

A Project Report on
**“A STUDY ON DIGITAL MARKETING TRENDS WITH REFERENCE TO MODUS
INFORMATION SYSTEMS PVT LTD”**

BY

Mr. DILIP KUMAR J

USN: 4AL17MBA12

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. Johnson Fernandes

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mr. Mohan Kumar K L

Chief Executive Officer

Modus Information Systems Pvt Ltd

Bangalore



Department of Business Administration

Alva's Institute of Engineering and Technology

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May 2019



Information Systems Pvt. Ltd.

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Ref no: MODUS-PER/212/18-19

Date: 21st Feb 2019

Place: Bangalore

TO WHOM SO EVER IT MAY CONCERN

This is to Certify that **Mr. DILIP KUMAR J** bearing **USN: 4AL17MBA12** an MBA student of **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**, Shobhavana campus, Mijar, Moodbidri had done an Internship / project Report entitled "**DIGITAL MARKETING TRENDS**" during the period 5th January 2019 to 20th February 2019 in our organisation.

During this Period, he has shown positive attitude towards learning and implementing. His conduct and behaviour was found to be good.

We wish him success in all his future endeavors.

For Modus Information Systems Pvt Ltd


K L Mohan Kumar
Chief Executive Officer





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is to certify that **Mr. DILIP KUMAR J** bearing **USN 4AL17MBA12** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “**A STUDY ON DIGITAL MARKETING TRENDS WITH REFERENCE TO MODUS INFORMATION SYSTEMS PVT LTD, BANGALORE**” is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
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EXECUTIVE SUMMARY

This project is based on the study on “Digital Marketing Trends with reference to Modus Information Systems Pvt Ltd, Bangalore”. This study very much helpful to the researcher to know the Digital Marketing of the firm. Here the objectives of the study included; to understand the current existing practice of Digital Marketing towards Modus Bangalore. To study the significance of Clients Satisfaction at Modus. To study the needs of the clients at Modus information systems Pvt ltd. To find the effectiveness of Clients satisfaction followed by Modus Information Systems Pvt Ltd, Bangalore.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, objectives of the study, need for the study, scope of the study, methodology adopted, literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitors information, future growth and prospects of the company.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on “Digital Marketing Trends”. The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on process of banks digital marketing activities using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.