

**PROJECT REPORT ON
A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO
“EXIDE INDUSTRIES LIMITED”**

Submitted By

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USN: 4AL18MBA80

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment 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

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EXTERNAL GUIDE

MR. NAVEEN REDDY

MARKETING DEP

EXIDE INDUSTRIES LIMITED

BANGALORE.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MANGALORE

REF : EIL/HR/2020/PC-102

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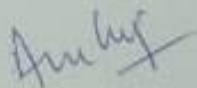
CERTIFICATE

This is to Certify that **Mr. Sunil Kumar. B. V (Reg. No. 4AL18MBA80)**, MBA Student of **Alva's Institute of Engineering & Technology, Mijar, Mangalore**, has successfully completed '**A study on Customer Satisfaction**' at our Factory in partial fulfillment of the requirement for the award of his degree. The period of internship was from 04.01.2020 to 15.02.2020

During his studies, he has evinced keen interest and his conduct and character were satisfactory.

We wish him all the success in his future endeavours.

For Exide Industries Limited



Ambuj Srivastava

Sr. Deputy Manager – Plant HR

Received





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **SUNIL KUMAR B V** bearing USN **4AL18MBA80**, is a bona fide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO EXIDE INDUSTRIES LIMITED, BANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, Asst. 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.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

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DECLARATION

I, **SUNIL KUMAR BV**, Reg. No.(**4AL18MBA80**) hereby declare that the Project report entitled “Customer Satisfaction” with reference to “**EXIDE INDUSTRIES LIMITED**” is prepared by me under the guidance of **Prof. MRS. PRIYA**, Assistant Professor, Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by **Mr. NAVEEN REDDY**, Marketing Department, Exide Industries Limited, Bangalore.

I also declare that this internship 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 the internship for a period of 6 weeks. I further declare that this report 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: BANGALORE

Date: 02/07/2020

SUNIL KUMAR BV

(4AL18MBA80)

ACKNOWLEDGEMENT

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

My heartfelt gratitude to the Dean **DR. CLARET MENDONCA**, Department of Business Administration and Alva's Institute of Engineering and Technology, Moodbidri for providing me an opportunity to complete the study.

I am extremely grateful to the management of "**EXIDE INDUSTRIES LIMITED**", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of **Prof. PRIYA, Assistant Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri. Her feedback and solutions have greatly helped me in this internship.

I express my gratitude to **Mr. Naveen Reddy**, Branch Manager, **EXIDE INDUSTRIES LIMITED**, for guiding and teaching me the core concepts at the organizational level and explaining in detail about the company. I am thankful for his feedback during my time at **EXIDE INDUSTRIES LIMITED**

Thank You

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EXECUTIVE SUMMARY

- Exide Industry is basically India's largest storage battery company with widest range of both conventional flooded as well as latest VRLA batteries. The project has been undertaken on the topic "A STUDAY ON CUSTOMER SATISFACTION ON EXIDE INDUSTRIES" Customer satisfaction is most often related to purchase, loyalty and retention behavior with an effect on an organizational profitability.
- The data are collected from the company itself as well as the customers. And circulating the questionnaire to customers to know about the satisfaction level of the batteries and service provided by the Exide. The interaction with the vehicle owners regarding the battery quality, Price and service gave a clear information about the satisfaction level of the customers.
- The project report is divided in to various chapters, each chapter having its importance giving correct and full information of the corresponding chapters. The chapters are divided to make it simple for understanding the concepts.
- The first chapter tells about Introduction industry and company profiles. Vision, Mission, SWOT analysis and about the different kind of batteries manufactured in Exide industries by utilizing the reports giving by the Exide. The second chapter tells about the conceptual background of the company and Literature review. In the third chapter brief research design for study of needs and objectives, statement of the problems. The fourth part manages the analysis and data interpretation. Finding of the study and suggestions for the betterment of the company to function effectively and efficiently are given in fifth chapter of the chapter of the project. And also, this chapter gives the conclusion of the project based on the study conducted.