

Internship Report on
A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SUNDARAM
FINANCE AT SHIVAMOGGA”

Submitted By

Mr. Manjunath G R

4AL15MBA36

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. Reema Agnes Frank

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Athmanand

Sundaram Finance

Shivamogga



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SUNDARAM FINANCE

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SUNDARAM FINANCE LT.

First Floor, Shrija Arcade
First Parallel Road, Jayanagar,
BHALMOGA-577 203.

28th March, 2017

TO WHOM IT MAY CONCERN:

This is to certificate that Mr Manjunath G.R. a student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MOODIBIDRI MANGALORE Bearing UIN No. 44115MBA36 had carried out a project work title "A STUDY ON CUSTOMER SATISFACTION" at our organization for a period of 2 month from 1st January 2017 to 31st march 2017

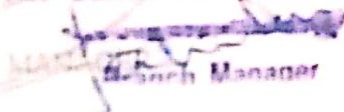
During above period, we found him sincere and have shown lot of interest acquiring and compiling information. Further we observed that he has used the experience gained at our Organization in completing his project work.

We wish him the very best in all his future endeavour

Thanking you .

With Regards,

For SUNDARAM FINANCE LTD
For Sundaram Finance Ltd.,


Manjunath G.R.
Branch Manager

Sundaram Finance Limited

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Date: 15-MAY-2017

CERTIFICATE

This is to certify that **MR. Manjunath G R** bearing **USN 4AL15MBA36**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum. Internship report on "**A Study on Customer satisfaction towards Sundaram Finance**" is prepared by him under the guidance of **Prof. Reema Agnes Frank**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Reema Agnes Frank

Signature of Internal Guide

Prof. P. Ramakrishna Chadaga

Signature of HOD

Dr. Peter Fernandes

Signature of Principal

DECLARATION

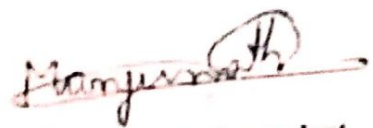
I, **Manjunath G R.** hereby declare that the Internship report entitled "**Customer satisfaction**" with reference to "**SUNDARAM FINANCE, Shivamogga**" prepared by me under the guidance of **Prof. Reema Agnes Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Athmanand, Sundaram Finance**.

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

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.

Here by 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 internal guide **Prof. Reema Agnes Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Athmanand**, Sundaram Finance, 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 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.

Mr. Manjunath G R

USN: 4AL15MBA36

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EXECUTIVE SUMMARY

A project report titled "A Study on customer satisfaction towards Sundaram Finance Limited". The research is conducted to get a clear view about the comprehend the customer's fulfilment about managing an account administrations and items. This review will help banks to see, how a purchaser chooses, sorts out and deciphers the Quality of administration and item offered by banks. The main aim of this study is to understand the major attributes of customer satisfaction and decide the fundamental variables impacting the level of consumer loyalty in Sundaram Finance to provide a valuable suggestion to the company based on the study to improve the services of Sundaram Finance

A questionnaire was prepared to get accurate information. It was distributed to 150 customers of the Sundaram Finance. The primary data collected with the help of questionnaire and interview. Secondary data was collected through the company brochures, magazines, website and journals.