic near retail shops located along these routes. This can result in higher visibility and potential customer visits to these businesses.

Some retail shops may face intensified competition from larger chain stores that take advantage of improved highway access. Small, independent retailers may struggle to compete on price and marketing efforts.

National highway expansion projects can have a multifaceted impact on retail shops. While they offer opportunities for increased visibility and access, they also present challenges such as heightened competition and environmental concerns. The ability of retail businesses to adapt to these changes and innovate in response to evolving market dynamics will be crucial in determining their long-term success in areas affected by highway expansion.

PROJECT REPORT ON
"A Study on Exploring the Influence of Online Reviews on
Customer Purchase Behaviour with reference to Sona TVS
Motors BC Road"

Submitted by

NEELESH

4AL21BA051

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

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MR. PRAJWAL B K

ASSISTANT PROFESSOR

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MISS. DIVYA LAKSHMI

Sona TVS Motor

B.C Road



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

SEPTEMBER- 2023

SONA MOTORS

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TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that **Mr. Neelesh (USN NO :4AL21BA051)** MBA . Alvas Institute of Engineering and Technology Mijar Moodabidri Undergone Project work in our Organization **SONA TVS** in the Topic "**A Study on Exploring the Influence of Online Reviews on Customer Purchase Behaviour** " For the period from **17-04-2023 to 25-05-2023** & had Successfully Completed.

During the period he was found to be sincere & hard working . We wish him all the best for the future endeavors.

Sincerely,



(MAHAMMAD RIYAZ)

(BRANCH MANAGER)



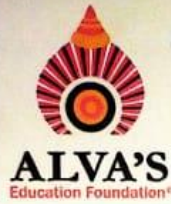
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **NEELESH** bearing **USN 4AL21BA051** 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 "**A STUDY ON EXPLORING THE INFLUENCE OF ONLINE REVIEWS ON CUSTOMER PURCHASE BEHAVIOUR WITH REFERENCE TO SONA TVS MOTORS BC ROAD**" is prepared by him under the guidance of **Mr. Prajwal B K**, 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.

Signature of Internal Guide

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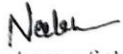
Declaration

I Neelesh, hereby declare that the Project report entitled "A study on Exploring the Influence of Online Reviews on Customer Purchase Behavior" with reference to Sona TVS BC Road prepared by me under the guidance of Prajwal B K, PG Department of Business Administration, Alvas institute of engineering and technology and external assistance by Divya Lakshmi, Sona TVS BC road.

I also declare that this Project work is towards the partial fulfillment 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:05/09/2023

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Prajwal B K, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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EXECUTIVE SUMMARY

The Project work " A Study on Exploring the Influence of Online Reviews on Customer Purchase Behaviour." This study examines the influence of online reviews on customer purchase behaviour, with a focus on the TVS Company. Online reviews have become increasingly important in today's digital age, as consumers often rely on them to make informed decisions about their purchases. In the case of TVS Company, which manufactures and sells televisions, understanding the impact of online reviews on their customers' buying decisions is crucial for their marketing and business strategies.

The research findings indicate that online reviews do indeed play a significant role in influencing customer purchase behaviour for TVS Company. A vast majority of respondents reported that they regularly read online reviews before making a purchase decision. These reviews provide valuable information about the product's quality, performance, and overall customer satisfaction. Positive reviews were found to have a strong positive impact on purchase intentions, while negative reviews had the opposite effect. Therefore, TVS Company should actively encourage satisfied customers to leave positive reviews and address any negative feedback promptly to mitigate their impact on potential buyers.

Furthermore, the study also reveals that the credibility and authenticity of online reviews are critical factors that influence customer trust. TVS Company can enhance its online reputation by encouraging genuine and unbiased reviews from verified customers. Overall, this study underscores the importance of online reviews in shaping customer purchase behaviour for TVS Company and emphasizes the need for a proactive approach in managing and leveraging these reviews to drive sales and customer satisfaction.

A PROJECT REPORT ON
"A STUDY ON HR PRACTICES AND ITS IMPACT ON EMPLOYEE BEHAVIOUR
WITH REFERENCE TO MANGALORE CHEMICALS AND FERTILIZERS,
MANGALORE"

SUBMITTED BY

SAKSHI

4AL21BA068



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Assistant professor

PG Department of business administration

AIET, Mijar

EXTERNAL GUIDE

MR.DEEKSHITH SHETTY,

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2022 - 2023

Date: 10.08.2023

CERTIFICATE

This is to certify that **Ms. Sakshi**, (USN.4AL21BA068) **MBA** student of "Alvas Institute of Engineering and Technology, Moodbidri", has done her project work on "A study on HR practices and its impact on employee behavior with reference to MCF at Mangalore Chemicals & Fertilizers Limited from 17th April 2023 to 27th May 2023.

