

Internship Report on  
**"A STUDY ON SERVICE QUALITY OF MARUTI SUZUKI WITH SPECIAL  
REFERENCE TO MANDОВI MOTORS PRIVATE LIMITED,  
MANGALORE"**

Submitted By  
**MAHENDRA**  
**4AL15MBA34**



*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**

**Mrs. Shiny Joseph**  
Asst Professor  
Department of MBA  
AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. Nerenki Parshwanath**  
Chief General Manager  
Mandovi Motors Pvt Ltd  
Mangalore.



**Department of MBA**  
**Alva's Institute of Engineering and Technology**  
**Shobhavana campus, Mijar, Moodbidri, DK**  
**2015-2017**

Ref: MANC/1000/2017-18

Date: 05/05/2017

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr. Mahendra**, MBA Student from Alva's Institute of Technology, **Mijar**, bearing USN No: 4AL15MBA34 has undergone the Project Work on **"A Study on Service Quality of Maruti Suzuki with special reference to Mandovi Motors, Mangalore"** in our organization from 02<sup>nd</sup> Jan 2017 to 10<sup>th</sup> Mar 2017.

During the tenure we found him to be sincere, hardworking and efficient with good Conduct and aptitude to gain knowledge.

We wish him all the success in his future career.

**For Mandovi Motors Private Ltd**

For MANGOVI MOTORS PVT. LTD.

**Suraj Sapalya**  
Asst. Manager - HR  
*Suraj Sapalya*

**Asst Manager- HR**

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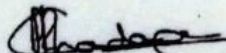
Date: 15-May-2017

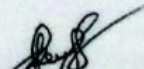
### Certificate

This is to certify that **Mr. Mahendra** bearing **USN 4AL15MBA34** 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 "**A study on Service quality of Maruti Suzuki with special reference to Mandovi Motors Private Limited**" is prepared by him under the guidance of **Mrs. Shiny Joseph**, 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.

  
Mrs. Shiny Joseph.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

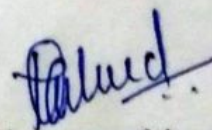
I, **Mahendra**, hereby declare that the Internship report entitled "**A Study on Service Quality of Maruti Suzuki with special reference to Mandovi Motors Pvt. Ltd, Mangalore**" prepared by me under the guidance of **Prof. Shiny Joseph**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Parshwanath Nerenki**, Chief General Manager, Mandovi Motors Pvt Ltd, Mangalore.

I also declare that this Internship 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 Ten 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: 15-May-2017



Signature of the student

## ACKNOWLEDGEMENT

Completion of 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.

Firstly I thank almighty God for showering his blessing and keeping me in good health throughout the tenure of the project.

I am extremely grateful to my research guide Prof. Shiny Joseph, Asst. Professor, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to **Mr. Nerenki Parshwanath**, Chief General Manager, Mandovi motors Private Limited, for granting permission and providing requisite information regarding the project.

I am thankful to Mr. Suraj Sapalya, Human Resource Manager, Mandovi motors Private Limited, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P 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 there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Mahendra**

**4AL15MBA34**

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## EXECUTIVE SUMMARY

A project report titled "A study on Service quality of Maruti Suzuki with special reference to Mandovi Motors Private limited, Mangalore". Mandovi motors private limited is one of the leading authorized dealers of Maruti Suzuki. Its operations spread all over Karnataka including Showrooms, Service centers, True values (for second hand sales). In automobile industry **service quality** plays vital role, customers select best showrooms to buy their vehicles who offer best services.

This study is based on the Service quality, the main aim of the study is to identify the service quality by using five dimensions of SERVQUAL and to identify the customer satisfaction towards the quality of service provide by the Mandovi.

A sample of 220 respondents was selected randomly to obtain first hand back and a questionnaire was prepared. Apart from this, company's records with respect servicing data relevant documents were used as secondary data. Appropriate, but simple analytical method like bar chart is used to analyze the data collected.

The findings shows that Mandovi motors provide best service experience to their customers by using five dimension of service quality. The majority of the respondents are highly satisfied with the service quality of Mandovi motors.