

**“A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO INDIAN
GINGER WASHING POINT”**

Submitted by

LOHITH KUMAR H K

USN: 4AL18MBA36

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

Mrs. Maithri

Senior Lecturer

Department of MBA

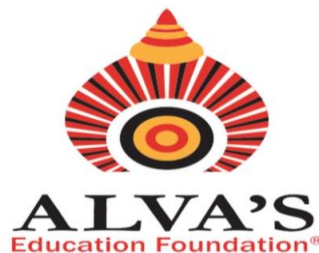
AIET, Mijar

EXTERNAL GUIDE

Mr. Keshavamurthy

Assistant Manager

**Indian Ginger Washing Point,
Belur**



**POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Batch- 2018-2020**

INDIAN GINGER WASHING PVT LTD

RAYAPURA, HASSAN ROAD

BELUR - 573115, HASSAN Dist.,

15th February 2020

To whomsoever it may concern

This is to certify that **Lohith kumar H K**, a student of **Alva's Institute of Engineering and Technology** pursuing his **MBA Regular Batch 2018-2020**, has successfully completed his internship for the period from **01-01-2020 to 15-05-2020**.

The project was undertaken by him in **Indian Ginger Washing Pvt. Ltd.** Titled "**Financial Performance of Indian Ginger Washing**" during his internship period he was found to be hardworking & punctual towards his work.

His internship with us was very fruitful and we wish him all the best in his future endeavors.

FOR INDIAN GINGER WASHING PVT. LTD.

D.M. Keshava
Indian Ginger Washing Point
Authorized Signatory
BELUR - 573115, Hassan Dist.



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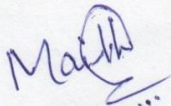
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24 June 2020

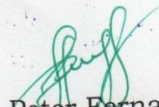
CERTIFICATE

This is to certify that **LOHITH KUMAR** bearing USN **4AL18MBA36**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO INDIAN GINGER WASHING POINT**" is prepared by him under the guidance of Mrs. Maithri, Senior Lecture, PG 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.


Mrs. Maithri
Signature of Internal Guide

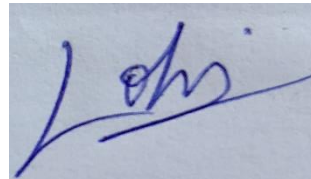

Dr. Claret Mendonca
Signature of HOD

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Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, **LOHITH KUMAR H K**, hereby declare that the Project report entitled “**A STUDY OF FINANCIAL PERFORMANCE**” with reference to “**INDIAN GINGER WASHING POINT, BELUR**” prepared by me under the guidance of **Mrs. Maithri**, Senior Lecturer, faculty of MBA Department, Alva’s Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by **Mr Keshavamurthy**, Manager, India Ginger Washing Point, Belur. I also declare that this project 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 undertaken a summer project for a period of Six 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

Signature of the student

Date: 01-07-2020

ACKNOWLEDGEMENT

I, **LOHITH KUMAR H K**, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my guide **Mrs. Maithri**, Senior Lecturer, MBA Department, Alva's Institute of Engineering and Technology, for her ideal guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to **Mr. Keshavamurthy**, Manager, Indian Ginger Washing Point, Belur for showing me immense support with valuable guidance and helped me in getting the information.

I am grateful to the staff of Indian Ginger Washing Point, Belur for providing me the useful information with the co-operation during the period of study.

I am extremely thankful to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology for providing me a chance to carry up this project.

I also express my sincere gratitude to **Dr. Claret Mendonca**, Head of Department, MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I thank everyone who helped me directly or indirectly in completing my project. Last but not the least I would like to thank my parents and friends for their continuous encouragement for my work.

Thank you,

LOHITH KUMAR H K
4AL18MBA36

TABLE OF CONTENTS

Chapter	Topics	Page No
1	Introduction	01 - 08
2	Conceptual Background and Literature Review	09 - 21
3	Research Design	22 - 25
4	Data Analysis and Interpretation	25 - 44
5	Findings, Suggestions and Conclusion	45
	Bibliography	45

EXECUTIVE SUMMARY

This project titled “A Study of Financial Performance with reference to Indian Ginger Washing Point, Belur” is submitted in partial fulfilment of the requirement for the award of master of business administration. The project is concerned with the financial performance tools and techniques in India Ginger Washing Point, Belur.

Financial analysis is the process of valuation of the relationship between components segment of a monetary statement to obtain a greater understanding of firm's monetary position and performance of the company. In such way the core objective of financial statement analysis into collecting and evaluating the data contained in financial statement to judge the financial reliability, viability and credit worthiness of a firm. The financial statements are been studied by financial specialist with various tools before remarking about financial healthiness and weakness of the company.

The explanation of the analysis of statement of finance is necessary to uncover the mystery behind the numbers in financial statement. Financial statement analysis is the process of detecting the flaw and muscles of the company by forming relationships between the items of balance sheet and profit and loss account. The strategies that to be made in the future should be based on firms financial Activeness and weakness. Information would be gathered through records that is been kept in finance department, and techniques are used like Trend analysis and comparative statement and ratio analysis.

**PROJECT REPORT ON
A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE
TO YAZAKI INDIA PRIVATE LIMITED**

Submitted by

MADHURA MANJUNATHA SHETTY

USN:4AL18MBA38

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Guruprasad Pai B

Assistant Professor

Department of MBA

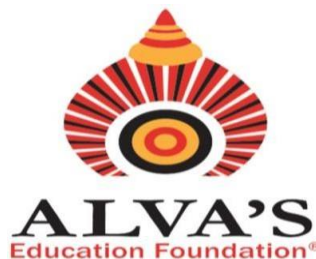
A.I.E.T Mijar

EXTERNAL GUIDE

Mrs. Sarita Shetty

HR Manager

Yazaki India Pvt Ltd



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI

JUNE 2020

CERTIFICATE OF COMPANY



YAZAKI INDIA PRIVATE LIMITED

Formerly Known as-Yazaki India Limited
CIN: U34300PN1997PLC015436

Plant Office:

Plot No. 's' 314 (P), to 319 (P),
Bommasandra - Jigani Link Road,
Industrial Area, Jigani Post,
Bengaluru South, Bengaluru - 560 105
Ph : +91 80 27825329/328
http : //www.yazaki-group.com

Date: 15 February, 2020

TO WHOSOEVER IT MAY CONCERN

This is to certify that **Ms. Madhura Manjunatha Shetty** (4AL18MBA38) student of Alva's Institute of Engineering and Technology, Mangalore has completed her Internship training and project report on "A study on customer satisfaction at Yazaki India Private Limited" during the period of 01 January 2020 to 15 February 2020.

During her tenure she was quite enthusiastic & shown keen interest in understanding organizational functions and the completing the tasks assigned to her.

We wish her all the best in her future assignments.

Thanks & Regards,

For Yazaki India Private Limited

Harish Shetty

Plant Manager & HR

Registered Office: Gat No. 93, Survey No. 146, High Cliff Industrial Estate, Waghodi, Rahi Road,
Keshavnagar, Pune - 412 207 Maharashtra, India. Tel : +91 20 66315000



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020


CERTIFICATE

This is to certify that MADHURA MANJUNATHA SHETTY bearing USN 4AL18MBA38, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON CONSUMER SATISFACTION AT YAZAKI INDIA PVT LTD" is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, **MADHURA MANJUNATHA SHETTY** Reg. No.(4AL18MBA38), I hereby declare that the project report on “Study on **CUSTOMER SATISFACTION WITH REFERENCE TO YAZAKI INDIA PVT LTD BENGALURU**” is Prepared by me under the guidance of Mr. Guruprasad Pai B, Assistant Professor of MBA Department, at Alva’s Institute of Engineering and Technology Mijar, Moodbidri. I also declare that this summer project work is towards partial fulfillment of the university regulation for the **MASTER OF BUSINESS ADMINISTRATION**.

I have undergone summer project in an organization for a period of one and half month. I further declare that these reports are based on the original study undertaken by me and has not been submitted for award of any degree from any other university/ Institution.

A handwritten signature in blue ink, appearing to read 'Shetty', is centered within a rectangular box.

Date: 21 June 2020

MADHURA SHETTY

Place: BANGALORE

MBA

ACKNOWLEDGEMENT

At the outset, I would like to take this opportunity to acknowledge the support and cooperation of all those who enabled successful completion of this major concurrent project.

I would like to extend my sincere gratitude to *Mrs. Sarita Shetty HR Manager Yazaki India Pvt Ltd Bengaluru* and their them under whose guidance I undertook this project and completely successfully.

I have immense pleasure in expressing my deepest gratitude to our honorable HR Manager *Mrs. Sarita Shetty* for this guidance, which goes a long way to set my future career.

I extend my thanks to my *Mr. Guruprasad Pai B* and other faculty members of our institute for extending valuable advice and support during the project period.

And also, I would like to thank *Mr. Guruprasad Pai B* Assistant Professor and internal guide for giving direction and valuable suggestion while doing this project work.

Last but not the least there were so many who shared valuable information that helped in successful completion of this project all of whom me also wish to thank.

MADHURA SHETTY

TABLE OF CONTENT

Chapter 1: Introduction	1-11
Chapter 2: Conceptual Background and Literature review	12-15
Chapter 3: Research Design	15-18
Chapter 4: Data Analysis and Interpretations	19-38
Chapter 5: Findings, Suggestions and Conclusions	39-41
Bibliography	42-42
Annexure	42-46

LIST OF TABLES:

TABLE.NO	TITLE	PAGE NO
Table-4.1	How frequently do you purchase from Yazaki India Pvt Ltd?	19
Table-4.2	The products of Yazaki India Pvt Ltd are available for at reasonable price.	20
Table-4.3	Yazaki India Pvt Ltd Bangalore Provides high quality products	21
Table-4.4	We get high scope of assortment of items to choose while buying from Yazaki India Pvt Ltd.	22
Table-4.5	Yazaki India Pvt Ltd conveys the item on opportune time	23
Table-4.6	Packing of Yazaki India Pvt Ltd is sufficient	24
Table-4.7	The packing provides detailed information about the product	25
Table-4.8	It is a convenient to place an order with Yazaki India Pvt Ltd	26
Table-4.9	The discounts or offers given by Yazaki India Pvt Ltd is satisfactory	27
Table-4.10	Would you recommend our products to others?	28
Table-4.11	How likely are you to utilize or buy the items once more?	29
Table-4.12	How likely are you to keep getting along business with us?	30
Table-4.13	How frequently did you need to contact the administrative center before the issue was remedied?	31
Table-4.14	How satisfied you are with product	32

Table-4.15	How would you rate your overall satisfaction towards Yazaki India Pvt Ltd.?	33
Table-4.16	Tick the mode of transportation used by the organization	34
Table-4.17	Does your organization have an owned/ hired transportation system?	35
Table-4.18	How do you measure success?	36
Table-4.19	What improved you most about the product/ service	37

LIST OF CHARTS:

CHART.NO	TITLE	PAGE NO
4.1	How frequently do you purchase from Yazaki India Pvt Ltd?	20
4.2	The products of Yazaki India Pvt Ltd are available for at reasonable price.	21
4.3	Yazaki India Pvt Ltd Bangalore Provides high quality products	22
4.4	We get high scope of assortment of items to choose while buying from Yazaki India Pvt Ltd.	23
4.5	Yazaki India Pvt ltd conveys the item on opportune time	24
4.6	Packing of Yazaki India Pvt Ltd is sufficient	25
4.7	The packing provides detailed information about the product	26
4.8	It is a convenient to place an order with Yazaki India Pvt Ltd	27
4.9	The discounts or offers given by Yazaki India Pvt Ltd is satisfactory	28
4.10	Would you recommend our products to others?	29
4.11	How likely are you to utilize or buy the items once more?	30
4.12	How likely are you to keep getting along business with us?	31
4.13	How frequently did you need to contact the administrative center before the issue was remedied?	32

4.14	How satisfied you are with product	33
4.15	How would you rate your overall satisfaction towards Yazaki India Pvt Ltd.?	34
4.16	Tick the mode of transportation used by the organization	35
4.17	Does your organization have an owned/ hired transportation system?	36
4.18	How do you measure success?	37
4.19	What improved you most about the product/ service	38

EXECUTIVE SUMMARY

Tata Yazaki Auto company Limited was incorporated in 1997 as a joint venture between Tata Auto Company System Limited and Yazaki Corporation. During the year 2013, company become 100% subsidiary of Yazaki corporation and became Yazaki India Limited. During the year 2015 the name of Yazaki India Limited was changed to Yazaki India Private Limited.

Customer satisfaction means organization fulfills a consumer needs desires and expectations. Organizations cannot fulfill all needs of the customers as some needs are met others may become more important. Customer expectation may change based on experiences. If the organization satisfying experiences may lead to increasing expectations.

Buyer fulfillment is only fulfillment with the quality to specific item or administration. Fulfillment with the cost-based proportion of an item or administration. Consumer loyalty is significant on the grounds that it expands client life time esteem it diminishes the negative word about the firm. Purchaser dependability extents of how thing and organization gave by association to meet the customer wants. The level of fulfillment gave by the products or administration an organization as estimated by the numbers and rehash clients.

There was conducted thought the questionnaire method and personal interview with the concerned personal of the clients. The findings were analyzed based on analytical tools like tables, charts. Based on the study some suggestions are made.

A PROJECT REPORT ON
“A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO
ITC PVT LTD”

Submitted By
MAHENDRA.G.M
4AL18MBA39

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

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HR Manager

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Department of Business Administration

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Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

2020



ITC Limited
INDIA TOBACCO DIVISION
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Jala Hobli
Bangalore (North) - 562 157
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Fax : 0091 - 80-28467707

Feb 14, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Mahendra G.M. of USN : 4AL18MBA39 a student of MBA Alva's Institute of Engineering & Technology , Moodbidri - 574225. He has done the project on topic of "Study on employee job satisfaction" with reference to ITC Pvt. Ltd., Bangalore from 1st January 2020 to 14th February 2020.

He has done this Study under the guidance of Mr. Paramesh Y.G. of HR Department.

He has completed this Study to the satisfaction of all concerned.

We wish him all the best in his future endeavors.

ITC LIMITED

HUMAN RESOURCES MANAGER

FMCG • HOTELS • PAPER BOARDS AND PACKAGING • AGRI BUSINESS • INFORMATION TECHNOLOGY
Reg. Office : Virginia House, 37 J.L. Nehru Road, Kolkata 700 071, India
Visit us at www.itcportal.com Corporate Identity Number : L16005WB1910PLC001985



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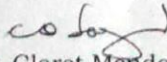
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24 June 2020

CERTIFICATE

This is to certify that, **MAHENDRA G.M.** bearing USN **4AL18MBA39**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO ITC LTD., BANGALORE**" is prepared by him under the guidance of Johnson Fernandes Assistant Professor, PG 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.


Johnson Fernandes
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dr. Peter Fernandes
Signature of Principal
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DECLARATION

I, Mahendra.G.M Reg. no 4AL18MBA39, hereby declare that the project report entitled “ A STUDY ON EMPLOYEE JOB SATISFACTION” with reference to “ ITC PVT LTD” is prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor of Department of MBA, Alva’s Institute of Engineering and Technology, Mijar and external assistance by Mr, Paramesh YG, HR manager at ITC PVT LTD, BENGALURU.

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declared that this project is based on the original study undertaken by me and has not been submitted for award of any degree/ diploma from any other university/ institution.



DATE: 04 July 2020

MAHENDRA.G.M

PLACE: Mijar

4AL18MBA39

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be incomplete without expressing the sense of gratitude towards those who made it possible, whose constant guidance and encouragement served as a beckon of light.

A special note of gratitude goes to the organization 'ITC Pvt Ltd' for providing me an opportunity to undergo the 6-week project.

I would also like to express my sincere thanks to Mr Paramesh YG, HR manager of the firm for providing me with an opportunity to do my internship in the firm and for the kind co-operation and assistance he extended to me during the course of my study.

I am gratefully indebted to my internal guide Johnson Fernandes, Assistant Professor, Dept. of MBA, AIET, for encouraging me and for his constant support throughout the course of the study and helping me completing it successfully.

I would like to express my heartfelt gratitude to thank Dr Peter Fernandes, Principal, AIET for his valuable suggestions and moral support throughout the course of my study.

I am also thankful to all the faculty members, teaching and non- teaching staff of Dept. of MBA, AIET for their co-operation extended to me during my study. I finally thank my family and friends for their constant support and guidance.

TABLE OF CONTENTS

CHAPTER NUMBER	PARTICULARS	PAGE NUMBER
1	Introduction	1
2	Industry profile and company profile	1-3
3	Theoretical background of the study	14-17
4	Data analysis and interpretation	21-40
5	Summary of findings, suggestions and Conclusions	41-42
	Bibliography	43
	Annexure	44-45

LIST OF TABLES

No	Particulars	Page No
1	PROFIT AND LOSS A/C OF ITC LTD	10
2	Balance Sheet Of Itc Ltd	11
3	Table Showing I Am Satisfied By The Training And Development Programmes Offered By Itc Pvt Ltd.	21
4	Table Showing What Is Your Opinion About The Employee Safety Measures In ITC Pvt Ltd	22
5	Table Showing I Am Satisfied By The Leave Policy Of The Organization.	23
6	Table Showing I Develop A Chance To Get Included In Decision Making Of The Organization	24
7	Table Showing I Feel Good To About Team Spirit And Work Environment.	25
8	Table Showing I Have Proper Growth And Promotion Opportunities At Itc Pvt Ltd.	26
9	Table Showing The Management Listens To My Opinions And Suggestions.	27
10	Table Showing I Am Satisfied By Fringe Benefits Given By The Organization.	28
11	Table Showing The Management Is Supportive To My Goals And Ambitions	29
12	Table Showing I Am Satisfied By The Work Facilities Provided By The Organization	30
13	Table Showing I Have A Good Working Relationship With My Co-Workers	31
14	Table Showing I Maintain A Good Relationship With My Superiors.	32

15	Table Showing I Am Satisfied By The Working Timings Of The Organization	33
16	Table Showing I Am Satisfied By The Refreshment And Recreation Facilities Provided By The Company	34
17	Table Showing The Company Offers Satisfactory Compensation Package To Its Employees Based On Their Level Of Job.	35
18	Table Showing My Manager Recognises And Acknowledges My Good Performance	36
19	Table Showing, I Feel Confident To Come Up With New And Better Ways Of Doing Things.	37
20	Table Showing, I Have Learned New Job Skills In This Position.	38
21	Table Showing I Have An Accurate Written Job Description.	39
22	Table Showing My Work Is Evaluated Based On A Fair System Of Performance Standards.	40

LIST OF GRAPHS

No	Particulars	Pg No
1	Graph Showing I Am Satisfied By The Training And Development Programmes Offered By ITC Pvt Ltd.	21
2	Graph Showing What Is Your Opinion About The Employee Safety Measures In ITC Pvt Ltd	22
3	Graph Showing I Am Satisfied By The Leave Policy Of The Organization.	23
4	Graph Showing I Develop A Chance To Get Included In Decision Making Of The Organization	24
5	Graph Showing I Feel Good To About Team Spirit And Work Environment.	25
6	Graph Showing I Have Proper Growth And Promotion Opportunities At ITC Pvt Ltd.	26
7	Graph Showing The Management Listens To My Opinions And Suggestions.	27
8	Graph Showing I Am Satisfied By Fringe Benefits Given By The Organization.	28
9	Graph Showing The Management Is Supportive To My Goals And Ambitions	29
10	Graph Showing I Am Satisfied By The Work Facilities Provided By The Organization	30
11	Graph Showing I Have A Good Working Relationship With My Co-Workers	31
12	Graph Showing I Maintain A Good Relationship With My Superiors.	32
13	Graph Showing I Am Satisfied By The Working Timings Of The Organization	33
14	Graph Showing I Am Satisfied By The Refreshment And Recreation Facilities Provided By The Company	34

15	Graph Showing The Company Offers Satisfactory Compensation Package To Its Employees Based On Their Level Of Job.	35
16	Graph Showing My Manager Recognises And Acknowledges My Good Performance	36
17	Graph Showing, I Feel Confident To Come Up With New And Better Ways Of Doing Things.	37
18	Graph Showing, I Have Learned New Job Skills In This Position.	38
19	Graph Showing I Have An Accurate Written Job Description.	39
20	Graph Showing My Work Is Evaluated Based On A Fair System Of Performance Standards.	40

Executive summary

As per the curriculum of Visveswaraya technological university the students of MBA have to undergo an internship program of 6 weeks to have a practical experience. This is an essential academic requirement, which is followed by comprehensive report writing usually the choice of organization is based on the area of specialization of the student. This internship furnishes the student with an exposure into the practical world. They are able to look different concepts, given books take up a form and come to life.

I have under taken the project at ITC PVT LTD in Sadahalli, Bangalore. It is one of the major manufacturers and marketers of tobacco products all over India. For the project work I was assigned as trainee under HR department for the considerable time duration which helped me to gain insight about the type of work they do and study the function of organization. This project includes industry and company profile, conceptual background of the study, literature review, research design, analysis and interpretation of the data collected, study findings, suggestions given to the organisation and conclusion.

The main intention of this study was to understand employee job satisfaction and factors which influence on employee job satisfaction. Highly satisfied employees are assets to an organization and they are able to generate greater results and organization can retain them easily.

Study indicates that employees are satisfied to a greater extent with the training and development opportunities provided, safety equipment in the job, leave policy, compensation structure, growth and advancement opportunity in the job. This indicates that employees have positive attitude towards their job and organization.

