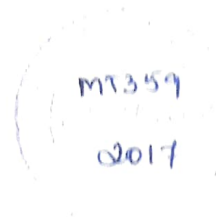


R B. 57

Internship Report on
"Service quality of Honda two wheelers in Vibhashree motors chikodi "



Submitted By

Mr. VITTAL K MALI

USN: 4LV15MBA44

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

Dr. Nagendra S

Department of MBA.

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

EXTERNAL GUIDE

Mr. Chetan v lagare

**Manager of Vibhashree
Motors Chikodi**



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017



TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. VITTAL KUMAR MALI (REG NO - 4LV15MBA44) a student of final year MBA of ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY MIJAR has completed his Project report on "SERVICE QUALITY" of HONDA TWO WHEELERS IN VIBHASHREE MOTORS CHIKODI from 02/01/2017 to 10/03/2017.

During his tenure with us he has executed his duties with complete dedication and enthusiasm. His willingness to learn and adopt makes him a valuable asset to any organization he may join in future.

We wish him all success in his future Endeavour.

PLACE - CHIKODI

FOR, VIBHASHREE MOTORS

DATE- 11/03/2017

For VIBHASHREE MOTORS

Authorized Signatory

Authorized Signatory

HONDA EXCLUSIVE AUTHORISED DEALER

VIBHASHREE MOTORS

271B Opp Bus - Stand. N M. Road, CHIKODI - 591 201. ☎: 08338- 273689, Cell : 8884413648
TIN : 29131142746 Service Tax Reg. No. AAKFV6773 HSD001
E-mail vibhashreehonda@gmail.com



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi)

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in


Date: 15-May-2017


Certificate

This is to certify that **Mr. Vittal K. mali** bearing USN 4LV15MBA44 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 **"SERVICE QUALITY OF HONDA TWO WHEELERS IN VIBHASHREE MOTORS CHIKODI CITY"** is prepared by him under the guidance of **Dr. Nagendra S, Associate 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.


Dr. Nagendra S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

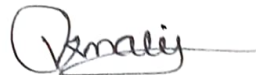
I, **VITTAL K MALI**, hereby declare that the Internship report on "**SERVICE QUALITY OF HONDA TWO WHEELERS IN VIBHASHREE MOTORS**" prepared by me under the guidance of Dr. Nagendra S, Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Chetan v lagare Vibhashree motors Chikodi .

I also declare that this Internship 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:18/5/2017


signature of the student

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 **Dr. Nagendra.S** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Chetan v lagare General manager of Vibhashree motors chikodi**, 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. Ramakrishna 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.

Place: Mijar

VITTAL K MALI

Date: 15/May/2017.

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EXECUTIVE SUMMARY:

The project was undertaken in Vibhashree motors Chikodi. The study has made to know "Service quality of Honda two wheelers" in Chikodi".

The project duration was ten weeks and the project dealt with studying the Service quality of Honda two wheelers. The project started with the induction program which acquainted me with the concept of service functions and gave me the overview regarding various aspects of the showroom. After having on overview as to how the showroom works, I started with the research on various dimensions of the organization. documents where provided to know about the showroom business divisions, location of offices, hierarchies, reporting relationship, welfare activities, safety measures followed, five decades journey of the showroom etc. after acquiring an insight about the organization, I prepared questionnaires to identify and analysis service quality.

The main objective of study was to major To Know the Service Quality of two wheeler towards Honda motors with respect to in plant training at "Vibhashree Honda motors chikodi".

100 samples customers have been selected by using random sampling method .The collecting information by survey method, data is tabulated and analyzed lastly conclusion and suggestions have been given.

The study concludes with a view that, attitude of customers towards SERVICE QUALITY OF HONDA TWO WHEELER IN VIBHASHREE MOTORS CHIKODI. Is an important factor for future development of Vibhashree motors.