

# **PROJECT REPORT**

**“A STUDY ON IMPACT OF SERVQUAL MODEL WITH REFERENCE  
TO SWITCHGEAR AND CONTROL TECHNICS PRIVATE LIMITED”**

**SUBMITTED BY**

**SUVITH SHETTY**

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**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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**Assistant professor**

**PG Department of Business  
Administration**

**EXTERNAL GULDE:**

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**Senior Executive HR& Admin  
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**ALVA's INSTITUTE OF ENGINEERING AND TECHNOLOGY**

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**2023-20224**



REF: SCTPL: HR: INT/2024-25  
21<sup>st</sup> May 2024

To,  
Mr.Suvith Shetty,  
Student of Alva's Institute of Engineering & Technology (AIET)  
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Sub: Completion of internship with Switchgear and Control Technics Pvt. Ltd.

**This is to certify that “Mr.Suvith Shetty” has successfully completed his internship with Switchgear and Control Technics Pvt. Ltd. from 12<sup>th</sup> April 2024 to 21<sup>st</sup> May 2024. The subject on which internship was carried out is on Marketing.**

**His internship was on Marketing at Switchgear and Control Technics Pvt. Ltd. under the guidance of Ms. Gelinta Theres, Senior Executive-HR &Admin. During the period of his internship with us, he was found to be punctual, hardworking, and inquisitive.**

**We take this opportunity to wish him a very bright and successful career ahead.**

For Switchgear and Control Technics Pvt. Ltd,

Authorised Signatory

Harshith Shekar Shetty

Director & CFO



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Switchgear and Control Technics Private Limited



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Affiliated to Visvesvaraya Technological University, Belagavi

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

Accredited by NBA (CSE & ECE)

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Suvith Shetty** bearing USN 4AL22BA111, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "A study on impact of SERVQUAL model with special reference to Switchgear and control technics private limited" is prepared by him under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva – Voce Examination

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## DECLARATION

I **Suvith Shetty**, bearing hereby declares that the Project Title entitled “**A STUDY ON IMPACT OF SERVQUAL MODEL WITH REFERENCE TO SWITCHGEAR AND CONTROL TECHNICS PRIVATE LIMITED**” is prepared by me under the guidance of **Dr. Guruprasad Pai**, Faculty of MBA Alva's Institute of Engineering and Technology and External Guidance by Ms. Glinta Theres , Senior Executive HR&Admin Switchgear and control Technics Private Ltd Bangalore.

I also declare that this Project is towards the partial fulfilment 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 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: 21/09/2024

  
Signature of the Student

(Suvith Shetty)

## **ACKNOWLEDGEMENT**

I wish to convey my deep sense of gratitude to my internal guide Asst Prof. Dr. GURUPRASAD PAI, Alva's Institute of Engineering & Technology Department of PG, for having guide me one very aspect right from the beginning of the project report.

I sincerely thank Prof. Priya Sequeira, Head, PG Department of Business Administration, for all her support and encouragement in helping me complete this project report successfully

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

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 & Technology.

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 would like to thank my friends for their valuable suggestions, which helped me successfully complete this project report.

Thank you.

Place: Moodbidre

Date:

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## **EXECUTIVE SUMMARY**

This research examines the impact of the **SERVQUAL model** on customer satisfaction at Switchgear and Control Technics Pvt. Ltd. The SERVQUAL model assesses service quality across five key dimensions: **tangibles, reliability, responsiveness, assurance, and empathy**. By evaluating these dimensions, the study identifies areas where the company excels and areas needing improvement in its service delivery.

**Tangibility** in Switchgear and Control Technics encompasses the physical elements that shape customer perceptions, such as the quality and presentation of switchgear products, the professionalism of customer-facing documentation, and the office environment. These tangible aspects play a crucial role in forming positive first impressions and enhancing perceived service quality.

**Reliability** is essential for Switchgear and Control Technics, ensuring the consistent delivery of high-quality electrical switchgear products within agreed timelines. By meeting deadlines, minimizing defects, and ensuring accurate technical specifications, the company fosters strong customer trust and satisfaction.

**Responsiveness** is crucial for Switchgear and Control Technics, as timely handling of technical queries, installation issues, and after-sales support ensures customer satisfaction. Delays can frustrate clients, especially in industries reliant on reliable electrical systems.

**Assurance** focuses on employee knowledge and courtesy to instill trust in customers. At Switchgear and Control Technics, it's crucial for the workforce to have high technical expertise and effective communication skills to build confidence in product safety and performance.

**Empathy** in customer service means offering personalized attention and understanding each client's unique needs. For Switchgear and Control Technics, providing tailored solutions instead of standardized products can strengthen client relationships and build loyalty.

The study shows that service quality, measured by the SERVQUAL model, significantly impacts customer satisfaction in the switchgear and control industry. Companies like Switchgear and Control Technics Pvt. Ltd. that prioritize reliable performance and strong customer support are more likely to build long-term loyalty. Enhancing responsiveness and empathy can improve customer experiences, leading to higher satisfaction and a competitive edge in the demanding electrical equipment market.