

12/07/17

**Internship Report on**  
**"A STUDY ON DEALERS PREFERENCE TOWARDS MYSORE POLYMER**  
**ANDRUBBER PRODUCTS LTD (MYPOL) TUBES"**

Submitted By  
**Mr. Dhananjaya NC**  
**4AL15MBA18**



Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**  
*In partial fulfillment 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**

**M. Nagabhushana**  
AGM-Marketing  
\*ksp  
Mysore



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



Date: 05.03.2017

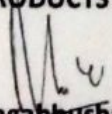
**CERTIFICATE**

This is to certify that Mr Dhananjaya N C (USN 4AL15MBA18), MBA student from Alvas Institute of Engineering & Technology, Mijar, Moodbidre has completed his project report on "A STUDY ON DEALER PREFERENCE TOWARDS MYPOL TUBES" in our organization from 2<sup>nd</sup> January to 2<sup>nd</sup> March 2017 at our organization, for the partial fulfillment of MBA course.

He was found to be sincere to the work assigned and prompt in his assignments.

We wish him all the success in his future endeavors.

For MYSORE POLYMERS & RUBBER  
PRODUCTS LTD.

  
M. Nagabhushana  
AGM – Marketing  
\*Ksp





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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Date: 15-May-2017


### Certificate

This is to certify that **Mr. Dhananjaya NC** bearing USN 4AL15MBA18 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A study on Dealer Preference towards Mysore Plymer and Rubber product Ltd (MYPOL) Tubes Mysore" 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 Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Mrs. Shiny Joseph.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, Dhananjaya NC, hereby declare that the Intrenship report entitled "A study on dealer preference with reference to Mysore polymer and rubber product Ltd (MYPOL) Tubes Mysore" with reference to "Mysore polymer and rubber product Ltd Mysore" prepared by me under the guidance of Prof. Shiny Joseph, faculty of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by M. Nagabhushana MYPOL Mysore.

I also declare that this Intrenship 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: 22/05/2017

Dhananjaya N.C  
Signature of the student



## ACKNOWLEDGEMENT

This project is a golden opportunity for learning and self-development. I consider myself lucky and honored to have so many wonderful people lead me through in completion of this project.

I am deeply indebted to **M. Nagabhushana marketing manager, Mysore polymer and rubber Products limited Mysore**, for granting permission and providing requisite information regarding the project.

I acknowledge my fullest gratitude to my internal guide **Prof. Shiny Joseph**, Department of Business Administration, for her regular supervision and valuable suggestions.

I would like to thank 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.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. 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. Dhananjaya N C**)

**USN: 4AL15MBA 18**

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## EXECUTIVE SUMMARY

The corporate exposure and learning is a pathway to get an insight into the corporate world. The plant training acts as a bridge between the theory and the practicality. It has given us an excellent chance to get abreast with the working practical situations in a company which otherwise would have been just an imagination in our minds about the company scenario, sitting inside the four walls of the classroom.

In a broader sense, in plant training provides us the knowledge of correlating the theoretical aspects to the working of an organization. The project report includes the industry profile and company profile, which gives an insight into the company, its origin and its growth, its policies etc, the industry into which the company is operating and the present scenario of the industry as a whole. The company's profile is also explained the shared values, structure, system, style, staff, skills and strategy of the company. The report also includes a swot analysis of the company is done.

The objective of the study is to find out the behaviour and preference towards MYPOL tubes in Mysore, The survey is done for the dealers of the company. The number of sample selected was 100 dealers out of 250 dealers. From the analysis and findings we came to know that dealers were satisfied with the facility provided by the company, majority of the dealers feel that they are satisfied with good quality and product of tubes from the organisation.