

**“A STUDY THE LEVEL OF CUSTOMER SATISFACTION TOWARDS BAJAJ  
FINSERV”**

**MASTER OF BUSINESS ADMINISTRATION  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**



**SUBMITTED BY  
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**MASTER OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY  
SHOBHAVANACAMPUS, MIJAR, MOODBIDRI, August-2019-20**



### Certificate

This is to certify that MISS. SEEMA (REG NO- 4ALMBA66), Student of MBA, at Aivas Institution of Engineering and Technology, Moodbidri, Karnataka, has done a project work on "A Study On Customer Satisfaction Towards On Bajaj Finserv" at Bajaj finserv limited from 01-1-2020 to 15-02-2020

During this period her conduct and performance were good

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Bengaluru-560001, Karnataka

BAJAJ FINANCE LIMITED

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24 June 2020


### CERTIFICATE

This is to certify that SEEMA H K bearing USN 4AL18MBA66, 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 THE LEVEL OF CUSTOMER SATISFACTION TOWARDS BAJAJ FINSERV" 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

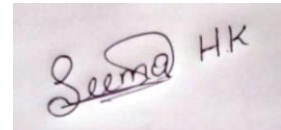
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## **DECLARATION**

I SEEMA H K hereby declare that the project report entitled “a study the level of Customer satisfaction towards Bajaj Finserv” with reference to “BAJAJ FINSERV MYSORE” prepared by me under the guidance of PROF. GURUPRASAD PAI faculty of M.B.A department, Alva’s institute of engineering and technology and external assistance by project executive director SATHISH M Bajaj Finserv. 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.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature is written in a cursive style and includes the name 'Seema' followed by the initials 'HK'.

**PLACE: Mijar**

**DATE : 24 June 2020**

**Signature**

## **ACKNOWLEDGEMENT**

I SEEMA H K 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 me the opportunity to undertake this project study as a part of the fulfillment of my master of business administration.

I express my deep gratitude to my internal guide Prof. GURUPRASAD PAI, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr. Satish M managing director of Bajaj Finserv 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.

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## **EXECUTIVE SUMMARY**

The project title “A study the level of customer satisfaction towards Bajaj Finserv” in Mysore. Customer’s satisfaction is one of the most important factors for a sales company as they distribute the products to the customers from the company and they have direct conduct with the customers.

As there is tough competition in the market and it is very much important for Bajaj Finserv to have satisfied customers. A satisfied customer is an asset for the company who will make repeat purchase and bring new customers.

This research is based on primary as well secondary data, however primary data collection was given more importance. Research has been done by primary data collection, and primary data has been collected by interacting with sales executives, and it was constructed in a manner of getting maximum information from the sales executive. Secondary data has been collected from company database.

The study was conducted based on questionnaires to collect the necessary data: question were asked and the necessary information was filled on the basis of the respondent answer. The questionnaires are in the structured form, the researcher study was done with the structured personal interview.

I would also take the opportunity to thank the entire team of Bajaj Finserv Limited, which helped and shared their knowledge about the industry for which I am highly grateful.

Last but not the least I would like to thank all my Faculty members, friends and family members who have helped me directly or indirectly in the completion of the project.