During the period of her project, she has been found to be keen in learning and displaying good conduct & character.

Wishing her all the best in her career.



Chetan Mendonca
Joint General Manager - HR



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Affiliated to Visvesvaraya Technological University, Belagavi
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Date: 01-09-2023

CERTIFICATE

This is to certify that **SAKSHI** bearing USN 4AL21BA068 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON HR PRACTICES AND ITS IMPACT ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO MANGALORE CHEMICALS AND FERTILIZERS, MANGALORE" is prepared by her under the guidance of Mr. Prajwal B K, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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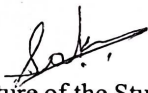
Declaration

I,SAKSHI, hereby declare that the Project report entitled “A STUDY ON HR PRACTICES AND ITS IMPACT ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO MANGALORE CHEMICALS AND FERTILIZERS, MANGALORE” prepared by me under the guidance of MR.Prajwal B K, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology,Mijar and external assistance by MR.Deekshith Shetty,HR Manager.

I also declare that this Project work is towards the partial fulfillment 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: 2-09-2023

Acknowledgement

With regard to the project work conducted on **MANAGLORE CHEMICALS AND FERTILIZERS, MANGALORE**, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr.Prajwal.B.K, Assistant Professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

I express my sincere gratitude to Mr.Deekshith Shetty, HR. Manager,Mangalore Chemicals and Fertilizers, Mangalore who cooperated and spent his valuable time and shared the information with me.

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EXECUTIVE SUMMARY

This study is conducted on "**A STUDY ON HR PRACTICES AND ITS IMPACT ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO MANGALORE CHEMICALS AND FERTILIZERS, MANGALORE**". This project report provides the general information about HR practices in MCF , Mangalore..

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the reward system and its impact on employee motivation.

In the 1st chapter you will find the details about the industry and company profile of Mangalore Chemicals and Fertilizers, Mangalore, vision, mission and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.

PROJECT REPORT ON
"A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING
APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES"
WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE.

SUBMITTED BY

SHRAVYA

4AL21BA073



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. PRAJWAL BK

Assistant professor

PG Department of business administration

AIET, Mijar

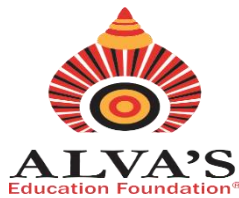
EXTERNAL GUIDE

MISS. SAI SHRUTHI

Marketing Department

Texport Overseas Private

Limited, Bangalore



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,

MIJAR, MOODBIDRI

2022-2023

CERTIFICATE FROM ORGANIZATION

TEXPORT OVERSEAS PVT LTD

#86D-1, Industrial Suburb, 2nd Stage, Yeshwanthpur, Bangalore-560022.

DATE: 15/07/2023

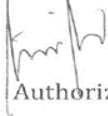
CERTIFICATE

This is to certify that **Ms. SHRAVYA. (Reg.No.4AL21BA073)** MBA student of Alva's Institute of Engineering & Technology College, Moodbidri, Dakshina Kannada has undergone Internship Training in our company for 6 weeks.

During the period of her Internship Training, she was found sincere and had also taken keen interest on Organizational activities.

Our best wishes for her career growth.

For TEXPORT OVERSEAS PVT. LTD.



Authorized Signatory



CERTIFICATE FROM HOD



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 NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHRAVYA** bearing USN 4AL21BA073 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMERS & PREFERENCE OF BRANDED CLOTHES WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE" is prepared by her under the guidance of **Mr. Prajwal B K**, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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Signature of Principal
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DECLARATION

I, Shravya, hereby declare that the Project report entitled "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES" WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE, prepared by me under the guidance of Prajwal Bk, faculty of M.B.A Department, Alvas institution of engineering and technology, Mijar and external assistance by Mrs. Sai Shruthi Texport Overseas Bangalore. 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

Date: 2/09/23


Signature of the Student

Acknowledgement

With regard to the project work conducted on Texport Overseas Bangalore, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr. Prajwal Bk, assistant professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

I express my sincere gratitude to Miss. Sai Shruthi who cooperated and spent her valuable time and shared the information with me.