The field experience received during the project helped me to understand the concepts and difficulties involved in employee job satisfaction and how retaining plays an important role in an organization.

**“A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON PRODUCTIVITY
WITH SPECIAL REFERENCE TO MANIPAL TECHNOLOGIES PVT LTD,
MANIPAL”**

BY

MANISHA K SHETTY

4AL18MBA40



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

Johnson Fernandes

Assistant Professor

AIET, MIJAR

EXTERNAL GUIDE

Mrs. Vidya Shenoy

Senior HR

Manipal Technologies P. Ltd



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI APRIL-2020



Manipal Technologies Limited

MTL/HRTA/1920/169

15th February, 2020

To Whomsoever It May Concern

Subject: Internship Completion certificate for Mr. Manish K Shetty

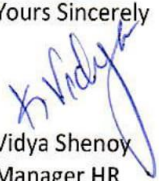
Dear Sir/Madam

We hereby state on record that Mr. Manish K Shetty has completed Internship in our Human Resource Department of Manipal Technologies Limited from 7th January, 2020 to 15th February, 2020 and the location of his internship was Manipal.

During this period of internship, he has successfully met the objectives of the Training as set at the beginning of the Training. We found him hard working and resourceful.

We wish Mr. Manish K Shetty all success in his future endeavors.

Thanking you
Yours Sincerely


Vidya Shenoy
Manager HR

Manipal Technologies Limited

Regd. Office: Udayavani Building, Press Corner, Manipal - 576 104, Karnataka, India.
CIN: U22219KA2000PLC026222
Tel: +91 820 2205000, +91 820 4275000 Fax: +91 820 2574827
e-mail: info@manipalgroup.info web: www.manipaltechnologies.com



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that **MANISHA K SHETTY** bearing USN **4AL18MBA40**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON PRODUCTIVITY WITH SPECIAL REFERENCE TO MANIPAL TECHNOLOGIES PVT LTD, MANIPAL**" is prepared by him under the guidance of Mr. Johnson Fernandes, Assistant Professor, PG 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.

Mr. Johnson Fernandes
Signature of Internal Guide

Dr. Claret Merdonca
Signature of HOD

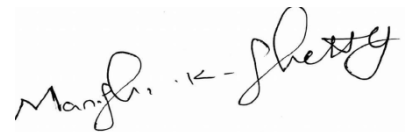
Dr. Peter Fernandes
Signature of Principal

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225

DECLARATION

I, **MANISHA K SHETTY**, hereby declare that the Project report “**Study on Talent acquisition and its impact on Productivity**” with reference to Manipal Technologies Pvt Ltd, Manipal prepared by me under the guidance of prof. **Johnson Fernandes**, Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by **Mrs. Vidya Shenoy (HR)**, Manipal Technologies Pvt Ltd. I Also Declare that the project 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 the project for a period of six weeks, I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree/diploma from any other university/institution.



Place: Mijar

Signature of the student

Date:24/06/2020

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

I would like to thank my external guide **Mrs. Vidya Shenoy** and entire staff of Manipal Technologies Pvt Ltd for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. Johnson Fernandes** Assistant professor, dept of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Manisha K Shetty

TABLE OF CONTENTS

Chapter no.	Contents	Page No
1	Introduction	1-16
2	Conceptual Background and Literature Review	17-28
3	Research Design	29-32
4	Analysis and Interpretation	33-56
5	Finding conclusions and suggestions	57-60
	Bibliography	61
	Annexure	62-64

LIST OF TABLES

Table No	Particulars	Page No
4.1	Classification of gender.	33
4.2	Work experience in present company.	34
4.3	Age of the respondents.	35
4.4	Educational Qualification.	36
4.5	Implementation of talent acquisition successfully in the organization	37
4.6	Appointing high calibre employees	38
4.7	A Good Salary attracts most of the potential Candidates	39
4.8	Vacancies will not be kept open for long time	40
4.9	Organization Prefer external source of recruitment more consider than internal source.	41
4.10	Salaries will be set according to the market standards	42
4.11	Reference check is an integral part of talent acquisition	43
4.12	Talent acquisition Process of the organisation meets the current and legal requirements	44
4.13	Organisation is responsible for employer branding (HR)	45
4.14	Satisfied with Organization's personnel policies	46
4.15	Employer has good overall knowledge of HR Acquisition process and plans	47
4.16	Superiors conduct team members meet for formal career planning session	48
4.17	organization emphasis issues which concern the development of employees	49
4.18	Employee's competency will match with the job specification	50
4.19	Satisfied with this organization as a place to work as compared to other places	51
4.20	Performance review process provides with accurate information	52
4.21	significant relationship between talent acquisition and competitive advantage	53

4.22	Identification effective talent helps to improve productivity of the organization	54
4.23	Talent plan in place that guides the talent management in the organization	55
4.24	Talent Acquisition is the basis for development of organization capabilities	56

LIST OF CHARTS

Table No	Particulars	Page No
4.1	Classification of gender.	33
4.2	Work experience in present company.	34
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4.5	Implementation of talent acquisition successfully in the organization	37
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4.22	Identification effective talent helps to improve productivity of the organization	54
4.23	Talent plan in place that guides the talent management in the organization	55
4.24	Talent Acquisition is the basis for development of organization capabilities	56

EXECUTIVE SUMMARY

The project titled “A study on Talent Acquisition and its impact on productivity with special reference to Manipal Technologies Pvt Ltd”. The main intention of this study was to understand the Talent Acquisition in the organisation. The primary information was obtained by questionnaire and information also collected from company report, journal, and company website are used as resources of secondary data. This study used the simple analytical methods like pie charts are used to inspect the data collected.

The first part of the study includes Industrial and company profile, second chapter includes of Conceptual background and literature review, third chapter contains Research design, fourth chapter includes analysis and interpretation and last chapter contains findings and suggestions of project report

The Objective of the project was to study, Talent Acquisition process incorporated in the organization, Impact of talent acquisition on Productivity and Best practices adopted by the organization in Talent Acquisition.

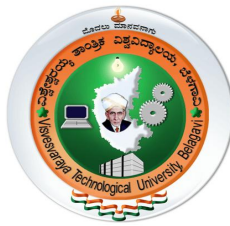
Talent acquisition is an important system in every organization. Study indicates that in certain areas strategies need to be followed to overcome the traditional recruitment system which has been following in their organization. By adopting effective Talent Acquisition strategies organization can make sure that the right talent is available at the right time and also to meet the future requirements of the organization.

PROJECT REPORT ON
“A STUDY ON COST BENEFIT ANALYSIS AT ND SONS ENGINEERS
MANGLORE”

Submitted by

MR. MANJUNATHA
USN:4AL18MBA41

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Guruprasad Pai B
Assistant Professor
AIET, Mijar

EXTERNAL GUIDE

Mr. Amith Kumar
Accounts officer
ND SONS ENGINEERS



DEPARTMENT OF MBA
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR

June – 2020



**NDSons
Engineers**

Works : #93,
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New Mangalore - 575 011
Tele Fax: 0824 2408383,
9448039383
Email : info@ndsons.com
Web : www.ndsons.com



03.03.2020

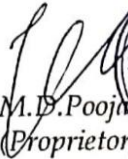
TO WHOM SO EVER IT MAY CONCERN

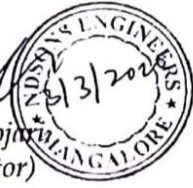
This is to certify that Mr. Manjunatha USN: 4AL18MBA41 S/o Mr. Ramakrishna Nayak residing at "Krislma Nivas" Kireenchibailu , Ajekar Post , Karkala TQ , Udupi -574101 And MBA student of Alva's Institute of Engineering And Technology, Shobhavana Campus, Mijar, Moodbidri, Mangalore -574225, has successfully completed his Project Work "Cost benefit Analysis of the Company " in our organization from 01-01-2020 to 15-02-2020 with respect to MBA curriculum under my guidance and Supervision.

He was sincere and had taken keen interest in completing his project.

We wish success in his future endeavors.

For NDSons Engineers


M.D. Poojary
(Proprietor)



NDSons Engineers
93 KIADB Industrial Area
Baikampady, New Mangalore-575011
GST No: 29AIYPP1962G1Z1
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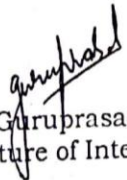
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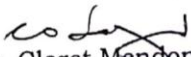
Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020


CERTIFICATE

This is to certify that MANJUNATHA bearing USN 4AL18MBA41, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON COST BENEFIT ANALYSIS AT ND SONS ENGINEERS MANGLORE" is prepared by him under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, Manjunatha, hereby declare that the project report entitled “A Study on Cost Benefit Analysis” with reference to “ND Sons Engineers” prepared by me under the guidance of Mr. Guruprasad Pai B, Faculty of M.B.A Department, Alva’s Institute of Engineering and Technology Mijar and external assistance by Mr. Amith Kumar, accounts officer ND Sons Engineers Manglore. I also declare that this Project 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 Six 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: 30/06/2020

Manjy
Signature of the student

ACKNOWLEDGEMENT

I would like thank all the people who have helped me in preparation of this project report. My first word gratitude is to **MR. Amith Kumar, ACCOUNTS OFFICER ND SONS ENGINEERS MANGLORE**, who gives me an opportunity for training in Manglore. And I am thankful to him employee finance my External Guide, for his support help and valuable guidance through this project.

I am thankful to **MR. GURUPRASAD PAI B**, my internal guide, under whose able guidance this project work was carried out. I thank him for continuous support and guidance during the tenure of the project. I would like to thanks **DR. PETER FERNANDES**, Principal, **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY** and **DR.CLARIT MENDONCA**, Dean and HOD of MBA. And all my staff members for their support and cooperation.

No work is complete unless presents bless it. I would like to take immense plessure of thankfulness towards my respected and loving parents and all my friends who have given me constant support, useful advice, moral support and encouragement to all my project work.

MANJUNATHA

TABLE OF CONTENTS

Chapter No.	Title	Page No.
1.	INTRODUCTION	1-23
2.	CONCEPTUAL BACKGROUND OF THE STUDY AND LITERATURE REVIEW	24-34
3.	RESEARCH DESIGN	35-37
4.	DATA ANALYSIS AND INTERPRETATION	38-65
5.	SUMMARY OF FINDINGS, SUGGETIONS AND CONCLUSION	66-68
	BIBLIOGRAPHY	69
	ANEXTURE	70-72

LIST OF TABLES

Table No.	Particulars	Page No.
Table 4.1(i)	Cost sheet for the year ending 2015-16	39-41
Table 4.1(ii)	Cost sheet for the year ending 2016-17	41-42
Table 4.1(iii)	Cost sheet for the year ending 2017-18	43-44
Table 4.1(iv)	Cost sheet for the year ending 2018-19	45-46
Table 4.1	Percentage change in Contribution	49
Table 4.2	Percentage change in Profit Volume Ratio	51
Table 4.3	Percentage change in Break even sales	52
Table 4.4	Percentage change in Margin of safety	54
Table 4.5	Percentage change in Operating leverage	55
Table 4.6	Percentage change in sales	57
Table 4.7	Percentage change in Total cost	58
Table 4.8	Percentage change in Prime cost to Total cost	60
Table 4.9	Percentage change in Factory overhead	61
Table 4.10	Percentage change in Administrative overhead	63
Table 4.11	Percentage change in Selling & distribution overhead	64

LIST OF GRAPHS

Graph No.	Particulars	Page No.
Table 4.1 (a)	Graph showing Percentage change in Contribution	50
Table 4.2 (b)	Graph showing Percentage change in Profit Volume Ratio	51
Table 4.3 (c)	Graph showing Percentage change in Break even sales	53
Table 4.4 (d)	Graph showing Percentage change in Margin of safety	54
Table 4.5 (e)	Graph showing Percentage change in Operating leverage	56
Table 4.6 (f)	Graph showing Percentage change in Sales	57
Table 4.7 (g)	Graph showing Percentage change in Total cost	59
Table 4.8 (h)	Graph showing Percentage change in Prime cost to Total cost	60
Table 4.9 (i)	Graph showing Percentage change in Factory overhead	62
Table 4.10 (j)	Graph showing Percentage change in Administrative overhead	63
Table 4.11 (k)	Graph showing Percentage change in Selling & distribution overhead	65

Executive Summary

A boiler is a closed vessel in which liquid is heated. The fluid does not necessarily boil. The heated or vaporized fluid exits the boiler for use in various manner of heating packages, along with water heating, central heating, boiler-based totally energy creation cooking and sanitation. ND Sons engineers are identified for its capability to offer equipments to meet the specific requirements of board variety of industries. It is a corporation who has a turnover about 10 cores and above. The company has pastimes in increasing the engineering enterprise via being the provider of desire and growing first-class fee for their customers. Financial evaluation is the technique of evaluation of the connection among components part of a financial assertion to attain a better know-how of firm's financial position and performance of the corporation. In such way the principle objective of financial announcement analysis into examine and evaluate the information contained in economic announcement to judge the monetary soundness, profitability and solvency of a company. The monetary statements are been analyzed through monetary analyst with various tools before commenting approximately monetary health and weakness of the corporation. The interpretation and evaluation of announcement of finance is vital to carry out the mastery at the back of figures in economic assertion,. Financial declaration evaluation is the system of identifying the weak spot and strength of the organization by way of organising relationships between the items of balance sheet and earnings and loss account. The plans that to be made in the future must be based on company's economic strength and weak point. Data might be accumulated through information that is been maintained in finance department and techniques used like Trend evaluation and common size assertion and ratio analysis.

PROJECT REPORT ON

**“A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING
AND HANDLING COST AT M N CHEMICALS LIMITED.”**

Submitted by

Nagaraj Prabhakar Shetti

USN: 4AL18MBA43

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In the partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

**Mr. Guruprasad Pai
Assistant Professor
Department of MBA
AIET, MIJAR**

External Guide

**Mr. Nityanand Naik
Quality Assurance Manager
M.N Chemicals Limited
Kumta**



Post Graduate Department of Business Administration

Alva's Institute of Engineering & Technology

Shobhavana Campus, Mijar, Moodbidri

May 2020



M N CHEMICALS LIMITED

Manufacturers of Bulk Drugs & Fine Chemicals

An ISO 9001 : 2015 & GMP Certified



Ref. no.: MNCL/20/PS/2019-20/01

CERTIFICATE

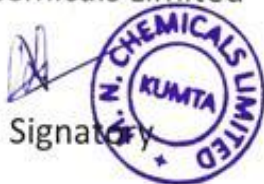
This is to certify that Mr. **NAGARAJ PRABHAKAR SHETTI** Reg. No. **4AL18MBA43** MBA IVth semester student of **Alva's Institute of Engineering and Technology Mijar, Moodabidri** has undergone six weeks in-plant training in our factory from 01.01.2020 to 15.02.2020. He has prepared project report named **"A Study on Retail Marketing and Transport, Packing and Handling Cost"** with special reference to our company.

We are happy to state that, he has successfully completed his training and he has been sincere and hard working in his endeavor.

We wish him bright future.

For M N Chemicals Limited

Authorized Signatory



Place : Kumta

Date : 18.02.2020



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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that Nagaraj Prabhakar Shetti bearing USN 4AL18MBA43, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled " A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST AT M N CHEMICALS LIMITED" is prepared by him under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.

Mr. Guruprasad Pai B
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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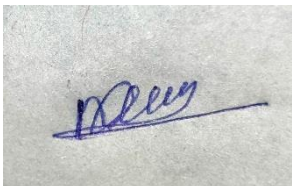
Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODSIDRI - 574 225, D.K

DECLARATION

I, **Nagaraj Prabhakar Shetti** Reg.No. (4AL18MBA43) hereby declare that the project report entitled “A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST ”with reference to M N CHEMICALS LIMITED. prepared by me under the guidance of Mr. Guruprasad Pai, Assistant Professor Department of Business Administration, Alvas Institute Engineering and Technology, Mijar, D.K. - 574225 and external assistance by Mr.Nityanand Naik

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declared that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.



Nagaraj Prabhakar Shetti

Date: 30-06-2020

Place: Mijar, Moodbidri

ACKNOWLEDGEMENT

I would like to thank God Almighty for his choicest blessings. The project work entitled “**A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST OF M N CHEMICALS LIMITED**” would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavour. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Mr Peter Fernandes, Principal of AIET for their continued support.

I would like to extend my profound gratitude to my project guide Mr. Guruprasad Pai, Assistant professor , P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr Nityanand Naik my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of M N Chemicals Limited. For extending their support and co-operation in collecting data for my project report.

Nagaraj Prabhakar Shetti

USN: 4AL18MBA43

Date: 30-06-2020

Place: Mijar

TABLE OF CONTENT

Contents	Page No.
Chapter-1 : Introduction	1-9
Chapter-2 : Conceptual Background and Literature review	10-15
Chapter-3 : Research Design	16-18
Chapter-4 : Data Analysis And Interpretations	19-36
Chapter -5: Findings, Suggestions and Conclusions	37-42

LIST OF TABLES

Table. No	Title	Page No.
Table-4.1	Transport cost in the year of 2015	19
Table-4.2	Transport cost in the year of 2016	20
Table-4.3	Transport cost in the year of 2017	21
Table-4.4	Transport cost in the year of 2018	22
Table-4.5	Transport cost in the year of 2019	23
Table-4.6	Packing and handling cost in the year of 2015	24
Table-4.7	Packing and handling cost in the year of 2016	25
Table-4.8	Packing and handling cost in the year of 2017	26
Table-4.9	Packing and handling cost in the year of 2018	27
Table-4.11	Total five years transport cost of sodium chloride	29
Table-4.12	Total five years transport cost of potassium chloride	30

Table -4.13	Total five years transport cost of magnesium chloride	31
Table -4.14	Total five years packing and handling cost of sodium chloride	32
Table-4.15	Total five years packing and handling cost of potassium chloride	33
Table-4.16	Total five years packing and handling cost of magnesium chloride	34
Table-4.17	Comparative of total five years (2015-2019) transport, packing and handling cost	35
	Balance sheet as on 31 March 2019	41
	Profit and loss account in the year ending 31 March 209	42

LIST OF GRAPHS:

Table. No	Title	Page No.
Chart-4.1	Transport cost in the year of 2015	19
Chart-4.2	Transport cost in the year of 2016	20
Chart-4.3	Transport cost in the year of 2017	21
Chart-4.4	Transport cost in the year of 2018	22
Chart-4.5	Transport cost in the year of 2019	23
Chart-4.6	Packing and handling cost in the year of 2015	24
Chart-4.7	Packing and handling cost in the year of 2016	25
Chart-4.8	Packing and handling cost in the year of 2017	26
Chart-4.9	Packing and handling cost in the year of 2018	27
Chart-4.10	Packing and handling cost in the year of 2019	28
Chart-4.11	Total five years transport cost of sodium chloride	29
Chart-4.12	Total five years transport cost of potassium chloride	30

Chart-4.13	Total five years transport cost of magnesium chloride	31
Chart-4.14	Total five years packing and handling cost of sodium chloride	32
Chart-4.15	Total five years packing and handling cost of potassium chloride	33
Chart-4.16	Total five years packing and handling cost of magnesium chloride	34
Chart-4.17	Comparative of total five years (2015-2019) transport, packing and handling cost	35
Chart-4.18	Total five years (2015-19) transport, packing and handling cost	36

EXECUTIVE SUMMARY

M N Chemicals pvt Ltd Incorporate on 1995 and win an objective of setting up a bulk drugs and fine chemicals manufacturing unit on a small scale. M N Chemicals is a dynamic and progressive company. Manufacturing industry segment such as 4th fluid, electrolyte, dialyses, enzymes and pharmaceutical establishment, food beverages and laboratory chemical industries across the company.

The study is undertaken in M N Chemicals Pvt. It is a major concurrent project where in an attempt has been made to understand the problem of the industry and later to possible suggestion.

There was conducted through the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using financial tools such as ratio and comparison and analytical tools like table, charts, Based on the study some suggestions are made. The company has to improve collection efforts and incorporation of the company.

Project Report on
A STUDY ON RECRUITMENT AND SELECTION PROCESS OF EMPLOYEES
WITH SPECIAL REFERENCE TO ABINBEV-SPR DISTILLERS PVT LTD,
MYSORE

Submitted By
NAGASHREE G H
USN: 4AL18MBA44

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

Mr.Abhijith Bekalkar

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr.Devegowda

Assistant Manager

SPR Distillers Ltd

Mysore



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



Anheuser Busch InBev India Ltd (Unit: SPR Distilleries Pvt Ltd)

Maliyuru Village, Bannur Hobli, T Narasipura, Mysore, Karnataka 571101

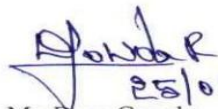
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Nagashree G H (4AL18MBA44)** MBA Final year student of Alva's **Institute of Engineering Technology, Moodbidri**, has done project work in the company on **A Study on Recruitment and selection process**, during the period of 1st Jan 2020 to 22nd Feb 2020 at **ABInbev, SPR Distillers Pvt ltd**.

Project title: Recruitment and selection

Nagashree was given all necessary accesses and exposure to complete the above project.

During this period of her full time project program. She found punctual, hardworking and inquisitive.


