

Internship Report on
“A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER
SATISFACTION, PANTALOONS FASHION AND RETAIL LIMITED,
MANGALORE”

Submitted By
Ms. Supriya Suvarna
4LV15MBA48
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

Reema Agnes Frank
Asst Professor
Department of MBA
AIET, Mijar.

EXTERNAL GUIDE

Mr. Suresh Devadiga
Marketing Manager
Pantaloon Fashion & Retail Ltd
Mangalore



Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri, D.K

2015-2017



DATE: 10- April-2017

This is to certify that Miss Supriya Suvarna (Reg. 4LV15MBA48) pursuing her MBA at Alva's Institute Of Engendering & Technology, Moodbidri has done her internship training at "PANTALOONS CITY CENTRE MALL" Mangalore During the period from 02/01/2017 to 31/03/2017. She has done project "Study on Service Quality & Its Impact to Customer Satisfaction in Pantaloons."

During this project period, we found her sincere and hard working

We wish her all the best for future endeavour.

Thanks & Regards,

Suresh Devadiga

Cluster Marketing-Rest Of Karnataka

Aditya Birla Fashion & Retail Ltd.

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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Date: 15-MAY-2017

Certificate

This is to certify that Miss. Supriya Suvarana bearing USN 4LV15MBA48 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 Service Quality and its Impact on Customer Satisfaction in Pantaloon Fashion and Retail Limited" is prepared by her 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

DECLARATION

I, Supriya Suvarna, hereby declare that the Internship report entitled "A Study on Service Quality and its Impact on Customer Satisfaction" with reference to "Pantaloons Fashion and Retail Limited, Mangalore" 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. Suresh Devadiga, Marketing Manager, Pantaloons Fashion and Retail Limited, Mangalore.

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: 16/05/2017

Signature of the student

ACKNOWLEDGEMENT

Completion of 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.

Firstly I thank almighty God for showering his blessing and keeping me in good health throughout the tenure of the project.

I am extremely grateful to my research guide Prof. Reema Agnes Frank, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to Mr. Suresh Devadiga, Marketing Manager, Pantaloons Fashion & Retail Limited, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal Dr. Peter Fernandes for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to Mr. 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.

(Supriya Suvarna)

USN: 4LV15MBA48

EXECUTIVE SUMMARY

A project report titled "A Study on Service Quality and its Impact on Customer Satisfaction Pantaloons Fashion & Retail Limited, Mangalore." This study main purpose is to know customer expectation and reality in Pantaloons. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's records are used as a source of secondary data. This study used the simple analytical methods like bar charts, pie charts, etc., are used to analyse the data collected.

From the study it was found that services are provided by the Pantaloons are effectively satisfied their customers. In this study methods were used that service quality dimensions are Reliability, Responsiveness, Assurance, Empathy, Tangibles based on these dimensions questionnaires are prepared. In the analyse it is found that customers well satisfied by the products and services of the Pantaloons.

CHAPTER I

INTRODUCTION