

Internship Report on
**A STUDY ON POSITIONING THE SERVICES OF RELIANCE COMMUNICATIONS
TO VARIOUS CORPORATE CLIENTS (B2B) IN BENGALURU**

Submitted By

VASANTHA

USN: 4LV15MBA35

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

Dr. NAGENDRA .S

Associate Professor

Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

SHASHI KANT

Senior manager

Global enterprise business

Reliance Communications Ltd

BANGALORE



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

RELIANCE

Reliance Communications Limited

No. 72, 3rd Cross Road
Postidency Road Cross,
Aditya Nagar, Whitefield Town
Near Bhal Postidency Hotel
Bengaluru 560025.

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www.rcom.co.in

Date: 03/03/2017

TO WHOM IT MAY CONCERN


This is to certify that Mr. Vasantha (USN 4LV15MBA35), 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 positioning the services of Reliance Communications Limited to various Corporate Clients (B2B) in Bengaluru.

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

Registered Address :

Reliance Communications Limited, H. Block, 1st Floor, Dnyanesh Ambani Knowledge City, Near Mumbai - 400 710

CIN : L45208MH2004PLC147631



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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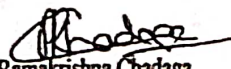
CERTIFICATE

This is to certify that Mr.Vasantha bearing USN 4LV15MBA35 is the 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.


The Internship report on "A Study on Positioning the Services of Reliance Communications Limited to various Corporate Clients (B2B) in Bengaluru" is prepared by him under the guidance of Dr .Nagendra .S, Associate Professor, Department MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Dr. Nagendra.S

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

I, Vasantha, hereby declare that the Internship report entitled "A STUDY ON POSITIONING THE SERVICES OF RELIANCE COMMUNICATIONS TO VARIOUS CORPORATE CLIENTS (B2B) In Bengaluru" prepared by me under the guidance of Dr.Nagendra.S, Associate professor of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Shashi Kant, Senior manager, Reliance Communications Ltd, Bangalore

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

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.

I am hearty grateful to my research guide **Dr.Nagendra.S** , Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions.

I am thankful to **Mr. Shashi Kant**, Senior manager, Global enterprise business, Reliance communications Limited, Bengaluru 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.

(Vasanth)

USN: 4LV15MBA35

EXECUTIVE SUMMARY

A project report titled A Study on positioning the services of Reliance Communications limited to various corporate clients (B2B) in Bengaluru, Reliance Communications Limited, Bangalore. This study main purpose is to know positioning of reliance communications products and also their competitors product positioning strategies. 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 are used to analyse the data collected. From the study it was found that few newly start up companies are give more importance to price .If we able to provide good service with reasonable price than definitely it creates long term relationship with RCOM company .Also also helpful to grow RCOM business. From the findings of the study the researchers were able to suggest that most of the companies in remote area ready to take our product but problem are reach to remote location. So if we improve or develop the network definitely RCOM sales will increase.

INTRODUCTION