25/02/2020

Mr. Deve Gowda,

ABInbev, SPR Distillers Pvt ltd

Authorized Signature



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

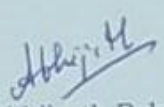
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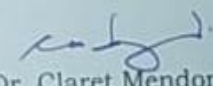
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020


CERTIFICATE

This is to certify that Nagashree G H bearing USN 4AL18MBA44, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "A Study on Recruitment and Selection process of Employee with reference to ABIBEV-SPR Distillers, Mysore" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, Nagashree G H, hereby declare that the project report entitled “**Recruitment and selection process of employees**” with special reference to “**ABInbev-SPR Distillers Pvt Ltd**” Prepared by me under the guidance of **Prof. Abhijith Bekalkar**, Assistant Professor, Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by **Mr.Devegowda, SPR Distillers Pvt Ltd, Mysore**.

I have undergone the internship for a period of 4 weeks. I further declare that this report is based on the original undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Nagashree G.H.

Place: Mijar

NAGASHREE G H

Date:

(4AL18MBA44)

ACKNOWLEDGEMENT

First and foremost I wish my sincere gratitude towards all those who have been helpful to me in getting this mighty task to a successful end.

I acknowledge my fullest gratitude to my faculty guide **Prof. Abhijith Bekalkar, Assistant Professor**, Department of Business Administration, for his regular supervision and valuable suggestion.

I would like to thank **Mr.Devegowda Assistant manager, SPR Distillers Pvt Ltd, Mysore**, for helping me to complete my project in an esteemed organization.

It's my privilege to thank our principal **Dr.PeterFernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Claret Mendonca**, 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**.

Place: Mijar

Date:

NAGASHREE G H

(4AL18MBA44)

TABLE OF CONTENTS

S.NO	CONTENT	PAGE NO
1	Introduction, Industry& Company Profile	1-10
2	Conceptual Background and Literature Review	11-20
3	Research Design	21-24
4	Analysis and Interpretation	25-50
5	Findings, Conclusion and Suggestion	51-52
	Bibliography	53
	Annexure	54-57

LIST OF GRAPHS

S.NO	PARTICULARS	PAGE NO
1	Graph showing Sources of recruitment and selection	26
2	Graph showing External sources of recruitment	27
3	Graph showing forms of Recruitment and selection	28
4	Graph showing satisfaction with recruitment process	29
5	Graph showing methods of selection	30
6	Graph showing satisfaction towards selection process	31
7	Graph showing Innovation Techniques of selection	32
8	Graph showing different recruitment process grades of employee	33
9	Graph showing Rate of HR practices of the company	34
10	Graph showing contract signed by employees	35
11	Graph showings Comfortable with HR policies	36
12	Graph showing Types of employment with organization	37
13	Graph showing satisfaction of organization brand attracts	38
14	Graph showing Adequate pool of quality applicants	39
15	Graph showing towards rate of effectiveness of interview	40
16	Graph showing recruitment often of organization	41
17	Graph showing satisfaction with interview techniques	42
18	Graph showing satisfaction with selection process preference	43
19	Graph showing respondent kind of methods attracts employees	44
20	Graph showing worth of recruitment and selection	45
21	Graph showing satisfied with efficiency of recruitment process	46
22	Graph showing participation in company management	47
23	Graph showing satisfaction with positions of recruitment	48
24	Graph showing satisfaction with methods of selection	49
25	Graph showing satisfaction with hiring of employees to organization	50

EXECUTIVE SUMMARY

A Study on “**Recruitment and Selection process of Employee**” was done in **ABInbev –SPR Distillers Pvt ltd** .The primary goal of the examination is to comprehend the fulfilment level of representation in the Organization.

It Analysis of recruitment and selection process at this point were both negative as well as positive responses from the respondents, the employees were kind and cooperative enough in the organization to help me understand the whole recruitment and selection process. primary data was collected through questionnaires and secondary data collected through company reports and websites.100 respondents are taken in the process research.

The survey helped to find out the satisfaction and dissatisfied level of ABInbev employees and their opinions about the process of recruitment and selection.

Project Report on
A study on Employee job satisfaction with special reference to
Big basket(Innovative retail concept Pvt Ltd.), Bangalore.

BY

NANDISH N.

4AL18MBA45

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM



In partial fulfillment of the Requirements for the award of Degree in

Master of Business Administration

Under the guidance of

Internal guide

Mr. Johnson Fernandes

Assistant Professor

(Department Of Business Administration)

AIET Mijar, Moodbidri.

External guide

Mr. Yashwanth
kumar KT

HR Manager,

IRCPL. Bangalore.

Department of MBA

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY,
Shobhavana campus, Mijar, Moodbidri, Mangalore, D.K. – 574 225

2018-2020

INNOVATIVE RETAIL CONCEPTS PVT. LTD

Regd. Office: Divine Nithya Heights, Old#143/1, New #7/1
Next to Gopalan Signature Mall, Nagavarapalya
Old Madras Road, Bengaluru 560 093
CIN: U74130KA2010PTC052192
bigbasket.com



TO WHOM SO EVER IT MAY CONCERN

This is to certify that NANDISH.N with the USN No. 4AL18MBA45 studying 2nd year MBA in Alva's Institute of Engineering and Technology, Moodbidri, has successfully completed the project work **"STUDY ON EMPLOYEE JOB SATISFACTION"** from 1/Jan/2020 to 15/Feb/ 2020 at Innovative retail Concepts PVT LTD (Big basket) under the guidance of Mr. YASHVANTH KUMAR K T HR DEPUTY Manager.

We found her sincere in her efforts to study and learn various aspects related to her project work.

We wish her success in her future endeavors.



Authorized signature.

HR Deputy Manager



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)
(Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
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Email : principalalet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that, **NANDISH N** bearing **USN 4AL18MBA45**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO BIG BASKET (INNOVATIVE RETAIL CONCEPT PVT LTD.), BANGALORE**", is prepared by him under the guidance of Johnson Fernandes, Assistant Professor, PG 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.


Johnson Fernandes
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, **Nandish N** hereby declare that the Project report entitled "**A Study on Employee job satisfaction with special reference to Big basket(Innovative retail concept pvt ltd.)**", prepared by me under the guidance of asst. prof **Johnson Fernandes P G** Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by Mr Yashwanth Kumar K T HR Deputy manager.

I also declare that this Project 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 Six 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/Institute.

Place: Mijar, moodbidre

Date: 24/june/2020

Nandish N.
(4AL18MBA45)

ACKNOWLEDGEMENT

My words are understaffed to convey my profound gratitude to all those who have helped me to prepare this project report. I'll take this opportunity to thank to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

It's a good opportunity to thank Dr. Claret Mendonca, Dean MBA, for the invariable support, encouragement and continues guidelines.

I'm gratefully obligated to my internal faculty guide Prof. Johnson Fernandes, Asst. professor, Department of Business Administration Alvas Institute of Engineering and Technology, Mijar, Moodbidri. For constant encouragement and continuous support throughout the academic and course of the project and helping me to complete it successfully.

A special annotate of gratitude goes to my external guide Mr. Yashwanth Kumar KT. HR Deputy Manager at BIG BASKET (operation), for providing me an opportunity to work in corporate exposure and for his support and guidance for this enterprise.

I wish to thank all the people who have helped me to work on my project. I finally thank my family and friends for their constant support and guidance.

NANDISH N

Place: Mijar.

4AL18MBA45

TABLE OF CONTENTS

Sl.no	Contents	Pg.no
01	INTRODUCTION: PART A - INDUSTRY PROFILE PART B - ORGANISATION PROFILE	01-15
02	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	16-21
03	RESEARCH DESIGN	22-25
04	ANALYSIS AND INTERPRETATION	26-47
05	FINDINGS, CONCLUSION AND SUGGESTION	48-49
	BIBLIOGRAPHY	50-51
	ANNEXURE	52-55

LIST OF TABLES

Table No	Particulars	Pg No.
4.1	Table shows that tenure of working in bigbasket.com	26-27
4.2	Table shows that age group (in years) in organization.	28
4.3	Table shows that Gender	29
4.4	Table shows that Qualification details.	30
4.5	Table shows that Marital status.	31
4.6	Table shows that Rate of journey in BB till date.	32
4.7	Table shows that the employees Part of organization for next 3 years?	33
4.8	Table shows that Rating on basic facilities in hub such as drinking water, toilets, refreshments and etc.,	34
4.9	Table shows that Training methodology and efficiency.	35
4.10	Table shows that View on benefits provided by Big basket.com.	36
4.11	Table shows that Recommend to your friends and family as employee to this organization.	37
4.12	Table shows that The area choosen for Dark center is highly appreciable.	38
4.12.1	Table shows that Motivation	38
4.12.2	Table shows thatAppraisal	39
4.12.3	Table shows that Nature of job	40
4.12.4	Table shows that Job security	41
4.13	Table shows that I was treatedvery well by my senior/peers in your early days of joining?	42
4.14	Table shows that Are you aware of Trust benefits?	43
4.15	Table shows that Do you get regular week offs & leave.	44
4.16	Table shows that Does OC/HM Trust to perform your job?	45
4.17	Table shows that Is your workload in the organization is reasonable?	46
4.18	Table shows that When you have question or concern, is your director able to address you?	47

LIST OF FIGURES AND CHARTS

Chart No	Particulars	Page No.
4.1	Chart shows that tenure of working inbigbasket.com	27
4.2	Chart shows that age group (in years) in organization.	28
4.3	Chart shows that Gender	29
4.4	Chart shows that Qualification details.	30
4.5	Chart shows that Marital status.	31
4.6	Chart shows that Rate of journey in BB till date.	32
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4.9	Chart shows that Training methodology and efficiency.	35
4.10	Chart shows that View on benefits provided by Big basket.com.	36
4.11	Chart shows that Recommend to your friends and family as employee to this organization.	37
4.12	Chart shows that The area choosen for Dark center is highly appreciable.	38
4.12.1	Chart shows that Motivation	38
4.12.2	Chart shows that Appraisal	39
4.12.3	Chart shows that Nature of job	40
4.12.4	Chart shows that Job security	41
4.13	Chart shows I was treated very well by seniors/peers in my early days of joining.	42
4.14	Chart shows that Are employees are aware of Trust benefits?	43
4.15	Chart shows that the employees get regular week offs & leave.	44
4.16	Chart shows that Does OC/HM Trust employees to perform job?	45
4.17	Chart shows that Is your workload in the organization is reasonable?	46
4.18	Chart shows that When employees have questions or concerns, is your supervisor able to address employees?	47

EXECUTIVE SUMMARY

I have undertaken my project on the topic Employee job satisfaction with special reference to Big Basket, Bangalore. Big basket is India's largest online foodstuff grocery with over 18000 + yield and over 1000+ brands in catalog. This project includes industry and company profile, conceptual background of the study, literature review, research design, analysis and interpretation of the data collected, study findings, suggestions given to the organisation and conclusion.

The main intention of this study was to understand employee job satisfaction level in the organisation and the factors which contribute to employee job satisfaction. In each every organisation employee job satisfaction plays an important role. Highly satisfied employees will be able to generate better results to the organisation and they can be retained easily.

Study indicates that employees are satisfied to a certain extent with the extrinsic and intrinsic job satisfaction factors included by the organisation. Organisation has taken many measures to improve employee job satisfaction. Interview done with employees indicates that organisation has salary increment half yearly based on their performance. This indicates that organisation concentrate more on employee job satisfaction.

The practical experience gained during my project in Big Basket helped me to understand the intricacies involved in the satisfaction of the employees in the company and the factors that contribute to the overall succession and the retention of key employees in the company.

CHEMICALS INDIA LLP”

BY

NATHASHA HEGDE

4AL18MBA46

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Abhijeeth Bekalkar

AIET, MIJAR

INTERNAL GUIDE

Mr. Shivaranjana Punja

CARDOLITE, BAJPE



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2020



Cardolite Specialty Chemicals India LLP
(A limited liability partnership registered under the LLP Act, 2008)
LLPIN AAG-1765
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☎ +91- 824 -2888 300

February 18, 2020

CERTIFICATE

(To whomsoever It may concern)

This is to certify that Ms. NATHASHA HEGDE [USN: 4AL18MBA46] bonafide student of Alva's Institute of Engineering and Technology Mijar has successfully completed her project "A study on employee job satisfaction" from 1st January 2020 to 15th February 2020.

During the above period we found her sincere & hard working and she has taken proper initiative and efforts towards completing her project.

We wish her all the best in her future endeavors.

For Cardolite Specialty Chemicals India LLP


Authorised Signatory



Visit us at : www.cardolite.com

Registered Office:
No. 61-63, Dr Radhakrishnan Salai,
Mylapore, Chennai - 600 004, India



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24 June 2020


CERTIFICATE

This is to certify that Nathasha Hegde bearing USN 4AL18MBA46, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "Study on Employee job satisfaction in Cardolite Specialty Chemicals India LLP" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst.Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
MIJAR, MOODIBIDRI - 574 225, D.K.

DECLARATION

I, NATHASHA HEGDE, hereby declare that the report on internship at Cardolite Specialty Chemicals India LLP is prepared by me under the guidance of prof. **Abhijeet Bekalkar**, Department of Business Administration, Alva's Institute of Engineering and Technology, and external assistance by **Mr. Shivanjan Punja** (HR), Cardolite Specialty India LLP.

I Also Declare that the project 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 the project for a period of six weeks, I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: Mijar

Date: 24/6/2020

Signature of the student

Nathasha Hegde.

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

I would like to thank my external guide **SHIVARANJAN PUNJA** and entire staff of Cardolite specialty chemicals India LLP for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. ABHIJEET BEKALKAR** assistant professor, dept of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Nathasha Hegde

TABLE OF CONTENTS

Chapter no.	Contents	Page No
1	Introduction	1-13
2	Conceptual Background and Literature Review	14-18
3	Research Design	19-21
4	Analysis and Interpretation	22-49
5	Finding conclusions and suggestions	50-52
	Bibliography	53
	Annexure	54-56

LIST OF TABLES

Table No	Particulars	Page No
1.	Classification of gender.	22
2.	Overall work experience.	23
3.	Work experience in present company.	24
4.	Age of the respondents.	25
5.	Educational Qualification.	26
6.	Work is according to quality and skill.	27
7.	Working environment is good.	28
8.	Satisfied with top management	29
9.	Satisfied with working hours.	30
10.	Conduct counselling programs for the employees.	31
11.	Career growth in the organisation.	32
12.	Employee involvement in organization managerial decision.	33
13.	Provides various benefits for the employee.	34
14.	Provides satisfactory salary according to work.	35
15.	Value of employee feedback by the organization.	36
16.	Stressful at workplace.	37
17.	Top management encourages to do work.	38
18.	Work been rewarded.	39
19.	Discrimination at workplace.	40
20.	Conduct training and orientation program for employees.	41
21.	Enough opportunity to interact with other employee.	42
22.	Enough tools and resources to do job.	43
23.	I feel utilized in my job.	44
24.	People with different ideas are valued.	45
25.	Senior management communicates well with the employees.	46
26.	I will be working for cardolite in five years.	47
27.	Upper management treats with respect.	48
28.	Overall satisfaction as an employee of cardolite.	49

LIST OF CHARTS

Table No	Particulars	Page No
1.	Classification of gender.	22
2.	Overall work experience.	23
3.	Work experience in present company.	24
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27.	Upper management treats with respect.	48
28.	Overall satisfaction as an employee of cardolite.	49

EXICUTIVE SUMMARY

A project titled “A study on employee job satisfaction in cardolite specialty chemicals India LLP”, Mangalore. The main intention of this study is to understand the employee satisfaction in the organisation. The primary information was obtained by questionnaire and information also collected from company report, journal, and company website are used as resources of secondary data. This study used the simple analytical methods like pie charts are used to inspect the data collected.

The role of an employee can be clearly defined as the set of duties and responsibilities or expected results associated with job to perform at his work place and skill and capacity required to perform the job successfully in role.

The objective of the project was to study, understanding the concept, studying the role of stress on employee job performance being followed by the company and examining the feedback received and giving reference of improvement on employee many required outcomes. Such as job satisfaction, intention of stay and job performance.

**“A STUDY ON RATIO ANALYSIS OF AGRICULTURAL LOAN WITH REFERENCE TO
PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY LTD” Kodlipet, kodagu**

Submitted by

Ms PALLAVI S.K.

USN: 4AL18MBA47

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. MAITHRI

SENOIR LECTURER

DEPARTMENT OF MBA

AIET, MIJAR

EXTERNAL GUIDE

MR. NAGARJ

MANAGER

PAC SOCIETY

KODLIPET, KODAGU



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI



2018-2020





TO WHOMSOEVER IT MAY CONCERN



A bank for your welfare

CO-OPERATIVE SOCIETY

19-Feb-2020

This is certify that **Ms.Pallavi S K** - (USN:4AL18MBA47) a student of final year MBA from Alva's Institute of Engineering and Technology –Mijar has successfully completed her internship training at **"Primary Agricultural Co-Operative Society Ltd"** at Kodlipet, Somawarpet taluk, Kodagu from 1st Jan 2020 to 19th Feb 2020

She did ananalysis of agricultural loan.

We wish her all the best for her future endeavors.

Regards

NAGARAJ K. D.

Manager

Co-operative Society, Kodlipet

PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY
ಕೊಡಗು ಜಿಲ್ಲಾ ಪ್ರಾಥಮಿಕ ಕೃಷಿ ಸಹಕಾರ ಸಂಘ
ಕೊಡಗು ಜಿಲ್ಲಾ, ಸೋಮವಾರಪೆಟ್ಟೆ ತಾಲ್ಲೂಕು
ಕೊಡಗು ಜಿಲ್ಲಾ, ಸೋಮವಾರಪೆಟ್ಟೆ ತಾಲ್ಲೂಕು
KODLIPET

SOMAVARPET TALLUK,

KODAGU



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Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that **PALLAVI S K** bearing USN **4AL18MBA47**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON RATIO ANALYSIS OF AGRICUTURAL LOAN WITH REFERENCE TO PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY, KODLIPET KODAGU**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecturer, PG 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.

Mrs. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.



DECLARATION

I, **PALLAVI S.K.** hereby declare that the project report entitled “**A STUDY ON RATIO ANALYSIS OF AGRICULTURAL LOAN**” with reference to “**PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY LTD AT KODLIPET, KODAGU**” prepared by me under the guidance of Mrs. Maithri, senior lecture of M.B.A Department, Alvas Institute of Engineering And Technology, Mijar and external assistance by Mr. Nagarj, Manager of PAC Society Ltd, KODLIPET. I also declare that this project 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 six weeks. I further declare that this project is based on the original study undertaken by me and not has been submitted for the award of any degree/diploma from any another University/Institution.

Place: Mijar
Date: 27/05/2020

Pallavi S.K.
Signature of the Student



ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within 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.

Hereby I make a bundle of effort to place on record, my sense of gratitude and sincerity to all my well – wishers for the help I received for the successful completion of my project report.

I extend my sincere thanks to my internal guide **Mrs Maithri** Senior lecture for the guidance, constructive comments, relevant suggestions and co-operation, during the various stages.

I extend my sincere thanks to my external guide **Mr Nagarj**, Manager of PAC Society Ltd, for their guidance.

Last but not least I hereby thank to all staff and my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Thank You,

Pallavi S.K.



Table of contents

CHAPTER NO	PARTICULARS	PAGE NO.
1	Introduction	1-20
2	Conceptual Background And Literature Review	21-26
3	Research Design	27-29
4	Data Analysis And Interpretation	30-45
5	Findings, Suggestions And Conclusion	46-51
	Bibliography	52-56



LIST OF TABLES

Table Number	Particulars	Page Number
1.2.9	Table showing the financial statement of bank	18-20
4.1	Table showing the current ratio	31
4.2	Table showing the cash ratio	32
4.3	Table showing the loan to deposit ratio	33
4.4	Table showing the loan to asset ratio	34
4.5	Table showing the current asset to fixed asset	35
4.6	Table showing the debt equity ratio	36
4.7	Table showing the current asset to total asset	37
4.8	Table showing the fixed asset turnover ratio	38
4.9	Table showing the assets turnover ratio	39
4.10	Table showing the net profit ratio	40
4.11	Table showing the cash turnover ratio	41
4.12	Table showing the cash to sales	42
4.13	Table showing the return on asset	43
4.14	Table showing the debt coverage ratio	44
4.15	Table showing the return on investment	45



LIST OF GRAPHS

Chart Number	Title	Page Number
1.2	Chart showing the types of Indian banking	5
4.1	Chart showing the current ratio	31
4.2	Chart showing the cash ratio	32
4.3	Chart showing the loan to deposit ratio	33
4.4	Chart showing the loan to asset ratio	34
4.5	Chart showing the current asset to fixed asset	35
4.6	Chart showing the debt equity ratio	36
4.7	Chart showing the current asset to total asset	37
4.8	Chart showing the fixed asset turnover ratio	38
4.9	Chart showing the assets turnover ratio	39
4.10	Chart showing the net profit ratio	40
4.11	Chart showing the cash turnover ratio	41
4.12	Chart showing the cash to sales	42
4.13	Chart showing the return on asset	43



4.14	Chart showing the debt coverage ratio	44
4.15	Chart showing the return on investment	45

EXECUTIVE SUMMARY

Internship is one of the best opportunities to get a practical experience regarding academics. It is helpful to gain the opportunities and also develop the working skills, it is one way to apply the theoretical concept to practical experience.

I choose the topic name called "A Study on Ratio Analysis of agricultural loan at PAC Society Ltd", is main based for both farmers and to every bank. This report intended to assist the reader in detailed understand about agricultural loan.

Next coming to the industry profile co-operative bank is engaged in processing of loans and advances and provide a finance services.

The project report on "A Study on Ratio Analysis of agricultural loan at PAC society Ltd" is carried on with objective to study the need of the development in society. In the process of study it was found that the bank gives much importance for the bellow poverty line farmers which helps to improve the cultivate activity.

