

RBG

**Internship Report on**  
**"A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL**  
**TOWARDS VRL PASSENGER TRAVEL IN HUBBALLI"**

By

**Mr. GANGAPPA HADAKAR**

**4AL15MBA20**

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**

Assistant Professor

Department of MBA

AIET, Mijar.

**EXTERNAL GUIDE:**

**S.G. PATIL**

Vice president (HRD)

VRL logistics Pvt LTD

Hubballi



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**





Regd. & Admn. Office :  
Bengaluru Road Varur  
HUBBALLI - 581 207 Karnataka State  
Phone : 0836 2237613  
Facsimile : 0836 2237614  
e-mail : varurho@vrllogistics.com

2<sup>ND</sup> MARCH 2017

### CERTIFICATE

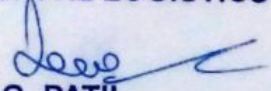
This is to Certify that Mr.Gangappa Hadakar, M.B.A. IV Semester student of "Alva's Institute of Engineering and Technology, Department of MBA, Shobhavana Campus, Mijar, Moodbidri" has successfully completed the Internship Project on "A Study of Customer Preference and Satisfaction Level towards VRL passenger Travel in Hubballi" in our Organisation for the period from 02.01.2017 to 02.03.2017.

During the period of Project Work he bears a good moral character.

We wish all the best in his future life.

Thanking you,

Yours faithfully,  
For VRL LOGISTICS LTD.,

  
**S.G. PATIL**  
**VICE PRESIDENT (HRD)**

---

Corporate Office : Giriraj Annexe Circuit House Road HUBBALLI - 580 029 Karnataka  
Phone : 0836 2237511 Fax : 0836 2256612 e-mail : headoffice@vrllogistics.com  
Customer Care : HUBBALLI ☎ 0836 - 2307800 e-mail : customercare@vrllogistics.com  
Website : www.vrllogistics.com CIN : L60210KA1983PLC005247

---



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


A Unit of Alva's Education Foundation (P)  
( 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: principal@alvet08@gmail.com, Web: www.alvet.org.in


Date: 15-May-2017


### Certificate

This is to certify that **Mr. Gangappa Hadakar** bearing **USN 4AL15MBA20** 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 customer preference and satisfaction level towards VRL passenger travel**" with reference to "**VRL Logistics Ltd, Hubballi**" 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



## 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. Shiny Joseph**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. S.G. PATIL (vice president (HRD) VRL logistics Ltd**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. 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.

(**Mr. GANGAPPA HADAKAR**)

**USN: 4AL15MBA20**

## TABLE OF CONTENTS

Chapter No	Content	Page No
	<b>Executive Summary</b>	
01	Introduction	1-5
02	Industry and Company profile	6-18
03	Theoretical study of the study	19-21
04	Data Analysis and interpretation	22-52
05	Summary of Findings, suggestions and Conclusions	53-56
	<b>Bibliography</b>	57
	<b>Annexure</b>	58-62

### **Executive summary**

In this research I have survey on customer preference and satisfaction level towards VRL passengers travel. During this research I have interacted with many passengers of "Hubballi". After this research I came to know how passengers are satisfied with variables like price, quality, advertisement, satisfaction, punctuality, cleanliness, service etc. I also came to know which particular traveller is most preferred by passengers of different age groups. In this research I have surveyed that how frequently and how long they been using VRL service.

Objectives of the research is to know about the customer preference level and customer satisfaction level associated with the VRL passenger travel, to increase customer satisfaction and recapture the market share by fulfilling the customer needs. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of satisfaction and preference by the passengers. The data had been used to cover various aspects like customer's preference and customer's satisfaction regarding VRL passenger travel.