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EXECUTIVE SUMMARY

The project report on "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES" WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE, is submitted in fractional implementation of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Marketing strategy and customer satisfaction is an important aspect of company and management. The increasing research in this field and deliberate study on the subject contributed to its conceptualization and meaning which helped to develop a comprehensive outlook of customer satisfaction as an important concept in management. The study gives the opportunity to identify the present customer satisfaction and how to improve the relationship with customers, look into the factors affecting marketing strategy. This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship has done. 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, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 88 random employees with the organization and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various journals I have studied and the questionnaire.

PROJECT REPORT ON
“A STUDY ON THE IMPACT OF LEADERSHIP STYLE ON EMPLOYEE
PRFORMANCE WITH REFERENCE TO KIOCL, MANGALORE”

Submitted by

SHRUTHA

4AL21BA080

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Prajwal B K

Assistant Professor

Department of MBA, AIET, Mijar

EXTERNAL GUIDE

Mr. Chethan Kumar Shetty

Senior Manager H&A

KIOCL Limited, Mangalore



PG Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-23



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ISO 14001:2015 &
ISO 45001: 2018
COMPANY

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No. HR/M/01/MBA/2023
Date: 07.08.2023

CERTIFICATE

This is to certify that **Ms. Shrutha**, USN No: 4AL21BA080, 2nd year MBA Student of Alva's Institute of Engineering and Technology, Moodbidri has carried out her project work in our organization on the subject "**A study on the impact of Leadership style on Employee Performance with reference to KIOCL Limited**" at HR & Admin Department, KIOCL Limited, Panambur, Mangalore - 575010 from 18.04.2023 to 27.05.2023.

We found that the student is dedicated and committed to her work. We wish her every success in the future endeavor.

(CHETHAN K SHETTY)
Sr. Manager (HR & A)

ಚೆನ ಕುಮಾರ್ ಶೆಟ್ಟಿ / CHETHAN KUMAR SHETTY
ವರಿಷ್ಠ ಪ್ರಬಂಧಕ (ಮಾ. ಸಂ. ಎಲ್ ಪ್ರಶಾ)
Senior Manager (HR & A)
ಕೆ.ಐ.ಒ.ಸಿ.ಎಲ್. ಲಿಮಿಟೆಡ್ / KIOCL Limited
ಪಣಂಬೂರು, ಮಂಗಳೂರು / Panambur, Mangaluru - 575 010

To,

Ms. Shrutha,
2nd Year MBA

USN No: 4AL21BA080

Alva's Institute of Engineering and Technology, Mijar
Mijar, Moodbidri.

ನೋಂದಾಯಿತ ಕಾರ್ಯಾಲಯ : 2ನೇ ವಿಭಾಗ, ಕೋರಮಂಗಲ, ಬೆಂಗಳೂರು - 560 034

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ಪರಿಸರ-ನಮ್ಮ ಧ್ಯೇಯ, ನಮ್ಮ ಧ್ಯಾನ ಪಾರಿವರ್ತಿಕೆ - हमारा लक्ष्य हमारी निष्ठा ECOLOGY - OUR MISSION OUR OBSESSION



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHRUTHA** bearing **4AL21BA080** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON IMPACT OF LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE WITH REFERENCE TO KIOCL, MANGALORE**" is prepared by her under the guidance of **Mr. Prajwal B K, 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.

Signature of Internal Guide

Mrs. Priya Sequeira

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Signature of Principal

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DECLARATION

I, **SHRUTHA (4AL21BA080)**, hereby declare that the Project report entitled “**A STUDY ON IMPACT OF LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE WITH REFERENCE TO KIOCL, MANGALORE**” prepared by me under the guidance of Mr. Prajwal B K, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Mr. Chethan Kumar Shetty, Senior manager, Department of Human Resource, KIOCL, Mangalore.

I also declare that this Project work is towards the partial fulfillment 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: 23-08-2023

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandes, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide Mr. Prajwal B Kulal, Assistant Professor of MBA department, for constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to Mr. Chethan Kumar Shetty, Senior Human Resource Manager, who took interest in explaining concepts and imparting necessary inputs pertaining to the project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

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4.10	Overall Job Satisfaction Ratings	43
4.11	Self-Perceived Improvement in Performance	44

EXECUTIVE SUMMARY

The Project work on A Study on The Impact of Leadership Style on Employee Performance with Reference to KIOCL, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the impact of leadership style on employee performance.