This study clear that both employees and customers are satisfied to a greater extent with effectiveness of the loan which helps to minimize the error and maximize the productivity of loan.





PROJECT REPORT ON
“THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL
TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT, UDUPI”

Submitted by

SUBRAHMANYA HEGDE

USN: 4AL18MBA77

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In the partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

Priya Sequeira

Professor

Department of MBA

AIET College Mijar

External Guide

Mr. Sanjeev kumar

Marketing manager

Ultratech cement



Post Graduate Department of Business Administration

Alva's Institute of Engineering & Technology

Shobhavana Campus, Mijar, Moodbidri

May 2020




TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Subrahmanya Hegde** bearing Reg. No. **4AL18MBA77**, M.B.A. Student from Alvas Engineering & Technology, Moodbidre, has done his project on **"The study of Consumer Buying Behaviour in respect of special type of cement product of Ultratech Cement, Udupi"** from 01-01-2020 to 16-02-2020.

During the project 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 **ULTRATECH CEMENT LTD.**


Mr. SANJEEV KUMAR
MARKETING MANAGER

UltraTech Cement Limited

Area Office : No.9, 3rd Floor, City Point Complex, Navabharath Circle, Mangalore - 575 003. Tel : 0824 - 2496211, 2496212
Mangalore Cement Unit, P. B. No. 17, Beach Road, Panambur, Mangalore - 575 010. Tel : 0824 - 2408112 / 13 / 2409592. Fax : (0824) 2408117
REGD. OFFICE : Ahura Centre, 'B' Wing, 2nd Floor, Mahakali Caves Road, Andheri (E), Mumbai - 400 093. Tel : 56917800. Fax : 56917900 www.ultratechcement.com



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24 June 2020

CERTIFICATE

This is to certify that **SUBRAHMANYA HEGDE** bearing USN **4AL18MBA77**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPES OF CEMENT PRODUCTS OF ULTRATECH CEMENT, UDUPI**" is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K



DECLARATION


I, **Subrahmanya Hegde**, Reg.No. (4AL18MBA77), hereby declare that the project report entitled **"THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT,UDUPI"** "with reference to **"Ultratech cement "** prepared by me under the guidance of Priya sequeira, professor, P G Department of Business Administration, Alva's Institute Engineering and Technology, Mijar, D.K. - 574225 and external assistance by Mr. Sanjeev kumar.

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declared that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.

Place: Mijar

Date:


Signature of the student



ACKNOWLEDGEMENT

I would like to thank God Almighty for his choicest blessings. The project work entitled “THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT,UDUPI” would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavour. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Mr Peter Fernandes, Principal of AIET for their continued support.

I would like to extend my profound gratitude to my project guide Priya sequeir, professor , P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr. Sajeev kumar my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of UltratechCement. for extending their support and co-operation in collecting data for my project report.

SUBRAHMANYA HEGDE,

USN: 4AL18MBA77

Date: 29/06/2020

Place: Mijar

TABLE OF CONTENT

Chapter No.	Contents	Page. No.
1	Introduction	1-14
2	Theoretical Background of the study and Literature Review	15-19
3	Research Design	20-22
4	Data Analysis and Interpretation	23-44
5	Summary of Finding, Suggestions and Conclusions	45-50
6	Bibliography	51
	Annexures	52-56

LIST OF TABLE

Table no	Table	PAGE NO
Table 4.1.A	Table showing people those who are aware about ultra tech special product.	24
Table 4.1.B	Table Showing which brands people are familiar with.	25
Table 4.1.C	Table showing cement that are used by consumer for their present construction.	26
Table 4.1.D	Table showing people response on special cement makes building better one.	27
Table 4.1.E	Table Showing awareness regarding pricing of special product.	28
Table 4.1.F	Table showing consumer those who are shifting into special product.	29
Table 4.1.G	Table showing which brand do consumers prefer for the plastering work.	30
Table 4.2.A	Table showing satisfaction level of respondent.	31
Table 4.2.B	Table showing additional factor required for special product.	32
Table 4.2.C	Table showing increase in price is reasonable for special product.	33
Table 4.2.D	Table shows What changes are people expecting from special product.	34
Table 4.3.A	Table showing working segment of respondent.	35
Table 4.3.B	Table showing preference of respondent for future construction.	36
Table 4.3.C	Table showing customer suggesting their pairs.	37

Table 4.3.D	Table Showing segment at which more special product are used	38
Table 4.4.A	Table showing which area respondent are working.	39
Table 4.4.B	Table showing how respondent came to know about product.	40
Table 4.4.C	Table Showing client preferring special product.	41
Table 4.4.D	Table Showing how client know about product.	42
Table 4.5.A	Table showing rating of special product.	43

LIST OF CHART

Chart no	Chart	PAGE NO
Chart 4.1.A	Chart showing people those who are aware about ultra tech special product.	24
Chart 4.1.B	Chart Showing which brands people are familiar with.	25
Chart 4.1.C	Chart showing cement that are used by consumer for their present construction.	26
Chart 4.1.D	Chart showing people response on special cement makes building better one.	27
Chart 4.1.E	Chart Showing awareness regarding pricing of special product.	28
Chart 4.1.F	Chart showing consumer those who are shifting into special product.	29
Chart 4.1.G	Chart showing which brand do consumers prefer for the plastering work.	30
Chart 4.2.A	Chart showing satisfaction level of respondent.	31
Chart 4.2.B	Chart showing additional factor required for special product.	32
Chart 4.2.C	Chart showing increase in price is reasonable for special product.	33
Chart 4.2.D	Chart shows What changes are people expecting from special product.	34
Chart 4.3.A	Chart showing working segment of respondent.	35
Chart 4.3.B	Chart showing preference of respondent for future construction.	36
Chart 4.3.C	Chart showing customer suggesting their pairs.	37

Chart 4.3.D	Chart Showing segment at which more special product are used	38
Chart 4.4.A	Chart showing which area respondent are working.	39
Chart 4.4.B	Chart showing how respondent came to know about product.	40
Chart 4.4.C	Chart Showing client preferring special product.	41
Chart 4.4.D	Chart Showing how client know about product.	42
Chart 4.5.A	Chart showing rating of special product.	43

Executive summary

In this modern world infrastructure is developing in a such way that which shows the development in the economy. In the fast-growing economy infrastructure plays an important role, so the cement industries are directly linked with growing infrastructure UltraTech is one of the leading companies in the cement industry. And it is also called as Indian no 1 cement brand. Ultratech cement which has large number of various types of product which increases the stability of building. In the Indian sector about 71% of cement market is occupied by UltraTech cements.

The study is based on buying behaviour towards special type of cement product and acceptance. The study shows the buying behaviour of customers towards a new product. The study on UltraTech cements buying behaviour which includes company profile, a brief history of UltraTech, various products of UltraTech and analysis have been made through the detailed survey on buyers and dealers. In the analyst part, objectives and data collection method, sampling design, sampling size, sampling method and mainly I have collected the primary data using questionnaires. The major finding in the survey conducted show that bulk of the customers are highly satisfied with time and cost savings. Finally, recommendations, limitations and conclusions are derived.

**“A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO
ADILAXMI GARMENTS NANDALIKE”**

Submitted by

POOJA DEVADIGA

USN: 4AL18MBA48

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

Mrs. Maithri

Senior Lecturer

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mr. Anuresh

Finance Manager

Adilaxmi Garments

Nandalike



**POST GRADUATION DEPARTMENT OF BUNESINESS
ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Batch- 2018-2020**

GSTIN : 29APUPK6819A1ZJ

Ph : 9743533661, 8970645779, 9964086105

ADILAXMI GARMENTS

NEAR ADILAXMI TEMPLE, KODSARABETTU,
NANDALIKE, UDUPI DIST - 576111

Ref. :

Date 17-2-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss Pooja Devadiga pursuing her MBA from Alvas institute of Engineering & Technology, Mijar bearing Reg No : 4AL18MBA48 has completed her Project work entitled "INVENTORY MANAGEMENT AND CONTROL AT ADILAXMI GARMENTS NANDALIKE " in our organization as partial fulfilment of Master Degree from 1-1-2020 to 15-2-2020.

She has shown interest in learning and her conduct and character was good

We wish good luck in her future endeavours .

For ADILAXMI GARMENTS
For ADILAXMI GARMENTS



Authorised Signature
(SIDDESH)

ACCOUNTANT



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **POOJA DEVADIGA** bearing USN **4AL18MBA48**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON INVENTORY MANAGEMENT SYSTEM AT ADILAXMI GARMENTS, NANDALIKE**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, PG 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.

Mrs. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, POOJA DEVADIGA, hereby declare that the project report entitled "A STUDY ON INVENTORY MANAGEMENT" with reference to "ADILAXMI GARMENTS" prepared by me under the guidance of Mrs. Maithri, senior lecturer of M.B.A. Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Anuresh, Finance Manager, Adilaxmi Garments and I also declare that this project work is towards the partial fulfillment of the university Regulation 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 6 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, Moodbidri

Signature of the student

Date: 03/07/2020

ACKNOWLEDGEMENT

It is my great pleasure to extend my thanks and gratitude to those who have been instrumental in the completion of this project report.

I thank Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and our beloved Dr. Claret Mendonca, Head of the Department, MBA, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their support to undertake this project.

I sincerely express deep sense of gratitude to my internal guide Mrs. Maithri , Alva's Institute of Engineering and Technology, Mijar, Moodbidri for her careful and valuable guidance, never ending patience and constant encouragement throughout the project.

I am thankful to Mr. Anuresh, Finance Manager "ADILAXMI GARMENTS" external guide for providing me the opportunity to undertake this project, without which this project would not have been possible.

Lastly I would like to thank my family and friends for extending their support in completing the report.

Date :15-5-2020

POOJA DEVADIGA

Place: Mijar

TABLE OF CONTENTS

CHAPTER NO.	PARTICULARS	PAGE NO.
01.	Introduction	1-18
02.	Theoretical Background and Literature Review	19-27
03.	Research Design	28-31
04.	Data Analysis and Interpretation	32-48
05.	Findings, Suggestions and Conclusion	49-52
06.	Bibliography	57-58

LIST OF TABLE

Table	Title	Page No.
1	Table showing the infrastructure facilities	9
2	Table showing Current Ratio	15
3	Table showing Current Asset Turnover Ratio	16
4	Table showing Net Profit Ratio	17
5	Table showing the Inventory turnover Ratio	18
6	Table showing the Inventory to current asset	33
7	Table showing the Inventory Conversion Period	35
8	Table showing the Net Sales to Raw Material	36
9	Table showing the Percentage Growth of Inventory	37
10	Table showing the inventory to Total Assets	38
11	Table showing the Inventory to Working Capital	39
12	Table showing the Inventory Turnover Proportion	40
13	Table showing the Average Stock	41
14	Table showing the Inventory to Fixed Assets	42
15	Table showing Trend Forecasting Inventory	43
16	Table showing Trend Forecasting Sales	45
17	Table showing the calculation of Karl Pearson's correlation co-efficient	47

LIST OF GRAPH

Chart No	Title	Page No
1	Chart showing Manufacturing Process	8
2	Chart showing the Current Asset	15
3	Chart showing Current Assets Turnover Ratio	16
4	Chart showing the Net Profit Ratio	17
5	Chart showing the Inventory Turnover Ratio	18
6	Chart showing Inventory to current assets ratio	33
7	Chart showing Inventory Conversion Period	35
8	Chart showing Net Sales to Raw Materials	36
9	Chart showing the Percentage Growth of Inventory	37
10	Chart showing Inventory to Total Assets	38
11	Chart showing the Inventory to Working Capital	39
12	Chart showing the Inventory Turnover Proportion	40
13	Chart showing the Average Stock	41
14	Chart showing the Inventory to Fixed Assets	42
15	Chart showing Trend Forecasting Inventory	44
16	Chart showing Trend Forecasting Sales	46

EXECUTIVE SUMMARY

The most important objective of the observe is to get the know-how of the production or manufacturing procedure of the “ ADILAXMI GARMENTS” which is set up within the commercial location Nandalike, Udupi. This industry has worried within the production of casting merchandise and it concerned in foundry works. This enterprise is included in October 2010, by way of Sandeep kanchan.

The facts accrued from the look at is from primary and secondary assets, in which I individually mentioned with finance supervisor about the procedure and gained data from the e- sights. I labored in this industry to know the producing system and running capital control and inventory control. As I came to know that they may be doing properly in the market and in close to future they have got scope for the this enterprise had sole proprietor so he reveals problem for sourcing the finance. This enterprise had specially two varieties of sources of budget. They are owners capital and debt or borrowing from financial institutions.

I asked work related questions with workers. From this I came to know that the relationship between the employer and the employees is good and well maintained. From the findings it is clear that the factory has good working condition with the very friendly nature. In this factory the work is divided into small jobs according to the capacity of the worker. There is also threat from the competitor.

**“A STUDY ON EMPLOYEE JOB SATISFACTION
WITH REFERENCE TO GURUCHARAN INDUSTRIES, BAIKAMPADY”**

Submitted by:

PRAKHYATH B

U.S.N: 4AL18MBA49

Submitted to:



VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidelines of

Internal Guide:

Mrs. Priya

Associate professor

MBA Department

AIET, Mijar

External Guide:

Mrs. Triveni

Branch Manager

Gurucharan industries

Managalore



**DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI
(2019-2020)**

GURUCHARAN INDUSTRIES

PLOT NO.QG-1, 2 & 3 INDUSTRIAL ESTATE
BYKAMPADY, MANGALORE-575 011.

PH : 0824-2409556,2400966,Fax: 0824-2408466 Cell : 9844074366

27th June 2020

Certificate

This is to certify that Mr.Prakhyath B (4AL18MBA49) M.B.A student of, Alva's Institute Of Engineering And Technology Moodbidri Mangalore, has undergone project on " A Study On Employee Satisfaction" in our Organization from 01/01/2020 to 15/02/2020. He has acquainted himself with all the departments and successfully completed his Project.

During the study, we found him quite regular and took keen interest in understanding the organization, sincere, hardworking and enthusiasm to work. We also found his performance and conduct is good.

We wish him all success in his future endeavors.



For **GURUCHARAN INDUSTRIES,**


MANAGER



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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24 June 2020

CERTIFICATE

This is to certify that **PRAKHYATH B** bearing USN **4AL18MBA49**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE TO GURUCHARAN INDUSTRY, BAIKAMPADY**" is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

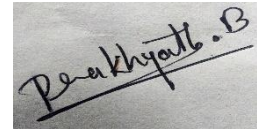
DECLARATION

I, PRAKHYATH B, hereby declare that the Project report entitled “A STUDY ON EMPLOYEE JOB SATISFACTION” with reference to “GURUCHARAN INDUSTRIES, Bykampady, Managlore ” prepared by me under the guidance of Mrs PRIYA, Assistant professor, faculty of MBA department, ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY and External assistance by Mrs. Triveni, Branch manger, Guruchran industries, Manglore. I also declare that this project work is towards the partial fullfilment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the orginal study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: Mijar

Date:3-6-2020

A handwritten signature in black ink, reading "Prakhyath.B", written over a horizontal line.

PRAKHYATH B

ACKNOWLEDGEMENT

I would like to extend my heartiest thanks with a deep sense of gratitude and respect to all those who provides me immense help and guidance during my training period

I would like to thank our respected Principal, Dr PETER FERNANDES for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to Mrs CLARET MENDONCA, Dean of MBA Department for giving me the opportunity and for her encouragement.

I am deeply indebted to my faculty guide Mrs PRIYA, Assistant professor, department of MBA, AIET for offering valuable guidance and support in every single stage throughout the course of my entire project work.

I would like to thank my External guide Mrs Triveni, the Branch Manager and entire staff of Gurucharan industries for their constant encouragement, suggestions and moral support throughout the duration of my project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

PRAKHYATH B

TABLE OF CONTENTS

Contents	Page Nos.
Chapter 1: Introduction	1-14
Chapter 2: Conceptual background and literature review	15-21
Chapter 3: Research design	22-25
Chapter 4: Data analysis and interpretation	26-48
Chapter 5: Findings, suggestions and conclusions	49-51
Bibliography	52
Annexure	53-55

LIST OF TABLES

Table No.	Particular	Page Nos.
Table – 1.1	Current ratio	10
Table – 1.2	Quick ratio	11
Table – 1.3	Debtors turnover ratio	12
Table – 1.4	Inventory turnover ratio	13
Table – 4.1	Gender of respondents	26
Table – 4.2	Age of respondents	27
Table – 4.3	No of respondents who receive rewards	28
Table – 4.4	Education qualification of respondents	29
Table – 4.5	Monthly income of respondents	30
Table – 4.6	Facilities to the respondents	31
Table – 4.7	Whether the company provide salary in time	32
Table – 4.8	Satisfactory level of respondents on provision of salary	33
Table – 4.9	Satisfaction of respondents on provision of reward	34
Table – 4.10	Satisfaction of respondents on provision of incentives	35
Table – 4.11	Satisfactory level of respondents on provision of insurance	36
Table – 4.12	Satisfaction of respondents on bonus provided	37
Table – 4.13	Respondents who are satisfied with drinking facility	38
Table – 4.14	Satisfaction of respondents on food	39
Table – 4.15	Satisfaction of respondents on rest time	40
Table – 4.16	Satisfaction respondents on working hours	41
Table – 4.17	Respondents satisfied with leave policy	42

Table – 4.18	Satisfaction on work environment	43
Table – 4.19	Respondents satisfied with top management	44
Table – 4.20	Opinion of respondents on promotion based on performance	45
Table – 4.21	Opinion on proper salary and facility is a key for employee satisfaction	46
Table – 4.22	Opinion on job security is important for employee satisfaction	47
Table – 4.23	Respondents opinion on equality in the organisation	48

LIST OF GRAPHS

Chart no	Particular	Page Nos
Graph – 1.1	Current ratio	10
Graph – 1.2	Quick ratio	11
Graph – 1.3	Debtors turnover ratio	12
Graph – 1.4	Inventory turnover ratio	12
Graph – 4.1	Gender of respondents	26
Graph – 4.2	Age of respondents	27
Graph – 4.3	No of respondents who receive rewards	28
Graph – 4.4	Education qualification of respondents	29
Graph – 4.5	Monthly income of respondents	30
Graph – 4.6	Facilities to the respondents	31
Graph – 4.7	Whether the company provide salary in time	32
Graph – 4.8	Satisfactory level of respondents on provision of salary	33
Graph – 4.9	Satisfaction of respondents on provision of reward	34
Graph – 4.10	Satisfaction of respondents on provision of incentives	35
Graph – 4.11	Satisfactory level of respondents on provision of insurance	36
Graph – 4.12	Satisfaction of respondents on bonus provided	37
Graph – 4.13	Respondents who are satisfied with drinking facility	38
Graph – 4.14	Satisfaction of respondents on food	39
Graph – 4.15	Satisfaction of respondents on rest time	40
Graph – 4.16	Satisfaction respondents on working hours	41
Graph – 4.17	Respondent satisfied with leave policy	42

Graph – 4.18	Satisfaction on work environment	43
Graph – 4.19	Respondents satisfied with top management	44
Graph – 4.20	Opinion of respondents on promotion based on performance	45
Graph – 4.21	Opinion on proper salary and facility is a key for employee satisfaction	46
Graph – 4.22	Opinion on job security is important for employee satisfaction	47
Graph – 4.23	Respondents opinion on equality in the organisation	48

EXICUTIVE SUMMARY

The objective of this report is to know the employee job satisfaction of GURUCHARAN INDUSTRY through the questionnaire method. GURUCHARAN INDUSTRY is a manufacturing industry which manufactures plastic processing machineries, allied machineries, GURUCHARAN INDUSTRIES located in Bykampady, Mangalore. This study is very important to reduce the employee turnover and reduce cost of recruiting.

In this report in first chapter includes general introduction of the company with its origin, nature of the business, growth prospectus. It includes vision, mission, competitor's information, quality policy, product/services profile area of operation. The report also shows the SWOT Analysis which shows company's strength, weakness, opportunities and threats.

And second chapter explains about conceptual back ground and literature review this chapter include more than 20 literature review. Third and fourth chapter is about research design and analysis of interpretation this chapter has presented the study through diagrams and statistical tools and for this chapter information is collected through questionnaire method. And finally, last chapter is about findings and conclusion which presents findings of this report and suggestion for the company and conclude the report in short form

A study on
EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM

With special reference to
BHARATH AUTO CARS PVT LTD, MANGALORE

By
MR. PRAKYATH SHETTY N

USN: 4AL18MBA50

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Johnson Fernandes

Asst Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Poonam Suvarna

Sr. Hr Executive

Bharath Auto Cars Pvt Ltd

Managalore, Karnataka.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri

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NH-66, Kuntikan Junction, MANGALURU-575004, Ph : +91-824-222 3030, Fax : +91-824-222-4030 E-mail : info@bharathauto.co.in, Website :www.bharathauto.co.in

DATE: 20/02/2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Prakyath Shetty N, USN: 4AL18MBA50**, Final year **MBA** student of **Alva's Institute of Engineering and Technology Moodbidri** has undertaken a six week project in our company on, **"A Study on Performance Appraisal System with special reference to Bharath Auto Cars Pvt Ltd"**.

During the tenure, he was found to be hardworking, sincere and honest. I wish him all the luck and success in his future endeavors.

