



Internship Report on

**"A STUDY OF EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER
WITH SPECIAL REFERENCE TO HARSHA RETAIL SHOP"**

By

SHARATH

USN: 4LV15MBA24

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

Prof. Reema Agnes Frank

Assistant Professor

Dept of Business Administration

AIET, Mijar

EXTERNAL GUIDE

Mr. Vijaykar

Manager

Harsha retail store

Brahmavar



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02.05.2017

Corporate Office:
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sharath** bearing Registration No **4LV15MBA24** Final Year MBA student of Alvas Institute Of Engineering and Technology, has done his Project on **"Effectiveness Of Advertisement With Special Reference to Harsha"** from 28.12.2016 to 09.03.2017.

During the Internship he was taking keen interest in learning those subjects connected to his studies. He was found hard working and sincere.

We wish him every success.

For **PRAKASH RETAIL PVT.LTD,**


B.N. AMIN
GENERAL MANAGER HR





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is certified that Mr. SHARATH bearing USN 4LV15MDA24 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 of Effectiveness of Advertisement on Consumer with special Reference to Harsha Retail Shop is prepared by him under the guidance of Prof. Reema Agnes Frank, 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.


Prof. Reema Agnes Frank
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

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DECLARATION

I, Sharath, hereby declare that the Internship report entitled "A Study of Effectiveness of Advertisement on Consumer" with reference to "Harsha retail shop Brahmavara" 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. Vijaykar, Manager, Harsha Retail Shop.

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:
student


Signature of the

ACKNOWLEDGEMENT

I, Sharath, II year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri, wish to express my gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Master of Business Administration.

I'm extremely thankful to Mr. Vijaykar, Manager, HARSHA Retail Store, Brahmavar, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide Prof. Reema Frank, faculty, MBA Department, for his valuable advice and guidance rendered to me complete this project successfully.

I am deeply thankful to Prof. Ramakrishna Chadaga, Dean, Department of Business Administration for his constant involvement and support during the project.

It gives immense pleasure to be thankful to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, for giving an opportunity to complete the project work.

I am also thankful to the faculty members, teaching and non-teaching staff of the Department of MBA, Alva's Institute of Engineering and Technology, Mijar, Moodbidri, for their co-operation extended during my project work.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

SHARATH

(4LV15MBA24)

EXECUTIVE SUMMARY

Advertising is the only element of the promotion mix, but it often considered well-known in the total marketing. Promotion is often projected to be a supporting section in marketing. Promotion decision must be integrated and matched with the rest of the marketing. The study on "Effectiveness of advertisement on consumer at Harsha retail shop, Brahmavara" was done with the help of questionnaire techniques. The study revealed that majority of the respondents rated as attractive towards the product presentation. It is clear way show casing the product will attract the customers.