This report is divided into five chapters. First chapter is about Introduction and Industry profile. 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, 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 employees of KIOCL visiting the organization through the questionnaires by using tables and graphs. 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 reviews and secondary data for the project. Annexure contains the questionnaire and the balance sheet of KIOCL, Mangalore.

PROJECT REPORT ON
“A STUDY ON IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI)
INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO
KERALA FEEDS LIMITED, THIRUVANGOOR”

Submitted by
SNEHA K
USN: 4AL21BA116

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

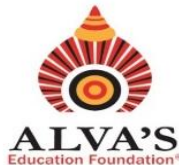
Under the Guidance of

INTERNAL GUIDE

MR. Prajwal B K
Assistant professor
Alva's Institute of Engineering and Technology

EXTERNAL GUIDE

Anoop P C,
Deputy Manager(P&A)
KFL Thiruvangoor



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, SHOBHAVANA
CAMPUS, MIJAR, MOODABIDRI,

2022-23



KERALA FEEDS LTD.

(A GOVERNMENT OF KERALA UNDERTAKING)
THIRUVANGOOR - 673 304, KOZHIKODE, KERALA
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CIN : U15331KL1995SGC009521

An ISO 9001 : 2008 Livestock Feed Company

GST No.: 32AAACK9796N1ZT

KFL/KKD/76/2018 C0951/2023

31st July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. Sneha K (USN:4AL21BA116), 4th semester MBA student of Alva's Institute Of Engineering And Technology, Shobavana Campus, Mijar, Moodabidri under Visvesvaraya Technological University, Belgaum has completed her Project in this Company under the topic "A Study On The Impact Of Diversity, Equity, And Inclusion (DEI) Initiatives On Employees Productivity Among The Employees Of Kfl Ltd, Thiruvangoor" during the period from 20.04.2023 to 27.05.2023. This certificate is issued enabling her to keep in Project report.

For KERALA FEEDS LIMITED


UNIT HEAD
Kerala Feeds Ltd., Thiruvangoor
Kozhikode - 673 304
Deputy Manager (P&A) & Unit Head
KFL - Thiruvangoor Unit



Regd. Office: Kallettumkara - 680683, Thrissur District
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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SNEHA K** bearing **USN 4AL21BA116** 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 **"A STUDY ON THE IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO KFL LTD, THIRUVANGOOR"** is prepared by her under the guidance of **Mr. Prajwal B K, 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.

Signature of Internal Guide

Mrs. Priya Sequeira
DEAN

Dept. of Business Administration
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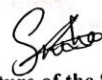
🌐 www.aict.org.in

DECLARATION

I, Sneha K, hereby declare that the Project report entitled "A STUDY ON THE IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO KFL LTD, THIRUVANGOOR ", prepared by me under the guidance of Prajwal B K, faculty of M.B.A Department, Alva's institution of engineering and technology, Mijar and external assistance by, Anoop P C, Kerala Feeds limited. I also declare that this Project work is towards the partial fulfillment 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

Date: 04/09/2023


Signature of the Student

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to **Mr. Priya Sequeira**, HOD and also to my internal guide **Mr. Prajwal B K** Assistant professor P G Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his consyany support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Anoop** Deputy Manager (P&A), Kerla Feeds Limited for providing me all the necessary help and requirement guidance for the completion of my project and also for the valuable time that he gave me from his schedule.

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EXECUTIVE SUMMARY

The undertaken project, titled "Analyzing the Effects of Diversity, Equity, and Inclusion (DEI) Programs on Employee Productivity," delves into the impact of DEI initiatives within the context of Kerala Feeds Limited. The study provides a comprehensive understanding of how Diversity, Equity, and Inclusion have influenced operations at KFL. During the project's formulation, it became evident that there exists significant potential for further exploration within the realm of Kerala Feeds Limited.

The organization is witnessing continuous growth over time. The firsthand exposure to the practical corporate environment at Kerala Feeds Limited in Kerala was truly exhilarating. Through the completion of the project titled "Exploring the Influence of Diversity, Equity, and Inclusion (DEI) Initiatives on Employee Productivity," I gleaned insights about KFL as a reputable entity that has successfully established its strong reputation in the market, positioning itself competitively among its peers. KFL effectively operates with a focus on enhancing the agricultural sector.

The project is structured into five chapters, each dedicated to exploring a specific facet of the company. The first chapter serves as an introduction, providing insights into the industry and the company's background. It sheds light on essential elements such as company leadership, vision, and product offerings. This chapter also outlines the company's operational domains, infrastructure, competitive landscape, and growth prospects, all substantiated by a SWOT analysis. By establishing this foundation, the initial chapter lays the groundwork for comprehending the company's current standing and prospective avenues.