For Bharath Auto Cars Pvt. Ltd


Poonam Suvarna
Sr. HR Executive

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EXTENSION OUTLETS :
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ANKOLA : NH-66 belegull Cross-581314
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24 June 2020

CERTIFICATE

This is to certify that, **PRAKYATH SHETTY N** bearing USN **4AL18MBA50**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO BHARATH AUTO CARS PVT. LTD., MANGALORE**", is prepared by him under the guidance of Johnson Fernandes, Assistant Professor, PG 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.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, **Prakyath Shetty N**, hereby declare that the Project report entitled "**A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM**" with reference to "**BHARATH AUTO CARS PVT LTD, MANGALORE**" prepared by me under the guidance of Johnson Fernandes, faculty of M.B.A Department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by Poonam Suvarna Sr. Hr Executive. I also declare that this project 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 six 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, Moodbidri

Date: 24/06/2020


PRAKYATH SHETTY N
(4AL18MBA50)

ACKNOWLEDGEMENT

My heartfelt gratitude to the Dean Dr Claret Mendonca, Department of Business Administration and Alva's Institute of Engineering and Technology, Moodbidri for providing me an opportunity to complete the study.

Besides any noble work, there must be some force and inspiration, likewise preparation of this project report was not an easy task for me. I needed ample and distinguishable guidance from well - known persons, who are much more related in this area. In this context I express my deep sense of gratitude to Poonam Suvarna Sr. Hr Executive Bharath Auto Cars Pvt Ltd, Mangalore for giving me permission to do project in that company and also their valuable guidance and information provided to me during my study period. I thank all staff members who readily respond to my queries and helped me to finish my project successfully.

Thank you

TABLE OF CONTENTS

CHAPTER	CONTENT	PAGE NO:
EXECUTIVE SUMMARY		
CHAPTER-1	INTRODUCTION, INDUSTRY AND COMPANY PROFILE	1-12
CHAPTER-2	CONCEPTUAL BACKGROUND & LITERATURE RIVIEW	13-15
CHAPTER-3	RESEARCH DESIGN	16-17
CHAPTER-4	DATA ANALYSIS AND INTERPRETATION	18-48
CHAPTER-5	FINDINGS, SUGGESTIONS & CONCLUSION	49-52
BIBLIOGRAPHY		
ANNEXURE		

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	Age	19
4.2	Gender	20
4.3	Department	21
4.4	Experience	22
4.5	Qualification	23
4.6	Necessity to organization	24
4.7	Increase efficiency	25
4.8	Improve productivity and profitability	26
4.9	Grievance occurrence	27
4.10	Superior support to solve the problem	28
4.11	Satisfaction regarding the performance appraisal system	29
4.12	Improving personal skill	30
4.13	Help to identify the strengths and weakness	31
4.14	Helps in employee counselling	32
4.15	Confidentiality regarding performance appraisal system	33
4.16	Reward management based on performance	34
4.17	Co-operation in conduction performance appraisal	35
4.18	Expectation for recognition	36
4.19	Awareness regarding objectives of performance appraisal system	37
4.20	Improvement present in performance appraisal system	38
4.21	Bias in appraisal	39

4.22	Improve motivation and job satisfaction	40
4.23	Change in behaviour of employees	41
4.24	Comparison of performance	42
4.25	Transfer, demotion, suspension and dismissal based on performance appraisal	43
4.26	Target achievements	44
4.27	Training programme after appraisal system	45
4.28	Clear understanding of expectation of superior	46
4.29	Self-appraisal system have been achieved	47
4.30	Frequent performance appraisal system	48

LIST OF GRAPHS

GRAPH NO	PARTICULARS	PAGE NO
4.1	Age	19
4.2	Gender	20
4.3	Department	21
4.4	Experience	22
4.5	Qualification	23
4.6	Necessity to organization	24
4.7	Increase efficiency	25
4.8	Improve productivity and profitability	26
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4.25	Transfer, demotion, suspension and dismissal based on performance appraisal	43
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4.27	Training programme after appraisal system	45
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EXECUTIVE SUMMARY

Managing human resources in today's dynamic environment is becoming more and more complex as well as important. Recognition people as a valuable resource in the organization has led to increases trends in employee maintenance, job security etc. My research project deals with "performance appraisal system as carried out at Bharath Auto Car Pvt. Ltd". In this report I have studied and evaluated the performance appraisal processes as it is carried out in the company.

The first section of my report deals with introduction, industry profile, company profile, vision mission and quality policy, products/service profile, area of operation infrastructure facilities, competitors information, swot analysis, financial statement etc.

The second section deals with conceptual background and literature review

The third section of my report deals with a statement of problem, need for the study, objectives, scope of the study, research methodology, limitations chapter scheme etc.

The forth section of my report, I have conducted a research study to evaluate the process of performance appraisal at Bharath Auto Car; this section also contains tabulation analysis and interpretation.

The fifth section deals with key finding, while understanding the study in the company by research and also lists down suggestions related to the process. It contains my finding, suggestion and conclusion.

The final section of the project consists of extra information that related to the main contents of reports. This questionnaire on the basis of which the primary data was collected and research study was conducted.

**“A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE WITH
REFERENCE TO POWERPOINT BAGS INDUSTRY LIMITED, KARKALA”**

Submitted by

PRAMOD BHAT

USN: 4AL18MBA51

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Siquera

Assistant Professor

Department of MBA

AIET, Mijar

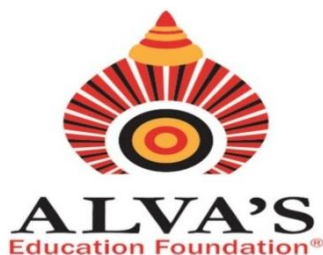
EXTERNAL GUIDE

Mr. Mahaveer Hegde

Managing Director

Power Point Bags

Karkala



POST GRADUATION DEPARTMENT OF BUNESINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERNING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri Taluk D.K – 574225

July 2020



POWER POINTTM BAG INDUSTRIES

Date: 26/06/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Pramod Bhat, (USN 4AL18MBA51) a MBA Programme course student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Moodbidri-574225 has successfully completed the internship project at our organization from 1-1-2020 to 15-2-2020 as a part of his curriculum requirement.

His performance and conduct during the project were good.

We wish him all the success in his future endeavors.

For Power Point Bag Industry

Mahaveer Hegde
(Managing Director)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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24 June 2020

CERTIFICATE

This is to certify that **PRAMOD BHAT** bearing USN **4AL18MBA51**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled **"A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE WITH REFERENCE TO POWERPOINT BAGS INDUSTRY LIMITED, KARKALA"** is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL


Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, **PRAMOD BHAT**, hereby declare that the project report entitled "**CUSTOMER SATISFACTION ON AFTER SALES SERVICE**" with reference to "**POWERPOINT BAGS INDUSTRY LIMITED, KARKALA**" prepared by me under the guidance of Mrs. Priya Siquera, Assistant Professor, P G Department of Business Administration,, Alva's Institute of Engineering and Technology and external assistance by Mr. Mahaveer Hegde, Managing Director, Power Point bags industry limited, karkala. I also declare that this project work is towards the partial fulfilment of the university regulation 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 Six 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: 03-07-2020


(Pramod Bhat)

ACKNOWLEDGEMENT

It is with great pleasure I wish to express my heartfelt gratitude to all those who have contributed to the successful completion of this project report.

I am thankful to Mr Vivek Alva, Managing Trustee, Alva's Education Foundation and Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their encouragement and support to carry out a purposeful internship which would give valuable exposure to the corporate world.

I am much obliged to Dr. Claret Mendonca, Head, PG Department of Business Administration, AIET and my guide Mrs. Priya Siquera, Assistant Professor for her continued guidance and direction in successfully completing the project.

I am thankful to Mr. Mahaveer Hegde, Managing Director, Power Point Bags Industry Limited, Karkala, my external guide for providing me the opportunity to undertake this project in their reputed organization. I thank him for continued assistance and guidance during the course of this study.

I cannot forget to thank my parents, family and friends for always being there for me.

Pramod Bhat

4AL18MBA51

TABLE OF CONTENT

Chapter No.	Contents	Page No.
1	Introduction	1-13
2	Conceptual Background and Literature Review	14-18
3	Research Design	19-21
4	Data Analysis and Interpretation	22-36
5	Findings, Conclusion and Suggestion	37-39
	Bibliography	40-41
	Annexure	42-46

LIST OF TABLES

Table No	Particulars	Page No.
Table 1.1	Table showing Balance Sheet	9-10
Table 1.2	Table showing Current ratio	11
Table 1.3	Table showing Quick ratio	12
Table 1.4	Table showing asset turnover ratio	13
Table 4.1	Table showing Are You Brand Specific	22
Table 4.2	Table showing Price of The PowerPoint Bags in The Market	23
Table 4.3	Table showing The Quality of PowerPoint Bags	24
Table 4.4	Table showing Durability of PowerPoint Bags	25
Table 4.5	Table showing Selection Criteria for PowerPoint Bags	26
Table 4.6	Table Showing Source of Information About PowerPoint Bags	27
Table 4.7	Table showing Attractiveness of PowerPoint Bags	28
Table 4.8	Table showing Services of PowerPoint Bags Retailers	29
Table 4.9	Table showing Design of PowerPoint Bags	30
Table 4.10	Table showing Quality of Materials Used in The PowerPoint Bags	31
Table 4.11	Table showing Recommend to Others About PowerPoint Bags	32
Table 4.12	Table showing whether they Consult Others While Selecting the Store for Your Purchase	33
Table 4.13	Table showing The Verity of Bags Available at PowerPoint	34
Table 4.14	Table showing Shoulder Strain Reduction Capacity of PowerPoint Bags	35
Table 4.15	Table showing Advertisement Given Act as Good Source of Information in Purchase Decision	36

LIST OF GRAPHS

Graph No	Particulars	Page No
Graph 1.1	Chart showing Current Ratio	11
Graph 1.2	Chart showing Quick ratio	12
Graph 1.3	Chart showing Asset turnover ratio	13
Graph 4.1	Chart showing Are You Brand Specific	22
Graph 4.2	Chart showing Price of The PowerPoint Bags in The Market	23
Graph 4.3	Chart showing The Quality of PowerPoint Bags	24
Graph 4.4	Chart showing Durability of PowerPoint Bags	25
Graph 4.5	Chart showing Selection Criteria for PowerPoint Bags	26
Graph 4.6	Chart showing Source of Information About PowerPoint Bags	27
Graph 4.7	Chart showing Attractiveness of PowerPoint Bags	28
Graph 4.8	Chart showing Services of PowerPoint Bags Retailers	29
Graph 4.9	Chart Showing Design of PowerPoint Bags	30
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Graph 4.13	Chart showing The Verity of Bags Available at PowerPoint	34
Graph 4.14	Chart showing Shoulder Strain Reduction Capacity of PowerPoint Bags	35
Graph 4.15	Chart showing Advertisement Given Act as Good Source of Information in Purchase Decision	36

EXECUTIVE SUMMARY

The topic deal with “A STUDY ON CUSTOMER SATISFACTION AFTER SALES SERVICE WITH REFERENCE TO POWER POINT BAGS”. The project is divided into five chapters. The first chapter brings the introduction to the topic, literature review of the different author, speakers and through internet view of the topic objectives of the project, methodology and gives the statement of the problem, scope and limitation of the study.

The second chapter deals mainly about the company its founder, history of the company, organisation structure, mission, vision, achievement etc. in short it gives brief introduction of company.

The third chapter deals with the conceptual and theoretical framework of the study.

The fourth chapter the data is collected through the primary source which is then calculated and which is analysed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concept and techniques, which shows analyse of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusion. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. Lastly there is the bibliography.

On the whole of the study was a good experience. This study explained the success of the company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner.

PROJECT REPORT TITLED
“A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT
ROYAL ENFIELD, MYSORE”

Submitted By
PRAVEEN B JALI
4AL18MBA52

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

Mrs. Priya Sequiera
Assistant Professor
PG department of business administration
AIET, Mijar

EXTERNAL GUIDE

Mr. SHATHISHA.V
Manager
Abhyuday motors service Pvt Ltd



Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

2020



ROYAL ENFIELD

ABHYUDAY MOTORS SERVICE Pvt .Ltd.

Date:15/02/2020

TO WHOM SO EVER IT MAY CONCERN

This to certify that Mr. Praveen.B. Jali (4AL18MBA52) a MBA Student of Alva's Institute of Engineering and Technology, Moodbidri – 574225 . He has undergone the corporate exposure and successfully completed his project work at "ABHYUDAY MOTORS SERVICES Pvt. Ltd." He has Completed his project work on "A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD AT MYSORE "From 6th January 2020 to 15th February 2020.

His performance during the training period was found good

We wish him all the best in his future endeavors.

For Abhyuday Motors Service Pvt. Ltd.
For Abhyuday Motor Service Pvt. Ltd.

Authorized Signatory
Manager



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24 June 2020

CERTIFICATE

This is to certify that **PRAVEEN B JALI** bearing USN **4AL18MBA52**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD**" is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, PRAVEEN B JALI (4AL18MBA52), hereby declare that this project report entitled “Effectiveness of Marketing Mix on Customer Satisfaction at Royal Enfield, Mysore, is Prepared under the guidance of Mrs Priya Sequeira, faculty MBA Department, Alva’s Institute of engineering and technology and by the external assistance by Mr.SATHISHA .V(HR Manager,) I also declare that this internship work is towards the partial fulfilment of university regulation 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 6 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 or diploma from any other university/institution.



Place: MIJAR
Date : 6/07/2020

PRAVEEN B JALI
(4AL18MBA52)

ACKNOWLEDGMENT

I take this opportunity to express my sincere gratitude to all for the grace bestowed on me during the project work. The completion of this project will be incomplete without mentioning all the people who helped me to make it possible, whose guidance and encouragement were valuable.

First, I sincerely thank our institute Alva's Institute of Engineering and Technology I immensely acknowledge and thank our college Principle Dr Peter Fernandez and Dr Claret Mendonca, Head of the Department.

I express my gratitude to my guide Mrs. Priya Siqueira for guiding me by offering suggestions and making useful comments during entire course of my study.

It's my privilege to than Mr Sathisha.V HR Manager of Abhyuday Motors Service Pvt Ltd., found for granting the permission to do the project by giving a timely guidance and co-operation as external guide.

Finally, I thank my parents and friends who have helped me to successful completion of this project work.

TABLE OF CONTENT

CHAPETR NO.	PARTICULARS	PAGE. NO.
CHAPTER 1	INTRODUCTION	1-36
CHAPTER 2	LITRATURE REVIEW	37-44
CHAPTER 3	RESEARCH DESIGN	45-51
CHAPTER 3	DATA ANALYSIS AND INTERPRETATION	52-82
CHAPTER 4	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	83-86
ANN EXTURE		
BIBLIOGRAPHY		

LIST OF TABLES

Graph no	DESCRIPTION	Page no
01	Table showing gender of the respondents	51-51
02	Table showing marital status of the respondents	52-52
03	Table showing age of the respondents	53-53
04	Table showing educational qualification of the respondents	54-54
05	Table showing annual income of the respondents	55-55
06	Table showing about maintaining the quality of their organization	56-56
07	Table showing the comfort/ride ability of the royal Enfield	57-57
08	Table showing the durability of royal Enfield	58-58
09	Table showing the preference factors of royal Enfield	59-59
10	Table showing satisfaction towards discounts offered by royal Enfield	60-60
11	Table showing the opinion about the insurance facilities of royal Enfield	61-61
12	Table showing satisfaction level towards the high pricing structure of royal Enfield	62-62
13	Table showing the satisfaction towards number of outlets available for royal Enfield	63-63
14	Table showing the outlets attracts the customer to buy the products	64-64
15	Table showing the outlets are convenience or ease to purchase	65-65
16	Table showing satisfaction towards the infrastructure facilities of royal Enfield	66-66
17	Table showing that how the respondents come to know about royal Enfield	67-67
18	Table showing whether royal Enfield is doing an excellent personal selling/direct marketing	68-68
19	Table showing the satisfaction towards the promotional activities of royal Enfield	69-69
20	Table showing promotional tool of royal Enfield is effective for Communication	70-70
21	Table showing satisfaction towards the over all performance of the royal Enfield	71-71
22	Table showing important satisfying factors	72-72

LIST OF GRAPHS

GRAPH NO	DESCRIPTION	PAGE NO
01	Graph showing gender of the respondents	51-51
02	Graph showing age of the respondents	52-52
03	Graph showing marital status of the respondents	53-53
04	Graph showing educational qualification of the respondents	54-54
05	Graph showing annual income of the respondents	55-55
06	Graph showing about maintaining the quality of their organization	56-56
07	Graph showing the com fort/ride ability of the royal Enfield	57-57
08	Graph showing the durability of royal Enfield	58-58
09	Graph showing the preference factors of royal Enfield	59-59
10	Graph showing satisfaction towards discounts offered by royal Enfield	60-60
11	Graph showing the opinion about the insurance facilities of royal Enfield	61-61
12	Graph showing satisfaction level towards the high pricing structure of royal Enfield	62-62
13	Graph showing the satisfaction towards number of outlets available for royal Enfield	63-63
14	Graph showing the outlets attracts the customer to buy the products	64-64
15	Graph showing the outlets are convenience or ease to purchase	65-65
16	Graph showing satisfaction towards the infrastructure facilities of royal Enfield	66-66
17	Graph showing that how the respondents come to know about royal Enfield	67-67
18	Graph showing whether royal Enfield is doing an excellent personal selling/direct marketing	68-68
19	Graph showing the satisfaction towards the promotional activities of royal Enfield	69-69
20	Graph showing promotional tool of royal Enfield is effective for Communication	70-70
21	Graph showing satisfaction towards the over all performance of the royal Enfield	71-71
22	Graph showing important satisfying factors	72-72

Executive summary:

This project is partial fulfillment of requirement of MBA 4th semester, department of management Studies, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY. The organization which is selected for study is Abhyuday motors & services Ltd of royal Enfield. The project focuses on “A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD Ltd., MYSORE.

The purpose of the study is to measure the effectiveness of marketing mix to understand the customer satisfaction of Brand Royal Enfield. The study could provide appropriate and timely information about the positions and the performance levels of marketing mix of customer satisfaction of royal Enfield.

The study is segregated in to 5 chapters.

The first chapter is introduction about the internship, need for the study, and objectives of the study, scope of the study, methodology adopted, literature review and limitations of the study. The 2nd chapter contains industry and company profile, promoters, infrastructure facilities, the information about competitors, MC Kinney’s frame work, SWOT analysis, future growth and it gives knowledge about financial health of the organization. Chapter three contains theoretical information about the topic and the chapter four contains the data analysis and interpretation. The chapter five deals with the conclusion of the study and gives suggestions based on findings, bibliography and annexure.

**“A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO
DAKSHINA KANNADA CO-OPERATIVE MILK PRODUCERS’ UNION
LTD. KULSHEKAR”**

Submitted by

Mr. RACKSON RICKY RODRIGUES

USN: 4AL18MBA53

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

**Mrs. Maithri
Senior Lecturer
PG Department of Business Administration
AIET, Mijar**

External Guide

**Mr. Vasudev Bhat
Assistant Manager
DKMUL, Kulshekar
Mangalore**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

July-2020



DKMU

ದಕ್ಷಿಣ ಕನ್ನಡ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಒಕ್ಕೂಟ ನಿಯಮಿತ, ಮಂಗಳೂರು - 575 005

Dakshina Kannada Co-operative Milk Producers' Union Limited

REG.NO.J.R.M./1/JMC/86-87 DT.8-5-86



No: DKMU/ADMN/ 8939 /2019-20

Date: 02.03.2020

CERTIFICATE

This is to certify that Mr.Rackson Ricky Rodrigues USN:4AL18MBA53 student of Alva's Institute of Engineering And Technology, Mijar has undertaken Project work on "A Study on Financial Performance analysis " with reference to Dakshina Kannada Milk Union Limited, Mangalore from 03.01.2020 to 17.02.2020.

During the Project Work training, he has done the work sincerely. His conduct is good.

We wish him bright future.

MANAGING DIRECTOR
D.K. CO-OP. MILK PRODUCER'S UNION LTD.,
MANGALORE

ಕುಲಶೇಖರ, ಮಂಗಳೂರು - 575 005
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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **RACKSON RICKY RODRIGUES** bearing USN **4AL18MBA53**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO DAKSHINA KANNADA CO-OPERATIVE MILK PRODUCERS' UNION LTD. KULSHEKAR**" is prepared by him under the guidance of Mrs. Maithri, Senior Lecture, PG 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.


Mrs. Maithri
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
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Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

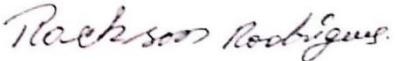
I, **RACKSON RICKY RODRIGUES** Reg. No.(4AL18MBA53), hereby declare that the Project report entitled **"A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO DAKSHINA KANNADA CO-OPERATIVE MILK PRODUCERS' UNION LTD. KULSHEKAR"** prepared by me under the guidance of Mrs. Maithri, Senior Lecturer, PG Department of Business Administration, Alva's Institute of Engineering and Technology-Mijar and external assistance by Mr. Vasudev Bhat Assistant Manager (Finance Dept.), Dakshina Kannada Co-operative Milk Producers' Union Limited.

I also declare that this project 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 six 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 or diploma from any other university or institution.

Place: Moodbidri

Date:27/05/2020


Signature of the Student

ACKNOWLEDGEMENT

I would like to thank God Almighty for his choicest blessings. The project work entitled “A STUDY OF FINANCIAL PERFORMANCE WITH REFERENCE TO DAKSHINA KANNADA CO-OPERATIVE MILK PRODUCERS’ UNION LTD. KULSHEKAR” would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavor. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Dr. Peter Fernandes, Principal of AIET and Dr. Claret Mendonca, Head of P G Department of Business Administration for their continued support.

