

# **A STRUCTURAL MODEL OF VENDOR SATISFACTION AND TRUST INVOLVED WITH TITAN**

Submitted By

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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**

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Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION  
**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**JULY-2020/21**



06-March-20

**CERTIFICATE**

This is to certify that Sushmithal L from Alvas Institute of Engineering and Technology, has done her Internship in our Finance at Corporate Office, Bengaluru under the guidance of Arjun CR from 27-Jan-2020 to 06-March-2020

She was sincere, hardworking, and showed keen interest in her work during the course of her Internship Project.

We wish her well in future endeavors.

For TITAN COMPANY LIMITED

**SOUROJIT GHOSE**  
**MANAGER- HUMAN RESOURCES**

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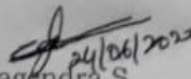
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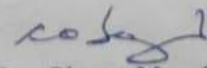
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24 June 2020

### CERTIFICATE

This is to certify that Sushmitha L bearing USN 4AL18MBA83, 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 Structural Model of Vendor Satisfaction and Trust Involved with Titan" is prepared by her under the guidance of Dr. Nagendra S, Sr. 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.

  
Dr. Nagendra.S  
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Dr. Claret Mendonca  
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## **ACKNOWLEDGEMENT**

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project work. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandez, AITE, Moodbidri. And I express my deep sense of gratitude to my internal guide Dr. Nagendra S, Assistant professor, department of MBA, for constant support and encouragement to carry out my internship project successful without much difficulty. I would like to convey my sincere thanks for giving me proper directions and suggestions and make use of this opportunity to express my heartfelt gratitude to Mr. Arjun C R, Divisional Manager, Titan Company Limited for providing all the facilities for making my internship a successful one. I express my heartfelt thanks and for their constant encouragement and support during the entire project work

I will extend my regards to Titan Company Limited and to all the employees who gave me great support to carry out this report.

It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

## **DECLARATION**

I **SUSHMITHA L** bearing USN 4AL18MBA83 hereby declare that the project report entitled” A STRUCTURAL MODEL OF VENDOR SATISFACTION AND TRUST INVOLVED

WITH TITAN” has been prepared by me under the guidance of Dr. Nagendra S, Associate Professor Faculty of MBA Department, Alvas Institute of Engineering and Technology and external assistance by Mr. Arjun C R.

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 VTU Belgaum, Karnataka I have undergone the internship 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/Institution.

Place: Mijar

Date: 06/07/2020

SUSHMITHA L  
(4AL18MBA83)

# **Table of Contents**

EXECUTIVE SUMMERY .....	
CHAPTER 1: INTRODUCTION .....	1
CHAPTER-2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW .....	15
CHAPTER-3: RESEARCH DESIGN.....	25
CHAPTER-4: ANALYSIS AND INTERPRETATION.....	28
CHAPTER-5: FINDINGS, CONCLUSION AND SUGGESTIONS .....	43
BIBLIOGRAPHY.....	46

## EXECUTIVE SUMMERY

The main objective of this research is to gain the knowledge of the production or manufacturing process of the “TITAN COMPANY LIMITED” which is set up at Electronic City, Bangalore, Karnataka.

The information collected for this study is from primary as well as secondary sources, where I personally discussed with the Finance manager and HR manger about the process and gain information from various E-sites. The Journey of Titan Company limited (Titan) began in 1984 with small but confident steps as a joint venture between the TATA Group and Tamil Nadu Industrial Development Corporation. Starting to develop Titan watches for everyone, now it is the fifth largest integrated watch manufacturer in the world, which is only the beginning of a success story. After the success of watch business they make a plan to do some other business in it like jewelry, perfume, sarees and other accessories. They also got successes in those other business which they started. Titan will make its own design in all the business. Titan is widely known for transforming the watch and jewelers industry in India and for shaping India's retail market by pioneering experiential retail.