The subsequent chapter, Chapter Two, involved a deep dive into the theoretical framework underpinning our study. We embarked on an exploration of existing research related to our chosen topic. Our analysis encompassed a comprehensive review of no less than 20 distinct studies, enabling us to fathom the existing knowledge landscape and pinpoint disparities in the research. This endeavor was instrumental in discerning the niche our study occupies and in unveiling inquiries that remain unaddressed. Our comprehensive survey of diverse

scholarly works yielded valuable insights that steered our research direction and accentuated domains that warrant more extensive investigation.

In the third section, we established the central issue, rationale for the study, and defined explicit objectives. Additionally, we delineated the scope of our study, its methodology, and the underlying assumptions we aimed to validate. While exploring the boundaries of our topic, we acknowledged potential limitations that could impact the study's outcomes.

Moving on to the fourth chapter, we conducted an in-depth analysis of the amassed data, enhancing its comprehension through informative tables and graphs. These visual aids facilitated a clearer grasp of significant trends and interconnections within the data. Scrutinizing the data closely enabled us to distill the key focal points of our investigation. The incorporation of graphs and tables further aided in conveying our findings distinctly, simplifying the communication of pivotal outcomes and facilitating informed decision-making based on the results.

In the fifth and final chapter, we succinctly encapsulated our revelations, deduced overarching conclusions, and furnished valuable suggestions and recommendations. This chapter serves as a condensed roadmap for translating the insights gleaned from the study into actionable strategies.

A PROJECT REPORT ON
A study on The Impact of Online Marketing Strategies on Customer
Acquisition and Retention with special reference to Stovekraft limited

Submitted by
Mr. Yogesh gowda P
4AL21BA109



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

Mr. Prajwal B K

Assistance Professor

EXTERNAL GUIDE

Mr. Cheluvaraju.s

Marketing Manager



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUSMIJAR, MOODBIDRI.

September 2023



DATE: 04/09/2023

SUB: Project completion letter

This is to certify that MR. YOGESH GOWDA. P, bearing USN: 4AL21BA109 MBA, student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project with reference to STOVEKRAFT on the topic of **“A study on The Impact of Online Marketing Strategies on Customer Acquisition and Retention with special reference to Stovekraft limited”** from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him very best in all future endeavors.

THANK YOU.

For Stove Kraft Limited


Saraswathi D.K.
Assistant Manager-HR



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **YOGESH GOWDA P** bearing USN **4AL21BA109** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON THE IMPACT OF ONLINE MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION WITH SPECIAL REFERENCE TO STOVECRAFT LIMITED, BANGALORE**" is prepared by him under the guidance of **Mr. Prajwal B K, 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.

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DECLARATION

I, Yogesh Gowda P, hereby declare that the Project report entitled "A study on the Impact of Online Marketing strategies on Customer Acquisition and Retention with special reference to Stovekraft limited, Bangalore prepared by me under the guidance of Mr. Prajwal B K, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Cheluvaraju s Marketing manager at Stovekraft limited

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

DATE:01/09/2023


SIGNATURE OF STUDENT

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. Firstly, I would like to thank the Almighty God who helped me out throughout the study. And it also gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work. I would like to express my sincere thanks to Principal **Dr. Peter Fernandez**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mr. Prajwal B K**, Assistant professor Department of MBA, for her constant support and encouragement to carry out my internship project successfully without much difficulty.

I am privileged to thank our, HOD **Mrs. Priya sequiera** Of PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar. It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept my going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

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EXECUTIVE SUMMARY

This study aims to examine the impact of online marketing strategies on customer acquisition and retention, with a special reference to Stovecraft Limited. Understanding the influence of online marketing strategies on customer behavior is crucial for organizations to develop effective marketing campaigns and enhance customer acquisition and retention efforts. The objective of this study is to identify the key online marketing strategies employed by Stovecraft Limited and evaluate their impact on customer acquisition and retention.

To achieve this objective, a comprehensive literature review will be conducted to explore theories and models related to online marketing, customer acquisition, and customer retention. The study will also analyze the online marketing strategies employed by Stovecraft Limited, including online advertising, social media marketing, website design, and customer support.

Primary data will be collected through surveys and interviews with customers who have interacted with Stovecraft Limited's online marketing efforts. The data will be analyzed using statistical techniques, such as regression analysis and correlation analysis, to determine the relationship between online marketing strategies and customer acquisition and retention.