I would like to extend my profound gratitude to my project guide Mrs. Maithri, Senior Lecturer, P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr. Vasudev Bhat (DKMUL) my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of Dakshina Kannada Co-Operative Milk Producers’ Union Ltd. for extending their support and co-operation in collecting data for my project report.

TABLE OF CONTENTS

Chapter No.	Particulars	Page No.
	Executive Summary	
1.	Introduction	1-15
2.	Conceptual Background and Literature Review	16-25
3.	Research Design	26-29
4.	Data Analysis and Interpretation	30-53
5.	Findings, Suggestions and Conclusion	54-56
	Bibliography	57-59
	Annexure	60-63

Abbreviations

KMF

DKMUL

LIST OF TABLES

Table No.	Particulars	Page No.
1.1	Table Showing Board of Directors	5
1.2	Table Showing Popular Dairy Brands State-Wise	11
1.3	Table Showing Awards and Certifications	14
1.4	Table Showing Balance Sheet as on 31/03/2017-31/03/2019	15
4.1	Table Showing Current Ratio	32
4.2	Table Showing Quick Ratio	33
4.3	Table Showing Proprietary Ratio	34
4.4	Table Showing Debtor Turnover Ratio	35
4.5	Table Showing Debtor Collection Period	36
4.6	Table Showing Assets Turnover Ratio	37
4.7	Table Showing Inventory Turnover Ratio	38
4.8	Table Showing Fixed Assets Turnover Ratio	39
4.9	Table Showing Creditor Turnover Ratio	40
4.10	Table Showing Creditor Payment Period	41
4.11	Table Showing Gross Profit ratio	42
4.12	Table Showing Net Profit Ratio	43
4.13	Table Showing Comparative Analysis of Balance Sheet for the Year 2015-2016	45
4.14	Table Showing Comparative Analysis of Balance Sheet for the Year 2016-2017	46
4.15	Table Showing Comparative Analysis of Balance Sheet for the Year 2017-2018	47
4.16	Table Showing Comparative Analysis of Balance Sheet for the Year 2018-2019	48
4.17	Table Showing Sales Trend	50
4.18	Table Showing Trend in Cost of Goods Sold	51
4.19	Table Showing Gross Profit Trend	52
4.20	Table Showing Net Profit Trend	53

LIST OF GRAPHS

Chart No	Particulars	Page No
4.1	Graph Showing Current Ratio	32
4.2	Graph Showing Quick Ratio	33
4.3	Graph Showing Proprietary Ratio	34
4.4	Graph Showing Debtor Turnover Ratio	35
4.5	Graph Showing Debtor Collection Period	36
4.6	Graph Showing Assets Turnover Ratio	37
4.7	Graph Showing Inventory Turnover Ratio	38
4.8	Graph Showing Fixed Turnover Ratio	39
4.9	Graph Showing Creditor Turnover Ratio	40
4.10	Graph Showing Creditor Payment Period	41
4.11	Graph Showing Gross Profit Ratio	42
4.12	Graph Showing Net Profit Ratio	43
4.13	Graph Showing Sales Trend	50
4.14	Graph Showing Trend in Cost of Goods Sold	51
4.15	Graph Showing Gross Profit	52
4.16	Graph Showing Net Profit	53

EXECUTIVE SUMMARY:

Milk plays an essential part of the human health and diet. India is the one of the biggest milk producers in the world. Dairy unions form a significant livelihood of for farmers. In India, almost 70% of the population are involved in agriculture. Dairy farming is a class of agriculture for long-term production of milk, which is processed (either on the farm or at a dairy plant, either of which may be called a dairy) for eventual sale of a dairy product.

Financial analysis is the process of valuation of the relationship between components of the monetary statement to obtain a understand the firm's fiscal position and economic viability of the company. The explanation of the analysis of statement of finance is necessary to uncover the mystery behind the numbers in financial statement. Financial statement analysis detects the weakness and strength of the company by corelating the items of balance sheet and profit and loss account. The strategies that are to be made in the future should be based on firm's financial activeness and weakness. Information would be gathered through records from the finance department, and techniques used are trend analysis and comparative statement and ratio analysis.

Firstly, introduction of information regarding the company and the topic, the company profile, product profile, vision and mission statement, achievements and SWOT Analysis are made. Then, statement of problem, objective of the study, scope, methodology, various tools used for data collection and limitation of the study is discussed. Subsequently, a detailed study is made on conceptual background of financial performance analysis. Analysis and interpretation is done on the basis of information gathered from the company. Finally, the suggestion to overcome the drawbacks involved in the project on the basis of the analysis made in the organization.

“A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE”

SUBMITTED BY

RAJESHA T

USN: 4AL18MBA54



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirement for the award of degree in

MASTER OF BUSINESS ADMINISTRATION

INTERNAL GUIDE

Mr. GURUPRASAD PAI B
ASSISTANT PROFESSOR
AIET, MIJAR

EXTERNALGUIDE

Mr.SACHIN
MANAGING DIRECTOR
YAMAHA,SAGARA



DEPARTMENT MASTER OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI,

JUNE 2020

CERTIFICATE

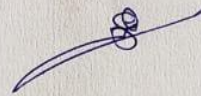
This is to certify that **Rajesh.T(Reg.No. 4AL18MBA54)**, MBA student of Alvas Institute of Engineering and Technology, Mijar, Has undertaken project work from 01-01-2020 to 15-02-2020 and prepared a project work on **“A Study On Service Quality And Its Impact To Customer Satisfaction in Yamaha.”**

During his internship, we found him sincere and hard working.

We wish him all the best for future Endeavour

Date :15-02-2020

Place : Sagar



Managing Director





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

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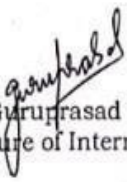
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

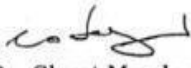
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24 June 2020


CERTIFICATE

This is to certify that RAJESHA T bearing USN 4AL18MBA54, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A Study On Customer Satisfaction Towards Yamaha Bike" is prepared by him under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

Alva's Institute of Engg. & Technology
MIJAR, MOODBIDRI - 574 225, D.K.

DECLARATION

I RAJESHA T hereby declare that the project report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE” with reference to “YAMAHA SAGARA” prepared by me under the guidance of PROF GURUPRASAD PAI B faculty of M.B.A department, alva’s institute of engineering and technology and external assistance by project executive director SACHIN. I also declare that this project work is towards the partial fulfillment of requirements of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six 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.

A small, square, grayscale image showing a handwritten signature in blue ink on a light-colored, textured background. The signature appears to be 'Rajesha T'.

PLACE: MIJAR

SIGNATURE

DATE:9-06-2020

ACKNOWLEDGEMENT

RAJESHA T II YEAR student of MBA course in, Alva's Institute of Engineering And Technology, Moodbidri, wish to express my deep sense of 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 express my deep gratitude to my internal guide Prof GURUPRASAD PAI B, Alva's institute of engineering and technology, Mijar, Moodbidri, for his valuable guidance, supervision and encouragement, which I received from him throughout my report.

I express my deep gratitude to my external guide Mr. SACHIN YAMAHA for guiding me for extending full support at all stages of this project report.

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 cooperation extended to me during my internship report.

TABLE OF CONTENT

Chapters	Contents	Page No
Chapter 1	INTODUCTION	1
1.1	Introduction	1
1.2	Industry Profile	1-2
1.3	Company Profile	2
1.4	Vision and mission	3
1.5	Product and service profile	4-10
1.6	Areas of operation	11
1.7	Company compotators	11
1.8	SWOT Analysis	12
1.9	Future growth and prospects	13
Chapter 2	Conceptual background and literature review	14
2.1	Conceptual background	15
2.2	Literature review	15-18
Chapter 3	Research design	19
3.1	Statement of the problem	20
3.2	Need for the study	20
3.3	Objectives of study	20
3.4	Scope of the study	21
3.5	Research methodology	21-22
3.6	Limitation of the study	22
Chapter 4	Analysis and Interpretation	23
	4.1 to 4.19 Data analysis	24-42
Chapter 5	Findings and suggestions	43
5.1	Findings	44
5.2	Suggestions	45
5.3	Conclusion	46
5.4	Bibliography	47
5.5	Questionnaires	48-51

LIST OF TABLE AND CHART

Graph	Titles	
4.1	Graph showing Age group of the respondents	24
4.2	Graph showing Monthly income	25
4.3	Graph showing Occupation	26
4.4	Graph showing the color of Yamaha bike.	27
4.5	Graph showing Customer knowing about Yamaha bikes	28
4.6	Graph showing Customer opinion about Yamaha.	29
4.7	Graph showing the first owner of the bike	30
4.8	Graph showing the Factors considering after the first service	31
4.9	Graph showing the Customer opinion after many service.	32
4.10	Graph showing Buying influence of customer.	33
4.11	Graph showing Price opinion of respondents on Yamaha bikes	34
4.12	Graph showing Customer satisfaction about the technology of Yamaha	35
4.13	Graph showing Performance of the Yamaha bikes	36
4.14	Graph showing is Yamaha bikes suitable for off road journey	37
4.14	Graph showing Any problem in Yamaha bikes.	38
4.15	Graph showing Any problem in Yamaha bikes.	39
4.16	Graph showing expectation from the service center	40
4.17	Graph showing Convenient timing of service station	41
4.18	Graph showing About the service provider listens to the complaints.	42
4.19	Graph showing greeting of customers by employees and staff\	43

LIST OF FIGURES

Fig No.	Name	Page No.
1.1	YAMAHA FASCINO	4
1.2	YAMAHA FZ25	5
1.3	YAMAHA YZF R14	6
1.4	YAMAHA RFZ R15F	7
1.5	YAMAHA RAY Z	8
1.6	YAMAHA FZ FI	9
1.7	YAMAHA FAZER FI	10
1.8	YAMAHA FZ	11
1.9	YAMAHA YZF R3	11
1.10	YAMAHA SZ-RR	11
1.11	YAMAHA ALPHA	11
1.12	YAMAHA FZI	11
1.13	YAMAHA FZS	11

EXECUTIVE SUMMARY

Project report on “A study on customer satisfaction towards Yamaha”. Before internship there are many questions in mind and internship helped to clear all those questions and doubts. To know the satisfaction level of customers towards Yamaha bikes, to learning the level of customer satisfaction, to understand the various factors which give customer satisfaction after the buying of bikes, to assess the reasonable period taken to delivery service at Sagara wheels. to understand about Yamaha bikes with regard to the specific customer opinion, To assess the satisfaction of the customer towards Sagara wheels. The marvelous evolution of Indian economy helped the development of two wheeler market. As of now more and more organizations came to the Indian market with progressive technology. They gave equal importance to safety, design, performance and durability. Yamaha is able to compete with them in all these fields and it has a good and reliable brand image in the mind of the customer.

**A PROJECT WORK ON
EMPLOYEE ENGAGEMENT WITH REFERENCE TO
MANIPAL TECHNOLOGIES**

SUBMITTED BY

RAJESHWARI V.S

USN No: 4AL18MBA55

SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In the partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERN GUIDE

ABHIJEETH BEKALKAR
ASSISTANT PROFESSOR
AIET, MIJAR

EXTERNAL GUIDE

VIDYA SHENOY
HR MANAGER
MANIPAL TECHNOLOGIES
MANIPAL



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri

2018 - 2020



Manipal Technologies Limited

MTL/HRTA/1920/163

15th February, 2020

To Whomsoever It May Concern

Subject: Internship Completion certificate for Ms. Rajeshwari V.S

Dear Sir/Madam

We hereby state on record that Ms. Rajeshwari V.S has completed Internship in our Human Resource Department of Manipal Technologies Limited from 7th January, 2020 to 15th February, 2020 and the location of her internship was Manipal.

During this period of internship, she has successfully met the objectives of the Training as set at the beginning of the Training. We found her hard working and resourceful.

We wish Ms. Rajeshwari V.S all success in her future endeavors.

Thanking you
Yours Sincerely


Vidya Shenoy
Manager HR

Manipal Technologies Limited

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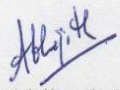
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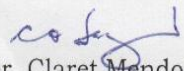
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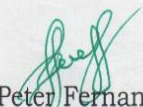
CERTIFICATE

This is to certify that Rajeshwari V S bearing USN 4AL18MBA55, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on " A Study on Employee Engagement with reference to Manipal Technologies" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst.Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I Rajeshwari VS, hereby declare that the project report entitled “Employee Engagement with reference to Manipal Technologies” prepared by me under the guidance of Prof. Abhijeeth Bekalkar, faculty of MBA Department, Alva’s Institute of Engineering and Technology and external assistance by Mrs. Vidya Shenoy, HR manager Manipal Technologies. I also declare that this project work is towards the partial fulfillment of the university.

Regulation 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 six 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 from any other university/institution.

Place: Moodbidri

Date: 04 July 2020



Signature of the Student

ACKNOWLEDGMENT

First and foremost I wish my sincere gratitude towards all those who have been helpful to me in getting this mighty task to a successful end.

I Acknowledge my fullest gratitude to my faculty guide Prof. Abhijeeth Bakalkar, Department of Business Administration, for his regular supervision and valuable suggestions. I would like to thank Mrs. Vidya Shenoy, Manipal Technologies Limited, for helping me to complete my project in an esteemed organization.

It's my privilege to thank our principal Dr. Peter Fernandes for giving me the opportunity to take up this project. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

TABLE OF CONTENTS

CHAPTER NO	CONTEXT	PAGE NO
1	INTRODUCTION, INDUSTRY PROFILE AND COMPANY PROFILE	1-17
	History	4
	Vision and Mission	4
	Quality Policy	4-5
	Promoters	5
	Products/ Service profile area of operation	6-7
	Infrastructure facilities	7-8
	Competitor's Information	8
	SWOT Analysis	8-9
	Future growth and prospects	9
	Financial Statements	10-17
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	18-32
	Theoretical Background of the Study	19-29
	Literature Review with research gap	30-32
3	RESEARCH DESIGN	33-35
	Statement of the problem	34
	Need for the Study	34
	Objectives	34
	Scope of the Study	34
	Research Methodology	34-35
	Hypothesis	35
	Limitations	35
4	DATA ANALYSIS AND INTERPRETATION	36-61
5	FINDINGS, CONCLUSION AND SUGGESTIONS	62-66
	BIBLOGRAPHY	67-69
	ANNEXURE	70-72

LIST OF TABLES

TABLE NO	CONTEXT	PAGE NO
1.1	Promoters of the company	5
1.2	Financial Statements 2017-18 and 2018-19	10
1.3	Current ratio of 2017-18 and 2018-19	11
1.4	Quick ratio of 2017-18 and 2018-19	12
1.5	Debt to Equity ratio of 2017-18 and 2018-19	13
1.6	Debt to Asset ratio of 2017-18 and 2018-19	14
1.7	Debt to Total Capital ratio of 2017-18 and 2018-19	15
1.8	Fixed Assets Turnover ratio of 2017-18 and 2018-19	15
1.9	Net Profit ratio of 2017-18 and 2018-19	16
4.1	Showing whether respondents, get opportunity to do their best everyday	37
4.2	Showing whether respondents receive recognition/ praise for doing work	38
4.3	Showing whether superior or someone at work cares me as a person	39
4.4	Showing whether someone at work encouraged/appreciates my development	40
4.5	Showing whether respondents opinions seems to count	41
4.6	Showing whether mission/ purpose feels my job is important	42
4.7	Showing whether employees are committed in doing quality of work	43
4.8	Showing whether colleagues talk to me about my progress	44
4.9	Showing whether respondents opportunities at work to learn and growth in career	45
4.10	Showing whether respondents, receive information what is communicated at time of work	46
4.11	Showing whether respondents, satisfied with the job	47

4.12	Showing whether benefits offered are fair and reasonable	48
4.13	Showing whether employees are cooperative and pleasant at work	49
4.14	Showing whether job promotion is fair and objective	50
4.15	Showing whether respondents, feel enthusiastic about work	51
4.16	Showing whether supervisor helps to know what is expected from me and guide me in that manner	52
4.17	Showing whether respondents, feel proud of work	53
4.18	Showing whether respondents, work with full focus	54
4.19	Showing whether respondents. value for the work	55
4.20	Showing whether respondents, involved in the work	56
4.21	Showing whether respondents feel tired after work	57
4.22	Showing whether employees take initiative to help others in need	58
4.23	Showing whether respondents recommend organization as a good place to work	59
4.24	Showing whether employees in organization willing to except change	60
4.25	Showing whether respondents, opportunity to get similar job in other organization, I would stay with present company	61

LIST OF CHARTS/GRAPHS

CHARTS/ GRAPHS/ FIGURES	CONTEXT	PAGE NO
1.1	Organization Structure of Manipal Technologies	3
1.2	Current ratio of 2017-18 and 2018-19	11
1.3	Quick ratio of 2017-18 and 2018-19	12
1.4	Debt to equity ratio of 2017-18 and 2018-19	13
1.5	Debt to assets ratio of 2017-18 and 2018-19	14
1.6	Debt to total capital ratio of 2017-18 and 2018-19	15
1.7	Fixed assets turnover ratio of 2017-18 and 2018-19	16
1.8	Net profit ratio of 2017-18 and 2018-19	16
2.1	Types of people in organization	21
2.2	Kahn's analytic framework of engagement	22
2.3	Ten C's of employee engagement	23
2.4	Factor influencing employee engagement	27
4.1	Graph showing, opportunity to do best everyday	37
4.2	Graph showing, receiving recognition/ praise for work	38
4.3	Graph showing, care as a person at work	39
4.4	Graph showing, encourages my development	40
4.5	Graph showing, opinion seems to count	41
4.6	Graph showing, mission/ purpose feels job is important	42
4.7	Graph showing, employees are committed to do quality work	43
4.8	Graph showing, employees communicate about progress	44

4.9	Graph showing, opportunities to learn and grow	45
4.10	Graph showing, receive information given to me at work	46
4.11	Graph showing, satisfied with the job	47
4.12	Graph showing, benefits offered are fair and reasonable	48
4.13	Graph showing, employees are cooperative and pleasant at work	49
4.14	Graph showing, job promotion is fair and objective	50
4.15	Graph showing, enthusiastic about work	51
4.16	Graph showing, supervisor helps me to know what is expected from me, guide me in that manner	52
4.17	Graph showing, proud of my work	53
4.18	Graph showing, work with full focus	54
4.19	Graph showing, value for the work	55
4.20	Graph showing, involvement in work	56
4.21	Graph showing, after work I feel tired	57
4.22	Graph showing, initiative to help others in need	58
4.23	Graph showing, recommend organization good place to work	59
4.24	Graph showing, employees willing to except change	60
4.25	Graph showing, opportunities to get similar job in the organization, would stay with present company	61

EXECUTIVE SUMMARY

This report describes the 6 weeks mandatory internship conducted by the student at Manipal Technologies Limited. The reason behind choosing this project is that: Nowadays Employee engagement plays an important role in the organization. It contributes to a good working environment where people are productive, ethical and accountable. This report focuses on how employee can be engaged at the workplace and how the company takes step to keep the employee engaged.

Most organization today realize that a 'satisfied' employee is not necessarily 'the best' employee in terms of loyalty and productivity. It is only an 'engaged employee' who is intellectually and emotionally bond with the organization, feels passionate about the goals of organization and are committed towards its values.

The research gave aid in understanding the area of relationship between employee engagement and retention level and how it interplay between individual differences and engagement level in the organization.

The report also includes a survey (questionnaire) comprising of multiple choice options which covers the feedback of 50 respondents. It is indicated in the pictorial representation in the form of pie charts and comparative means have been used to analyzed and interpret the data using convenient sampling method.

Employee engagement directly reflects how employees feel about their relationship with the boss. Also, if the supervisors are not super engaged, their negative attitude towards the work will flow down to the energy levels of the employee hampering their performance, and pushing forward not-engaged behaviors. Therefore, to have engaged employees you need super engaged supervisors. The regular feedback is also the key to engage employees and improve their motivation and morale.

**A STUDY ON EMPLOYEE SATISFACTION WITH REFERENCE
TO DAKSHINA KANNADA MILK UNION LIMITED
MANGALORE**

Submitted By

MS. RAKSHA KAVA

USN: 4AL18MBA56

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements of MBA Degree

Internal Guide

Prof. Abhijeeth Bekalkar

Department Of MBA

AIET, MIJAR

External Guide

Sathish Shetty

HR Manager

KMF Mangalore



**DEPARTMENT OF BUSINESS ADMINISTRATION
VAS INSTITUTE OF
ENGINEERING AND TECHNOLOGY MIJAR**

2018 - 2020



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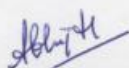
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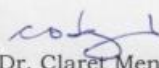
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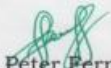
CERTIFICATE

This is to certify that Raksha Kava bearing USN 4AL18MBA56, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "A Study on Employee satisfaction with reference to Dakshina Kannada Milk Union Limited Mangalore" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dr. Peter Fernandes
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DKMU

ದಕ್ಷಿಣ ಕನ್ನಡ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಒಕ್ಕೂಟ ನಿಯಮಿತ, ಮಂಗಳೂರು - 575 005

Dakshina Kannada Co-operative Milk Producers' Union Limited

REG.NO.J.R.M./1/JMC/86-87 DT.8-5-86



No: DKMU/ADMN/8938 /2019-20


Date: 17.02.2020

CERTIFICATE

This is to certify that Ms.Raksha Kava, USN:4AL18MBA56 student of Alva's Institute of Engineering and Technology, Mijar undertaken Project work on "A Study on Employee Satisfaction " with reference to Dakshina Kannada Milk Union Limited, Mangalore from 03.01.2020 to 17.02.2020.

