

Internship Report on
“A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING
PERCEPTUAL MAPPING TECHNIQUE”

By

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4AL15MBA27



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

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Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

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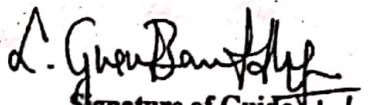
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Date: 15-May-2017

CERTIFICATE

This is to certify that Mr. KARTHIK MB bearing USN 4AL15MBA27, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on "A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING PERCEPTUAL MAPPING TECHNIQUE" is prepared by him under the guidance of Dr. Guru Basava Aradhya S, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Guide
15/5/17
Dr. Guru Basava Aradhya S


Signature of HOD
Prof. P Ramakrishna
Chadaga


Signature of Principal
Dr. Peter Fernandez

DECLARATION

I, **KARTHIK MB**, hereby declare that the Internship report entitled "A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING PERCEPTUAL MAPPING TECHNIQUE" with reference to "Mysuru" prepared by me under the guidance of **Dr. Guru Basava Aradhya S**, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

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

Karthik . m.B
Signature of the student
USN: (4AL15MBA27)

ACKNOWLEDGEMENT

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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.

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(Mr. KARTHIK MB)

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TABLE OF CONTENTS

Chapter No	Content	Page No
	Executive Summary	
01	Introduction	
	1.1 Introduction about the Internship	
	1.2 Definition of Perceptual Map Study.	
	1.3 Title of the Proposed Internship Study	
	1.4 Objectives	
	1.5 Review of Literature	
	1.6 Scope of the Study	
	1.7 Research Methodology Adopted	
	1.7.1 Sampling Techniques	
	1.8 Limitations of the Study	
02	Industry Profile	
	2.1 Insurance in India	
	2.2 Life Insurance	
	2.3 Health Insurance	
	2.4 Vehicle Insurance	
	2.5 Home Insurance	
	2.6 SWOT Analysis	
03	Theoretical Frame Work	
	3.1.1 Concept of Perceptual Mapping	
	3.2 Insurance and its Principles	
04	Data Analysis and interpretation	
05	Summary of Findings, suggestions and Conclusions	
	5.1 Findings	
	5.2 Suggestion	
	5.3 Conclusion	
	Reference	
	Annexure	

Executive summary

Insurance is mainly towards to cover the unseen and feature circumstance by taken up Insurance policy the impact of risk is either fully compensated or partially transfer. The main revenue for any Insurance company is the premium paid by the customer the probability of the risk which can be accrued is the feature. The study was conducted on all the insurance companies in Mysuru district to know performance of the companies is report also strategies about the perception of consumer towards the insurance sector. It is found that customer mainly buy the insurance policy due to the marketing strategies by them.

Price is one of strategies used by the companies to placed various insurance products among the pricing strategies adopted by the companies of their do not tend to reed and understand the rules and regulation of the Insurance policies. Their four customers at times endue choosing though Insurance policies which are in concentric whether objective buying Insurance.