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**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS
AND SERVICE OFFERED BY RELIANCE COMMUNICATIONS**

By

VARUN BHANDARY

USN: 4LV15MBA34



Under the guidance of

INTERNAL GUIDE

Prof. Johnson Fernandes

Assistant Professor

Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

Mr. Purushotham M P

Group Account Manager

Global Enterprise Business

Reliance Communications

Limited, Bangalore



2016-2017

Department of MBA

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Date: 03/03/2017

TO WHOM IT MAY CONCERN

This is to certify that Mr. Varun Bhandary (USN 4LV15MBA34), MBA student from Alva's Institute of Engineering & Technology, Moodbidri was associated with us for a project training in our Sales & Marketing Department from 3rd January 2017 to 3rd March 2017.

The Topic of Study was: A Study on Customer Satisfaction towards the products and services offered by Reliance Communications Limited.

During the course of this project, we have found him to be focused and involved in the project activities that he has taken up.

Thanking you,

For Reliance Communications Limited

Rajneesh Roy
Head – HR
Karnataka



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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15-05-2017

Certificate

This is certified that **Mr. Varun Bhandary** bearing **USN 4LV15MBA34** 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 satisfaction towards the products & services offered by Reliance Communications is prepared by him under the guidance of **Prof. Johnson Fernandes**, 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.

Prof. Johnson Fernandes
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Varun bhandary, hereby confirm that the report entitled, " A Study on Customer Satisfaction towards the products and services offered by Reliance Communications" prepared by me under the guidance of Mr. Johnson Fernandes, Faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar and External Guide Mr. Purushotham, M P, Group Account Manager, Reliance Communications, Bangalore

I also declare that this internship 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 ten weeks further declare that this project is base on the original study undertaken by me and has not been submitted for the award of any degree/diploma of VTU or any other university /institution

Place: Mijar

Date : 15-05-2017

Varun Bhandary
Signature of the student

ACKNOWLEDGEMENT

I, Varun Bhandary, 2nd year MBA student of Alvas's Institute of Engineering and Technology, Mijar, Moodbidre, 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 fulfillment of Master of Business Administration.

I'm extremely thankful to Mr. Purushotham M P Group Account Manager Reliance Communications Bangalore for guiding me and for extending full support at all stages of this project

I express my heartfelt gratitude to my guide Mr Johnson Fernandes, Faculty, MBA Department, for his valuable advice and guidance rendered to me to complete this project successfully

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

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

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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.

VARUN BHANDARY

(4LV15MBA34)

EXECUTIVE SUMMERY

A project report titled "A Study on Customer Satisfaction towards the Products and Services offered by Reliance Communications" Bangalore

In order to be successful in the market it is not sufficient to attract new customers, managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. In Tele Communications industry customer satisfaction is largely depends upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty.

The present study is done to find out the customer expectation and satisfaction level towards the services offered by Reliance Communications. A sample survey of 200 respondents as been taken to find out the expectation and satisfaction level of the customers of Reliance Communications in Bangalore city

INTRODUCTION