During the Project Work training, She has done the work sincerely. Her conduct is good.

We wish her bright future.


MANAGING DIRECTOR
D.K. CO-OP. MILK PRODUCER'S UNION LTD.,
MANGALORE

ay

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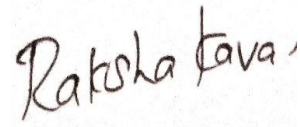
DECLARATION

I **RAKSHA KAVA** hereby declare that the project report entitled A Study on **“EMPLOYEE SATISFACTION WITH REFERENCE TO DAKSHINA KANNADA MILK UNION LIMITED, MANGALORE”** prepared by me under the guidance of Abhijeeth Bekalkar faculty of MBA Department Alvas Institute Of Engineering And Technology and external assistance by Mr Sathish Shetty (HR) Dakshina Kannada Milk Union. I also declare that this project work is towards the partial fulfilment of the University

Regulations for the award of degree of Masters Of Business Administration by Visvesvaraya Technological University Belgaum. I have undergone a summer project for six 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 /Institutions

Place: Mijar

Date: 2/07/2020



Signature of a Student

ACKNOWLEDGEMENT

First and Foremost, I wish my sincere gratitude towards all those who have been helpful to me in getting this mighty task to a successful end.

I Acknowledge my fullest gratitude to my faculty guide Prof Abhijeeth Bekalkar, Department of Business Administration, for his regular supervision and valuable suggestions.

I would like to thank Mr. Sathish Shetty (HR) for helping me to complete my project in an esteemed organization

It Is my privilege to thank our principal Dr. Peter Fernandes for giving me the opportunity to take up this project. And my profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, MIJAR.

Raksha Kava

TABLE OF CONTENTS

Chapter NO	Contents	Page No
1	Introduction	1-8
2	Conceptual Background And Literature Review	9-17
3	Research Design	18-20
4	Data Analysis And Interpretation	21-48
5	Findings , Suggestions And Conclusions	49-50
	Bibliography	51
	Annexure	52-55

List Of Tables

Table Number	Particulals	Page No
4.1	Gender of Employees	21
4.2	Age of Employees	22
4.3	Years been there in company	23
4.4	Education qualification of Employees	24
4.5	Working hour is satisfactory	25
4.6	Good career prospects for employees	26
4.7	Satisfied with benefits offered	27
4.8	Appreciation and Rewards if the desired work and targets are accomplished	28
4.9	Satisfaction regarding safety provided	29
4.10	Overall Satisfaction with the Job	30
4.11	Opinion About Working Environment	31
4.12	Provides Good Medical Facilities for employees	32
4.13	Management Involves Employees In Taking Decisions	33
4.14	Satisfied by Canteen Facilities provided	34
4.15	Company Values Your Talent	35
4.16	Secure You Feel In Your Current Job	36
4.17	Satisfied with Company Culture	37
4.18	Tools And Technologies You need to do your job well	38
4.19	Satisfied with Job Responsibilities	39
4.20	Satisfied with Infrastructure Facilities Provided	40

4.21	Satisfied with Wages Paid	41
4.22	Often Training Programme Is Held	42
4.23	Supervisors Listen To Opinions And Suggestions	43
4.24	Satisfactory Level Of Leave Provided	44
4.25	Management understanding regrading needs and wants of employees	45
4.26	Superior gives Feedback to Employees after completion of task and work	46
4.27	Factors Influence you the most	47
4.28	Satisfied with level of trust manager shows towards the team	48

List of Graphs

Graph Number	Particulars	Page No
4.1	Gender of Employees	21
4.2	Age of Employees	22
4.3	Years been there in company	23
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4.26	Superior gives Feedback to Employees after completion of task and work	46
4.27	Factors Influence you the most	47
4.28	Satisfied with level of trust manager shows towards the team	48

EXECUTIVE SUMMARY

The study was done in the KMF (Karnataka Milk Federation) Kulshekar Mangalore on a topic of Employee Satisfaction was carried under the support of company HR and Employee. And the most relevant purpose of study is to give the clear cut idea about ways and means followed in the study which was done in the period of six weeks as per VTU guidelines and in the overall project I have gained knowledge and experience. And here the Primary Data is collected through Data is collected through Questionnaire and an Secondary Data is collected through Websites, Magazines, Annual Reports, Company Documents and the main objective of the study is to understand how satisfied employees are in the organisation about the facilities provided to them in an organisation.

The Employee Satisfaction plays an important role in an organisation. The Study of Employee Satisfaction provides theoretical as well as practical knowledge of employee participation in management. The firm as well as provided that clear information of the company history, records etc. Organisation helps to knowing the working practice of the firm and knowing the various strategies of their competitors. Under this study I obtained clear cut information regarding work process management design and also done by SWOT analysis.

**“A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING
STRATEGY ON SALES WITH HOSHI TOOLS PVT LTD, BANGALORE”**

SUBMITTED BY

RAMYA K

4AL18MBA57

Project Report Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. GURUPRASAD PAI B

Asst. Professor, MBA Dept.

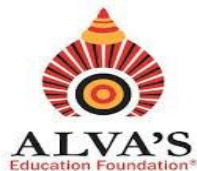
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BATCH: 2018-2020**



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DATE: 22/02/2020

CERTIFICATE

This is to certify that **Ms. RAMYA K** student of Alva's Institute of engineering and Technology, Mijar, MBA Programme, bearing USN: 4AL18MBA57 has successfully completed her "Project Work" (18MBAPR407) entitled "A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES" in our organization from 06-01-2020 to 20-02-2020. During her project work she was dedicated and sincere. We wish all the very best for her in future endeavours.


NATARAJ K J
MARKETING HEAD

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24 June 2020

CERTIFICATE

This is to certify that RAMYA K bearing USN 4AL18MBA57, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES AT HOSHI TOOLS (P) LTD" is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology
MIJAR, MOODSIDRI - 574 225, D.K.

DECLARATION

I RAMYA K, hereby declare that the project report entitled “**A STUDY ON IMPLEMENTATION OF CORPORATE ADVERTISING STRATEGY ON SALES WITH HOSHI TOOLS PVT LTD, BANGALORE, Bangalore**” prepared by me under the guidance of **PROF. GURU PRASAD PAIB** Assistant Professor, Department of MBA, Alva’s Institute of engineering and Technology, Mijar and external assistance by **Mr. NATARAJ K J**, marketing head, Hoshi Tools Pvt Ltd, Bangalore.

I also declare that the Project work is towards the partial fulfilment of the university regulations for the award of degree of **Master of Business Administration** by **Visvesvaraya Technological University, Belagavi**.

I have undergone a summer project for a period of 6 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 from any other university/Institutions.

DATE: 30/6/20
PLACE: MIJAR

Ramya.k
signature of the student

ACKNOWLEDGEMENT

It would be my great privilege to express a few words of gratitude and respect to all those who guided and inspired me throughout project.

I express my deep sense of gratitude to MBA programme Alva's Institute of engineering and Technology, Mijar which provided me an opportunity in fulfilling our most respected desire of reaching our goals.

I would like to thank **Dr. Peter Fernandes** Principal Alva's Institute of engineering and Technology, Mijar for his support to undertake this project.

I am thank full to **Dr. Claret Mendonca**, Head of the department, MBA Programme, Alva's Institute of engineering and Technology, Mijar for her valuable guidance and constant encouragement throughout the project. Her opinions and suggestions helped me a lot,

I am sincerely thankful to my Internal guide **prof. Guruprasad pai B** Assistant Professor, Department of MBA, Alva's institute of engineering and technology, Mijar for his valuable guidance and constant encouragement, time, cooperation and support, without which this project report would not have been completed.

I am deeply thankful to **Mr. Nataraj K J**, HR Manager, Hoshi Tools Pvt Ltd, Bangalore for his support in the project by making the required information available.

And I take this opportunity to thank one and all who have helped me directly and indirectly in completing my project work.

Finally, I would like to thank my Parents and Friends for their constant encouragement and support that has largely contributed to successful completion of the project.

RAMYA K

TABLE OF CONTENTS

SL.NO	PARTICULARS	PAGE NO
1	CHAPTER: 1 INTRODUCTION	
	1.1 INTRODUCTION	1
	1.2 INDUSTRY PROFILE	1-2
	1.3 COMPANY PROFILE	2-3
	1.4 PROMOTERS	3
	1.5 VISION, MISSION & QUALITY POLICY	3-4
	1.6 PRODUCT PROFILE	4-5
	1.7 INFRASTRUCTURE FACILITY	5
	1.8 COMPITITORS INFORMATION	6
	1.9 SWOT ANALYSIS	6
	1.10 FUTURE GROWTH AND PROSPECTS	7
	1.11 FINANCIAL STATEMENT	7-9
2	CHAPTER: 2 CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
	2.1 CONCEPTUAL BACKGROUND	10-11
	2.2 LITERATURE REVIEW	11-17
3	CHAPTER: 3 RESEARCH DESIGN	
	3.1 STATEMENT OF THE PROBLEM	18
	3.2 NEED FOR THE STUDY	18
	3.3 OBJECTIVES OF THE STUDY	18
	3.4 SCOPE OF THE STUDY	18-19
	3.5 RESEARCH METHODOLOGY	19
	3.6 HYPOTHESIS	20-21
	3.7 LIMITATIONS	22
	3.8 CHAPTER SCHEME	22
4	CHPATER: 4 ANALYSIS AND INTERPRETATION	
	4.1 ANALYSIS AND INTERPRETATION OF DATA	23-40
5	CHAPTER: 5 FINDINGS, SUGGESTIONS, AND CONCLUSION	
	5.1 SUMMARY OF FINDINGS	41
	5.2 CONCLUSION AND SUGGESTIONS	41-42
6	BIBLIOGRAPHY	44
7	ANNEXURE	44-47

LIST OF TABLES

SN	PARTICULARS	PAGE NO
1	Table no 4.1 showing how long your company is running in the market.	24
2	Table no 4.2 showing organization cutting tools for operations.	25
3	Table no 4.3 showing advertising impact on organization.	26
4	Table 4.4 showing medias in which you have seen the advertisement of company.	27
5	Table no 4.5 showing corporate advertising focuses on organization image.	28
6	Table no 4.6 showing heard of corporate advertising.	29
7	Table no 4.7 showing corporate advertising factors	30
8	Table no 4.8 showing profit margin play's a major over corporate advertising.	31
9	Table no 4.9 showing corporate advertising focuses on long term relation with customer.	32
10	Table no 4.10 showing corporate advertising focuses on the value of the organization.	33
11	Table no 4.11 showing corporate advertising help in positioning of the organization in minds of customer.	34

12	Table 4.12 showing corporate advertising through catalogues helps in repurchase.	35
13	Table no 4.13 showing corporate advertising is having an impact on sales.	36
14	Table no 4.14 showing corporate advertising should also be available in social websites.	37
15	Table no 4.15 showing corporate advertising should involve in developing messages.	38
16	Table no 4.16 showing corporate advertising should be focused on objectives of organization.	39
17	Table no 4.17 showing corporate advertising should focus on objectives of marketing.	40

LIST OF CHARTS

SN	PARTICULARS	PAGE NO
1	Graph 4.1 showing how long your company is running in the market.	24
2	Graph 4.2 showing organization cutting tools for operations.	25
3	Graph 4.3 showing advertising impact on organization.	26
4	Graph 4.4 showing medias in which you have seen the advertisement of company.	27
5	Graph 4.5 showing corporate advertising focuses on organization image.	28
6	Graph 4.6 showing heard of corporate advertising.	29
7	Graph 4.7 showing corporate advertising factors	30
8	Graph 4.8 showing profit margin play's a major over corporate advertising.	31
9	Graph 4.9 showing corporate advertising focuses on long term relation with customer.	32
10	Graph 4.10 showing corporate advertising focuses on the value of the organization.	33
11	Graph 4.11 showing corporate advertising help in positioning of the organization in minds of customer.	34

12	Graph 4.12 showing corporate advertising through catalogues helps in repurchase.	35
13	Graph 4.13 showing corporate advertising is having an impact on sales.	36
14	Graph 4.14 showing corporate advertising should also be available in social websites.	37
15	Graph 4.15 showing corporate advertising should involve in developing messages.	38
16	Graph 4.16 showing corporate advertising should be focused on objectives of organization.	39
17	Graph 4.17 showing corporate advertising should focus on objectives of marketing.	40

EXECUTIVE SUMMARY

The project report is based on “study on implementation of corporate advertising strategy on sales at Hoshi tools (p) ltd, Bangalore”. The particular project contains the information about the company and customer.

The company was established in the year 1994 in Bangalore the manufacturing products are cutting tools. The project mainly consist of information about the vision, mission of the company, SWOT analysis, quality policy, product profile, primary data, secondary data, simple design, objectives.

The corporate advertising it is the process of identifying the skills, knowledge, attributes of the customer. The project helps to learn the various information about the organization. We also identified how organization work effectively and efficiently. The company having objectives in always try to achieve the objectives and improves the moral of the customer. Some of the objectives are to encourage the work force for improved performance of the organization. The recognize the types of qualities observing the customer.

PROJECT REPORT ON
“A STUDY ON FINANCIAL STATEMENT PERFORMANCE ANALYSIS OF
HINDUSTAN PETROLEUM CORPORATION LIMITED”

Submitted by
RATHAN B N
USN: 4AL18MBA58
Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
In the partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

Mr. Guruprasad Pai B
Assistant Professor
Department of MBA
AIET College Mijar

External Guide

Mr. G Ramadoss
General manager
Hindustan Petroleum Corporation Limited
Hassan Terminal



Post Graduate Department of Business Administration

Alva's Institute of Engineering & Technology

Shobhavana Campus, Mijar, Moodbidri

May 2020



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

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Date: 20-02-2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Rathan B N** Student of MBA, studying at **Alva's Institute of Engineering and Technology, Moodbidri** has successfully completed his Internship / Project on "**Financial Statement Performance Analysis**" in our company from **02-01-2020 to 14-02-2020**.

During this period, we found his sincere and hard working.

We wish him all the success in his future endeavors.


20/02/2020

G RAMADOSS

DGM - Installation

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उप महा प्रबंधक-संस्थापना
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सर्व शिक्षा अभियान



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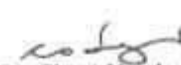
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24 June 2020


CERTIFICATE

This is to certify that RATHAN B N bearing USN 4AL18MBA58, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON FINANCIAL STATEMENT PERFORMANCE ANALYSIS OF HINDUSTAN PETROLEUM CORPORATION LIMITED" is prepared by him under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr.Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology
C/o, MOODBIDRI - 574 225, D.K.



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DECLARATION

I, **Rathan B N**, Reg.No. (4AL18MBA58), hereby declare that the project report entitled “**A STUDY ON FINANCIAL STATEMENT PERFORMANCE ANALYSIS OF HINDUSTAN PETROLEUM CORPORATION LIMITED** “with reference to “**Hindustan Petroleum Pvt .Ltd.** ” prepared by me under the guidance of Guruprasad Pai B, Assistant Professor, P G Department of Business Administration, Alva’s Institute Engineering and Technology, Mijar, D.K. - 574225 and external assistance by Mr. G Ramadoss.

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declared that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.

A handwritten signature in blue ink that reads "Rathan B. N". Below the signature, there is a small, faint rectangular stamp.

Date:29-06-2020

Signature of the Student

Place: Mijar, Moodbidri

ACKNOWLEDGEMENT

I would like to thank God Almighty for his choicest blessings. The project work entitled “A STUDY ON FINANCIAL STATEMENT PERFORMANCE ANALYSIS OF HINDUSTAN PETROLEUM CORPORATION LIMITED “would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavour. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Mr Peter Fernandes, Principal of AIET for their continued support.

I would like to extend my profound gratitude to my project guide Guruprasad Pai B, Assistant Professor, P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr G Ramadoss my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of Hindustan Petroleum Corporation Limited. for extending their support and co-operation in collecting data for my project report.

RATHAN B N,

USN: 4AL18MBA58

Place: Mijar

LIST OF CONTENTS

CHAPTER NO.	CONTENTS	PAGE. NO.
1	Introduction	1-14
2	Theoretical Background of the study and Literature Review	15-27
3	Research Design	28-31
4	Data Analysis and Interpretation	32-53
5	Summary of Finding, Suggestions and Conclusions	54-55
	Bibliography	56

LIST OF TABLES

TABLE NO	PARTICULAR	PAGE NO
Table 4.3.1	Showing the current assets, current liabilities and current ratio of the company	37
Table 4.3.2	Showing the quick assets, current liabilities and current ratio of the company	38
Table 4.3.3	Showing the long term and short-term debt, shareholders fund and debt equity ratio of the company	39
Table 4.3.4	Showing the shareholder fund, Total assets and proprietary ratio of the company	40
Table 4.3.5	Showing the operation profit, net sales and net profit ratio of the company	41
Table 4.3.6	Showing the net profit, net sales and net profit ratio of the company	42
Table 4.3.7	Showing the net profit, shareholders fund and return on investment ratio of the company	43
Table 4.3.8	Showing the net sales, inventory and inventory turnover ratio of the company	44
Table 4.3.9	Showing the total sales, account receivables and debtors' turnover ratio of the company	45
Table 4.3.10	Showing the net sales, avg working capital and working capital turnover ratio of the company	46
Table 4.3.11	Showing the cost of goods sold, total fixed assets and assets turnover ratio of the company	47

Table 4.3.12	Comparative balance sheet of 2019 and 2018	48
Table 4.3.13	Comparative balance sheet of 2018 and 2017	49
Table 4.3.14	Comparative balance sheet of 2017 and 2016	50
Table 4.3.15	Comparative balance sheet of 2016 and 2015	51
Table 4.3.16	Trend analysis of the company	52

LIST OF GRAPHS

FIGURE NO	PARTICULAR	PAGE NO
Figure 4.3.1	Shows current ratio of the company	37
Figure 4.3.2	Shows quick ratio of the company	38
Figure 4.3.3	Shows debt equity ratio of the company	39
Figure 4.3.4	Shows operating profit ratio of the company	40
Figure 4.3.5	Shows net profit ratio of the company	41
Figure 4.3.6	Shows return on investment ratio of the company	42
Figure 4.3.7	Shows Inventory Turnover ratio of the company	43
Figure 4.3.8	Shows debtors turnover ratio of the company	44
Figure 4.3.9	Shows working capital turnover ratio of the company	45
Figure 4.3.10	Shows assets turnover ratio of the company	46
Figure 4.3.11	Shows trend analysis of the company	53

Executive summary

The study of financial statement is the intentional numerical calculation of relationship between one of the other money related explanation are the outlined reports which exposure the operational outcomes relating position of a business for a specific timeframe.

The exploration gives you the exact information about the profitability, dissolvability and capital structure of the organization. It's systematic investigation in which the money related order that salary articulation and adjust of organization accessible from auxiliary source.

The different diagnostic strategies used to review this relationship are called as method of monetary investigation there are different analysis used to examine yet most prevalent is proportion examination which uncovers the result of outcome. The financial statement sheet and profit and loss account renamed and arranged intelligently with end goal of investigation and vertically. More prominence is laid on the bookkeeping proportions investigation is seriously used to think about the general photo of the organization almost 12 proportion having a place with various assembling are discovered and the pattern of every proportion throughout the year is worked out and the ideas, diagrams are drawn describing the profit and liability position.

**“A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT & ITS
IMPACT ON EMPLOYEE PERFORMANCE AT ARVIND MOTORS PVT.LTD”**

Submitted By

Rolwin Wilston Carlo

USN: 4AL18MBA59

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

Mr. JOHNSON FERNANDES

ASSISTANT PROFESSOR

AIET, MIJAR

EXTERNAL GUIDE

Ms.REENA

DEPUTY MANAGER HR

MANGALORE



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR, MANGALORE

(2018-2020)



ARVIND MOTORS PRIVATE LIMITED

TATA MOTORS

Commercial Vehicle Dealer

TO WHOMSOEVER IT MAY CONCERN

Date:- 17.02.2020

This is to certify that **Mr. ROLWIN WILSTON CARLO (USN NO: 4AL18MBA59)**, student of 4th Semester MBA of **Alva's Institute of Engineering and Technology, Mijar, Moodbidri** has successfully completed his project work on "A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT ARVIND MOTORS PRIVATE LIMITED" in our organization from **03rd January 2020 to 17th February 2020** in partial fulfillment of his course study.

We wish him success in his future endeavors.

For Arvind Motors Pvt. Ltd.

Dr. Ronald Sequeira

Head - HR

Corporate Office : Padukodi, Kuloor-Kavoor Road, Kuloor, Mangalore - 575 013

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24 June 2020

CERTIFICATE

This is to certify that, **ROLWIN WILSTON CARLO** bearing USN **4AL18MBA59**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT & ITS IMPACT ON EMPLOYEE PERFORMANCE AT ARVIND MOTORS PVT.LTD**", is prepared by him under the guidance of Johnson Fernandes, Assistant Professor, PG 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.