The study will examine factors such as the effectiveness of online advertisements, the impact of social media marketing, the user-friendliness of the website, the quality of customer support, and the influence of online promotions and offers on customer acquisition and retention. It will also explore the role of customer satisfaction and brand perception in the effectiveness of online marketing strategies.

The findings of this study will provide valuable insights into the impact of online marketing strategies on customer acquisition and retention for Stovecraft Limited. These insights can be utilized by the company to optimize their online marketing efforts, improve customer satisfaction, and enhance customer loyalty. The study will conclude with recommendations for Stovecraft Limited, highlighting specific strategies and areas where improvements can be made to maximize customer acquisition and retention through online marketing efforts.

Keywords: online marketing strategies, customer acquisition, customer retention, Stovecraft Limited, online advertising, social media marketing, website design, customer support, customer satisfaction, brand perception, recommendations.

**“A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON
MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO
DUROFLEX PVT LTD, BANGALORE”**

Submitted by

YUVRAJ B N

USN: - 4AL21BA110

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

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION
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SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.**

SEPTEMBER 2023



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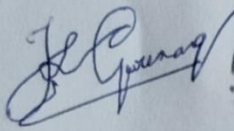
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This is to certify that **Mr. Yuvraj BN, USN 4AL21BA110**, MBA student of Alva's Institute of Engineering and Technology, Mijar has successfully completed his Project Report from **20th April 2023 to 24th May 2023** in our company on the topic of "A Study On Effectiveness Of Reward System On Motivational Level Of Employees With Reference To Duroflex Pvt Ltd, Bangalore" as a partial fulfilment of MBA Course as prescribed by Visvesvaraya Technological University, Belagavi

During the period of his training with us, he had been exposed to different process was found hardworking and inquisitive. His performance was good towards completion of Project.

We wish his success for all his future endeavour.
Yours faithfully,

For Duroflex Pvt Ltd

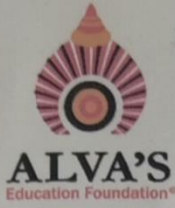


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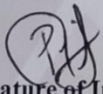
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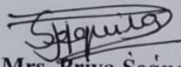
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **YUVRAJ B N** bearing **USN 4AL21BA110** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO DUROFLEX PVT LTD., BANGALORE"** is prepared by him under the guidance of **Mr. Prajwal B K**, 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.


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DECLARATION

I, **YUVRAJ B N**, hereby declare that the Project report entitled "**A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATIONAL LEVEL OF EMPLOYEES WITH REFERENCE TO DUROFLEX PVT LTD, BANGALORE**" prepared by me under the guidance of Mr. Prajwal B K, faculty of M.B.A Department, Alva's Institute of Engineering & Technology, and external assistance by Pooja Nagraj Assistant Manager HR at Duroflex Pvt. Ltd, Bangalore.

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 Twelve 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: majal

Date: 02-09-2023

yuvraj BN
Signature of the Student

AKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Prajwal B K, Assistant professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodubidire.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

This study delves into the effectiveness of the reward system in augmenting the motivational levels of employees, with specific focus on Duroflex Pvt Ltd, located in Bangalore. Motivation is a pivotal factor in organizational success, as it directly impacts employee engagement, productivity, and overall job satisfaction. Recognizing and rewarding employees for their contributions is a well-established practice in contemporary human resource management.

The research methodology involved a comprehensive survey of Duroflex employees, encompassing various departments and hierarchical levels within the organization. Additionally, in-depth interviews were conducted with key stakeholders, including management and HR personnel, to gain valuable insights into the existing reward system and its perceived impact on employee motivation.

The findings of this study indicate a positive correlation between the effectiveness of the reward system and the motivational levels of employees at Duroflex Pvt Ltd. Employees who reported higher levels of satisfaction with the rewards offered by the organization also exhibited increased levels of motivation, as reflected in their job performance and overall commitment to the company. Then it contains bibliography which is about the various journals I have studied, and the questionnaires. The source of data referenced here is primary data by using questionnaires which is collected from the business workers and secondary data which refers to website.

The study provides valuable insights into the pivotal role of a well-designed reward system in enhancing the motivational levels of employees at Duroflex Pvt Ltd, Bangalore. The findings serve as a foundation for recommendations aimed at optimizing the existing reward framework, ultimately contributing to a more engaged, productive, and satisfied workforce. This research also offers a broader framework that other organizations can consider when evaluating and refining their own reward systems to foster a motivated and high-performing workforce.