

Internship Report on

"A STUDY ON A CUSTOMER SATISFACTION TOWARDS ASHOK LAYLAND"



Submitted By

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USN: 4LV15MBA28

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Dharmanand . M

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Ms. Jadeppa

HR Assistant manager

Hospet.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

ADITHI AUTOMOTIVES



Date: 14-03-2017

CERTIFICATE

This is certified that **Mr. SRIDHAR.M (4lv15mba28)** from ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY COLLEGE OF MBA MIJAR MOODBIDRI. The project report titled on A **STUDY ON COUSTOMER SATISFACTION TOWORDS ASHOKLAYLAND HOSPET**

(Light Commercial vehicles) a bonafide work of is original and has been done under my supervision.

He worked on this project from 2-01-2017 to 10-032017 in our organisation.

I am pleased to record hear that his performance during the period was extremely Satisfactory.

For ADITHI AUTOMOTIVES Pvt, Ltd.

Ashok Leyland Hospet



ADITHI AUTOMOTIVES PRIVATE LIMITED Authorised Dealer Ashok Leyland light vehicles
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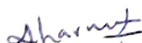
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Date: 15-MAY-2017

Certificate

This is to certified that **Mr. SRIDHAR M** bearingUSN 4LV15MBA28 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Customer Satisfaction Towards Ashok Leyland Hospet**" is prepared by him under the guidance of **Prof.DHARMANANDA M, Assistant Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof.Dharmanand M
Project Guide


Prof. RamaKrishna chadaga
Dean-MBA


Dr.Peter Fernandes
Principal

Declaration

I, SRIDHAR.M, hereby declare that the internship report entitled a study on "**CUSTOMER SATISFACTION TOWARDS ASHOK LEYLAND (COMMERCIAL VEHICLES)**", HOSPET." Prepared by me under the guidance of Prof. DHARMANADA M Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by JADEPPA HR Manager Ashok Leyland Hospet

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of five 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.

Signature of the student.

Place: Mijar

Date: /May/2017.



Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide Prof. **DHARMANADA M** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Jadeppa HR Manager Ashok Leyland Hospet** and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

SRIDHAR.M

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Executive Summary

This duty gives a point by point agency depiction of the monster Ashok Leyland, alongside an in profundity examination what's more assessment for their business exercises.

Those acquaintance incorporates historical backdrop and also general learning regarding the benefits of the business procedure of the agency. Primary Some piece incorporates the center ability quality dissection What's more that incorporate data something like essential Also backing exercises that assistance the organization should keep up operations, help client desires and pick up aggressive advantage. The most recent and only this report card gives proposals that might assistance Ashok Leyland to keep up the gainfulness also pull in a greater amount clients.

Ashok Leyland may be a standout amongst the biggest Makers about autos in the world, with scores of production lines clinched alongside handfults from claiming nations. Its standing in the car planet similarly as the mossy cup oak great also practically gainful vehicle will be unchallenged. Done sharp contrast, need a standout amongst those littlest auto commercial enterprises in the planet Also same time it is a standout amongst the oldest, it need never spread its manufacturing wings crosswise over those seas.

What's more yet need assumed a paramount part in the advancement of the world's biggest vehicle again An 50 quite a while period, and period from claiming cooperation no different Nat outside japan might match.

It might have been the place Ashok Leyland globe auto business pioneer 1st tasted triumph past its J local business sector. It might have been through Ashok Leyland that those organization taken in numerous lessons which have underpinned its worldwide success. Furthermore it might have been Ashok Leyland that attained a lot of people breakthroughs inside the group: initial effective territory cruiser exports, To begin with fruitful preparation outside Japan, Initially money arm will reserve dealers' stock Furthermore initial exporter of the Camry separated starting with those guardian particular organization itself. It may be a pleased record which need earned an uncommon spot done Ashok Leyland history.