Johnson Fernandes
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I **Rolwin Wilston Carlo**, student of 4nd semester MBA, **Alva's Institute of Engineering And Technology**, Mijar bearing **USN: 4AL18MBA59** hereby declare that the Project report entitled "**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT & ITS IMPACT ON EMPLOYEE PERFORMANCE AT ARVIND MOTORS PVT.LTD**" prepared by me under the guidance of **Prof. JOHNSON FERNANDES**, Faculty of department of MBA, AIET and external assistance by **MS.REENA, Deputy Manager HR , Arvind Motors Private Limited.**

I also declare that this Project 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 Six 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: 14/06/2020



Signature

ACKNOWLEDGEMENT

I would like to extend our heartiest thanks with a deep sense of gratitude and respect to all those who provides me immense help and guidance during my training period.

I would like to thank my external guide **MS.REENA, Deputy Manager HR**, **Arvind Motors Private Limited** and the entire staff for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected Principal **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDOCA**, H.O.D of MBA Department for giving me the opportunity for her encouragement.

Finally I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Rolwin

TABLE OF CONTENTS

Chapter	Particulars	Page Number
1	INTRODUCTION 1.1 INDUSTRY PROFILE..... 1.2 COMPANY PROFILE..... 1.3 PROMOTERS..... 1.4 VISION, MISSION & QUALITY POLICY..... 1.5 PRODUCTS AND SERVICE PROFILE..... 1.6 AREA OF OPERATION..... 1.7 INFRASTRUCTURE FACILITY..... 1.8 COMPETITORS INFORMATION..... 1.9 SWOT ANALYSIS..... 1.10 AWARDS AND ACHIEVEMENTS..... 1.11 FUTURE GROWTH AND PROSPECTS..... 1.12 FINANCIAL STATEMENT.....	1-18
2	CONCEPTUAL BACKGROUND OF THE STUDY 2.1 THEORETICAL BACKGROUND OF THE STUDY 2.2 LITERATURE REVIEW.....	19-36
3	RESEARCH DESIGN 3.1 STATEMENT OF PROBLEM..... 3.2 NEED OF THE STUDY..... 3.3 OBJECTIVES OF THE STUDY..... 3.4 SCOPE OF THE STUDY..... 3.5 RESEARCH METHODOLOGY..... 3.6 LIMITATIONS..... 3.7 CHAPTER SCHEME.....	37-41
4	ANALYSIS AND INTERPRETATION	42-74
5	FINDINGS, CONCLUSION AND SUGGESTIONS	75-80
	BIBLOGRAPHY	
	ANNEXURE	

TABLE OF CONTENTS

TABLE NO	TITLE OF THE TABLE	PAGE NO
4.1	Showing the Gender of the respondents	43
4.2	Showing Area of respondents	44
4.3	Representing age of respondents	45
4.4	Representing Total Work Experience of respondents	46
4.5	Representing Total Work Experience in Present Company of respondents	47
4.6	Representing Education of respondents	48
4.7	Showing the Marital Status of the respondents	49
4.8	My Organization has full-fledged training and development department manned with competent professionals.	50
4.9	I have improved my knowledge in different fields of work after training & development Programs.	51
4.10	Training and Development programmes are periodically evaluated and improved in our organization.	52
4.11	I feel more self-confident in managing the work after the training programs.	53
4.12	My Organization involves competent faculty to conduct training programmes.	54
4.13	My organization has a training and development policy applicable to all employees.	55
4.14	My department provides training/learning opportunities to meet the changing needs of my job role.	56
4.15	Training and Development activities are encouraged and rewarded in my department.	57
4.16	My Organization gives importance for Employee Training Need Identification.	58
4.17	My Organization conducts qualitative training programmes for the employees.	59
4.18	Training and Development programmes are well planned in our organization.	60
4.19	Training programmes offered me the opportunity to identify my potential for further growth and development.	61

4.20	Training programmes have increased my skill level to a greater extent.	62
4.21	Supervisors help employees set realistic goals for performing their work as a result of their training.	63
4.21	Training courses helped me to reach the individual goals and also the Organizational goals.	64
4.23	I got aware of my strength and weakness after attending the training programs.	65
4.24	Training programmes plays an important role in minimizing the errors and increase the productivity of the organisation.	66
4.25	Training Programs I have attended has helped me to change my ways of dealing with people.	67
4.26	I feel that training programmes have increased my level of performance.	68
4.27	I am satisfied with the training programs provided by the organization	69
4.28	Number of training programmes you have undergone in the present company.	70
4.29	How often have you attended the training program	71
4.30	Type of training programmes has more importance in your organisation.	72
4.31	Type of techniques used to measure the effectiveness of training programme in your organisation.	73
4.32	The best method to give the training to an employee	74

CHART OF CONTENTS

TABLE NO	TITLE OF THE CHART	PAGE NO
4.1	Showing the Gender of the respondents	43
4.2	Showing Area of respondents	44
4.3	Representing age of respondents	45
4.4	Representing Total Work Experience of respondents	46
4.5	Representing Total Work Experience in Present Company of respondents	47
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4.8	My Organization has full-fledged training and development department manned with competent professionals.	50
4.9	I have improved my knowledge in different fields of work after training & development Programs.	51
4.10	Training and Development programmes are periodically evaluated and improved in our organization.	52
4.11	I feel more self-confident in managing the work after the training programs.	53
4.12	My Organization involves competent faculty to conduct training programmes.	54
4.13	My organization has a training and development policy applicable to all employees.	55
4.14	My department provides training/learning opportunities to meet the changing needs of my job role.	56
4.15	Training and Development activities are encouraged and rewarded in my department.	57
4.16	My Organization gives importance for Employee Training Need Identification.	58
4.17	My Organization conducts qualitative training programmes for the employees.	59
4.18	Training and Development programmes are well planned in our organization.	60
4.19	Training programmes offered me the opportunity to identify my potential for further growth and development.	61

4.20	Training programmes have increased my skill level to a greater extent.	62
4.21	Supervisors help employees set realistic goals for performing their work as a result of their training.	63
4.21	Training courses helped me to reach the individual goals and also the Organizational goals.	64
4.23	I got aware of my strength and weakness after attending the training programs.	65
4.24	Training programmes plays an important role in minimizing the errors and increase the productivity of the organisation.	66
4.25	Training Programs I have attended has helped me to change my ways of dealing with people.	67
4.26	I feel that training programmes have increased my level of performance.	68
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4.31	Type of techniques used to measure the effectiveness of training programme in your organisation.	73
4.32	The best method to give the training to an employee	74

EXECUTIVE SUMMARY

Training plays an important role in each and every organization. Every organization needs to have well trained and experienced people to perform the activity that have to be done. Training and Development program is necessary to raise the skill level and increase the versatility and adaptability of employees. Training and Development makes every important contribution to the development of the organization's human resources and hence to the achievement of its aims and objectives.

The project report on “A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT & ITS IMPACT ON EMPLOYEE PERFORMANCE AT ARVIND MOTORS PV.LTD” is carried on with objectives to study the need of the training and development in an organization. In the process of study, it was found that organization gives much importance for the employee training and development activities which helps them to improve their skill level.

Continuous changes has been done in the training programs to cope up with the technological changes and based on the requirements of the employee training needs. This study clear that employees are satisfied to a greater extent with effectiveness of the training programs which helps to minimize the errors and maximize the productivity.

**A PROJECT REPORT ON CUSTOMER PREFERENCES AND THEIR
SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS
PRIVATE LIMITED, MANGALORE.**

BY

Mr. SAMAD

USN: 4AL18MBA62

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Assistant Professor

AIET, Mijar, Moodbidri

EXTERNAL GUIDE

Mr. Rajesh Bhat

HR Manager

Mandovi Motors Pvt Ltd, Mangalore



**DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
June-2020**



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MARUTI SUZUKI

Way of Life!

REF: MANG/HRD/3253/2019-20

DATE: 11/03/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. SAMAD**, student of MBA IV semester, REG No. USN 4AL18MBA62, Department of Business administration, Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration in our organization.

He has worked as an Intern from 13th January 2020 to 22nd February 2020 and submitted report on "A Project Report on Customer Reference and Their Satisfaction towards Maruti Suzuki Cars" with reference to Mandovi Motors Private Ltd" Mangalore.

His conducts and character was good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish him good luck.

For Mandovi Motors (P) Limited.,

RAJESH BHAT M
HR MANAGER

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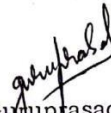
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24 June 2020


CERTIFICATE

This is to certify that SAMAD bearing USN 4AL18MBA62, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON CUSTOMER PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE" is prepared by him under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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Dr. Peter Fernandes
Signature of Principal

PRINCIPAL
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DECLARATION

I, **SAMAD**, hereby declare that the Project report entitled on “**CUSTOMER PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.**” prepared by me during the year 2019-20 under the guidance of **Mr.Guruprasad Pai B** faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by, **Mr. Rajesh Bhat, HR Manager, Mandovi Motors Pvt. Ltd Mangalore.** I also declare that this Project 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 Six 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: 15/06/2020



Signature of the student

ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

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

I am using this opportunity to express my gratitude and respect towards **Dr. Claret Mendonca**, Dean and HOD of MBA Department, AIET Mijar.

I wouldn't have ventured into this study without the support of my internal guide, **Mr. Guruprasad Pai B**, Department of MBA, who wholeheartedly agreed to guide me in my study work and giving me complete support throughout this project.

I profusely thank **Mr. Rajesh Bhat**, HR Manager, Mandovi Motors Pvt. Ltd Mangalore, for rendering extraordinary co-operation in providing all the necessary details and making things easy for me.

It's my privilege to thank our beloved principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. My profound gratitude to all the faculty member of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents for their love and encouragement. And I thankful to my friends for their consent co-operation and support to completed successfully.

Samad

TABLE OF CONENTS

CHAPTER	CONTENTS	PAGE. NO
1	INTRODUCTION	1-12
2	CONCEPTUAL BACKGROUND OF THE STUDY AND LITERATURE REVIEW	13-18
3	RESEARCH DESIGN	19-22
4	DATA ANALYSIS AND INTERPRETATION	23-44
5	SUMMARY OF FINDINGS, SUGGETIONS AND CONCLUSION	45-47
	BIBLIOGRAPHY	48
	ANEXTURE	49-51

LIST OF TABLES

Table No	Particulars	Page No
Table 4.1	Table Showing Respondents age group classification	23
Table 4.2	Table showing Gender classification of the respondents	24
Table 4.3	Table Showing the occupation of the respondents	25
Table 4.4	Table Showing Respondents first preference to Maruti Suzuki while buying a car	26
Table 4.5	Table showing which is your favorite small car in Maruti Suzuki	27
Table 4.6	Table showing Which Promotional Media is Prompting to buy Maruti Suzuki Cars.	28
Table 4.7	Table Showing Based on respondent's experience, would you recommend the same brand of vehicles to your friends/relatives	29
Table 4.8	Table Showing respondents reason for choice of Maruti Suzuki cars	30
Table 4.9	Table showing Respondents opinion about sales process in Maruti Suzuki evaluating with others.	31
Table 4.10	Table showing In which version are you want to Purchase Cars in MARUTI SUZUKI	32
Table 4.11	Table Showing the respondents favorite color in MARUTI SUZUKI car	33
Table 4.12	Table showing respondents want any adjustments in small cars of Maruti Suzuki.	34
Table 4.13	Table showing What type of modifications respondents looking forward to within the small car section of Maruti Suzuki.	35

Table 4.14	Table showing Respondents showing how comfortable is MARUTI SUZUKI cars	36
Table 4.15	Table showing Employee spent enough time with respondents during sales	37
Table 4.16	Table showing Give the reasons for buying a Maruti Suzuki vehicle	38
Table 4.17	Table showing respondents possess any other vehicle	39
Table 4.18	Table showing Respondents Opinion approximately fee for spare parts in Maruti Suzuki cars.	40
Table 4.19	Table showing respondents Experience that arrival of more models with within the small car stage will enhance sales of Maruti Suzuki.	41
Table 4.20	Table showing What kind of MARUTI SUZUKI car are you interested in	42
Table 4.21	Table showing respondents rate Maruti Suzuki car	43
Table 4.22	Table showing respondents feel the experience at MANDОВI MOTORS Pvt Ltd.	44

LIST OF GRAPHS

Graph No	Particulars	Page No
Graph 4.1	Graph Showing Respondents age group classification	23
Graph 4.2	Graph showing Gender classification of respondents	24
Graph 4.3	Graph Showing the occupation of the respondents	25
Graph 4.4	Graph Showing Respondents first preference to buying a car	26
Graph 4.5	Graph showing respondents favorite small car in Maruti Suzuki	27
Graph 4.6	Graph showing Which Promotional Media is Prompting to buy Maruti Suzuki Cars.	28
Graph 4.7	Graph showing Based on respondent's experience, would you recommend the same brand of vehicles to your friends/relatives	29
Graph 4.8	Graph Showing respondents reason for choice of Maruti Suzuki cars	30
Graph 4.9	Graph showing Respondents opinion about sales process in Maruti Suzuki evaluating with others.	31
Graph 4.10	Graph showing Respondents showing the which version are you want to Purchase Cars in MARUTI SUZUKI	32
Graph 4.11	Graph Showing the respondents favorite color in MARUTI SUZUKI car	33
Graph 4.12	Graph showing respondents want any adjustments in small cars of Maruti Suzuki.	34

Graph 4.13	Graph showing What type of modifications respondents looking forward to within the small car section of Maruti Suzuki.	35
Graph 4.14	Graph showing Respondents showing how comfortable is MARUTI SUZUKI cars	36
Graph 4.15	Graph showing Employee spent enough time with respondents during sales	37
Graph 4.16	Graph showing the respondents reasons for buying a Maruti Suzuki vehicle	38
Graph 4.17	Graph showing Respondents possess any other vehicle	39
Graph 4.18	Graph showing Respondents Opinion approximately fee for spare parts in Maruti Suzuki cars.	40
Graph 4.19	Graph showing Respondents Experience that arrival of more models with within the small car stage will enhance sales of Maruti Suzuki.	41
Graph 4.20	Graph showing What kind of MARUTI SUZUKI car are you interested in	42
Graph 4.21	Graph showing Please rate Maruti Suzuki car	43
Graph 4.22	Graph Showing the respondents feel the experience at MANDОВI MOTORS Pvt Ltd.	44

EXECUTIVE SUMMARY

This internship report is a foundation of outcomes from the learning done on the topic “**A PROJECT REPORT ON CUSTOMER PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.**”

Mandovi Motors Pvt Ltd, is one of the main prominent dealerships of Maruti Suzuki cars in Karnataka. This company undertakes sales and service activity of Maruti Suzuki cars in Karnataka. It is best automobile merchant in south India to cross a sale of 50,000 cars and even the best wholesaler in Karnataka to cross a sale of 1,00,000 cars. It's the only dealer in Karnataka to service more than 12,000 cars every month. It occurs to be the foremost auto dealership to get first position in JD power customer fulfilment study.

This study benefits to distinguish the altered forms of service presented by Mandovi Motors Pvt Ltd. and measure the fulfilment position of the consumers. The response from consumer is composed through designed survey. Random sample of 100 customers (Respondents) are selected for the study.

The overall conclusion is presented through tables and graph. Also, proper recommendation is given to the enterprise for which part is perfection is necessary. It is suggested for the upcoming growth of the organization to catch the upcoming market.

PROJECT REPORT ON
“EFFECTIVENESS OF AFTER SALES SERVICES AT BISINEER®
ENGINEERING INDIAN PVT.LTD”

Submitted by

Mr. SAMPATH

USN: 4AL18MBA63

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidelines of

INTERNAL GUIDE

Mr. Guruprasad Pai B

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mr. VINAY HEGDE

MarketingHead

Bisineer Engineering



ALVA'S
DEPARTMENT OF MBA

Alva's Institute of Engineering and Technology Mijar, Moodbidri

July 2020



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
CERTIFICATE

We here by certify that MR. SAMPATH with Register NO..4AL18MBA63 student of MBA from M/S. ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MOODBIDRI-574225, he has satisfactorily completed his internship from 01/01/2020 to 15/02/2020 in our organization M/S. BISINEER SALES & MARKETING NO. 6, 29/1-B, KONANKUNTE INDUSTRIAL AREA, AMRUTHNAGAR MAIN ROAD, BANGALORE – 560062.

We wish his success in his entire future and endeavour

Thanks & regards

For **BISINEER SALES & MARKETING**
For **Bisineer Sales & Marketing**


ASHOK S. BHAT

Total Water Solutions



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24 June 2020


CERTIFICATE

This is to certify that SAMPATH bearing USN 4AL18MBA63, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON EFFECTIVENESS OF AFTER SALES SERVICES AT BISINEER ENGINEERING" is prepared by him under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


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DECLARATION

I, **SAMPATH**, bearing USN: **4AL18MBA63** hereby declare that the project report entitled **“EFFECTIVENESS OF AFTER SALES SERVICE”** with reference to **“BISINEEE® ENGINEERING INDIAN PVT. LTD”** prepared by me during the year 2019-20 under the guidance of Mr.Guruprasad Pai B , Faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by. I also declare that this Project 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 Six 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 ant other University/Institution.



Place: Mijar

Signature of the student

Date: 29-06-2020

4AL18MBA63

ACKNOLEDGEMENTS

I would like thank all the people who have helped me in preparation of this project report. My first word gratitude is to **BISINEEE® ENGINEERING INDIAN PVT. LTD**, who gives me an opportunity for training in Bangalore. And I would also like to thank my external guide **Mr. VINAY HEGDE**, for his constant guidance and support, which helped me successfully complete the project undertaken.

I am thankful to **Mr. Guruprasad Pai B** , my internal guide, under whose able guidance this project work was carried out. I thank him for continuous support and guidance during the tenure of the project. I would like to thanks **DR. PETER FERNANDES**, Principal, **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY** and **DR. CLARIT MENDONCA**, Dean and HOD of MBA. And all my staff members for their support and cooperation.

No work is complete unless presents bless it. I would like to take immense plessure of thankfulness towards my respected and loving parents and all my friends who have given me constant support, useful advice, moral support and encouragement to all my project work.

SAMPATH

TABLE OF CONENTS

CHAPTERS	CONTENTS	PAGE NO
Chapter 1	Introduction	1-10
Chapter 2	Conceptual background and Literature review	11-20
Chapter 3	Research Design	21-24
Chapter 4	Analysis and Interpretation	25-48
Chapter 5	Findings, Conclusion and Suggestions	49-54
	Bibliography & Annexure	55-59

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO
4.1	Gender of respondent	26
4.2	Age group of the respondent	27
4.3	Occupation of the respondent	28
4.4	Income of the respondent	29
4.5	Duration of usage of Bisineer Solar Products	30
4.6	Where did you see bisineer product	31
4.7	Opinion about contacting the service persons of Bisineer products	32
4.8	Opinion about the service cost of Bisineer solar	33
4.9	Handling customer complaints	34
4.10	Respondent using Bisineer Solar products	35
4.11	Overall satisfaction of the respondents towards Bisineer solar	36
4.12	Number of year the customers are using bisineer product	38

4.13	Duration of the product service of the Bisineer products	39
4.14	Overall opinion of the respondents about company reaction speed towards response, supportive information and understandings	40
4.15	Service provided by the company within warranty period	42
4.16	Respondents recommendation towards Bisineer solar products	43
4.17	The exchange offer and loyalty program in bisineer to purchase a new product	44
4.18	Customer opinion about value for money paid towards purchase of supreme solar	45
4.19	The effectiveness of service advisor of Bisineer solar	46
4.20	Identification of customers need during improved after sales service	48

LIST OF GRAPHS

TABLE NO.	PARTICULARS	PAGE NO
4.1	Gender of respondent	26
4.2	Age group of the respondent	27
4.3	Occupation of the respondent	28
4.4	Income of the respondent	29
4.5	Duration of usage of Bisineer Solar Products	30
4.6	Where did you see Bisineer Solar product	31
4.7	Opinion about contacting the service person of Bisineer product	32
4.8	Opinion about the service cost of Bisineer	33
4.9	Opinion about handling customers complaints	34
4.10	Respondent using Bisineer Solar products	35
4.11	Overall satisfaction of the respondents towards Bisineer solar	36

4.12	Number of year the customer are using Bisineer product	38
4.13	Duration of the product service of the Bisineer product	39
4.14	Overall opinion of the respondents about company reaction speed towards response, supportive information and understanding	40
4.15	Adequate services within the warranty period	42
4.16	Customers willing to recommend Bisineer and their product	43
4.17	The exchange offer and loyalty program in Bisineer to purchase a new product	44
4.18	Bisineer product is worth the amount paid	45
4.19	Satisfaction towards the service advisor	46
4.20	Identification of customer needs during improved after sales service	48

Executive Summary

In Indian economy, solar sector is one of the fastest developing sectors. The greatest players of the world will definitely go with the portion of the competition. After the IT sector, the solar sector is one of the edges of the huge sector. Albeit solar sector is not as solid as retail market, but rather it is required to develop manifolds by the year 2020. The size of the Indian solar industry are presently around 8,000 crores. The solar sector is contributing 8% of the work and 7.1% of the India's gross domestic product. At the rate of 7%, it will be developed in every year. The Indian solar market is to relied upon to be doubled by the year 2020.

This study is based on the effectiveness of after sale service and its influence on the customers. This study will provide how the after-sale service effect the customer buying choice. The main objective of the study is to know about the effectiveness of sales service carried by the sales persons of Bisineersolar. The internship involves the three main aspects majorly Industry profile, Company profile and the Analysis. In industry profile about the solar sector, in company profile history of the organization, achievements, a detailed study has been done. In the analyst part, objectives and data collection method, sampling design, sampling size, sampling method and mainly I have collected the primary data using questionnaires. The major finding in the survey conducted show that bulk of the customers are highly satisfied with time and cost savings. Finally, recommendations, limitations and conclusions are derived.